

S2: E92: Align Your Brand for Quantum Growth Before 2025

Hey there, I'm Tiffany, and you are listening to the Your Legacy Brand Podcast. If you're a high-achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place. I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my life's work and to support entrepreneurs like you to do the same. You pour your time, energy, and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future. I'm here to provide you tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand. Whether your big vision is to be a New York Times best-selling book author, stepping onto the TEDx stage, or simply having a sustainable business and income doing the work you love, my goal is to take you to being seen as the go-to expert in your space. So sit back, relax, and let's jump into today's episode. Hey there, Visionary. Welcome back, and I'm so glad you're tuning in today because today's episode is all about getting your brand aligned for quantum growth before we dive into 2025. Right now, we can all agree we're navigating a world filled with uncertainty, whether it's political shifts, global events, or the unknown challenges and opportunities on the horizon. With so much noise and unpredictability, it's more crucial than ever to have a brand that's dialed in, consistent, and clear. Because when you have that clarity, consistency, and confidence in your brand and business, you can navigate any storm with ease. No matter what's happening in the world, your message stays strong, and you can continue to call in aligned clients who need your gifts the most. This isn't just about staying afloat, it's about thriving and showing up powerfully during times when people are searching for leadership, guidance, and connection. When your brand is truly aligned, you can share your message with confidence, knowing that it's rooted in purpose and speaks directly to those who need to hear it now more than ever. That's what today's episode is all about, how to get that alignment so your brand becomes unshakeable. So in our last episode, we dove into the three P's that make up the core of your brand operating system. Purpose, people, and pitch. These are the foundational elements that, when aligned, give your brand that clarity, confidence, and consistency it needs to thrive. And I want to take this a little bit further today and give you a little bit of a reminder before we talk deeper about the alignment piece. We're going to be talking about energetics today. I'm going to be sharing a few examples of client results. And ultimately, I want to make sure that you're set up for success for the rest of 2024, for Q4, but also as we dive into next year. So let's do that quick but powerful recap of the three P's and why they matter so much. So the first P is purpose. Your purpose is truly the core of your brand. The reason your business exists and the driving force behind everything you do. It's like what's the starter if you think about a car in your operating system. And it keeps everything turned on and running smoothly. Without a clear purpose, your brand will lack direction. Purpose guides not only your messaging but your offers, your content, even the way you show up for your audience. And most of all, it gives you clarity in decision making. It really serves as that compass and ensures that everything you do is aligned with a bigger mission. And if you're listening, you probably have a sense of what that purpose is. However, have you really taken it on a deeper level into your vision to ultimately where you want to take your brand? A lot of people don't think about the three S's. And if you don't know me, my favorite number is three. So I'm always talking about groups of three in some way. You may have heard me say that a brand operating system allows

you and your business to be sustainable, scalable, and ultimately sellable. So when we're crafting your purpose, we want to think about those three things. So right now, I want you to ask yourself, is your purpose clear? Are you rooted in a mission that not only excites you but also resonates deeply with your audience? If there's any doubt or confusion, that's where we want alignment to start. Next up is people. These are your essentials, the people that you're meant to serve, and of course, also known as your ideal clients. Understanding who they are, what they need, and how you can solve their problems is the foundation of effective branding and messaging. And I trust that you already know this as a sophisticated business owner, but it's so much more than knowing demographics. It's about getting to the heart of their struggles, their desires, and how they want to feel when they interact with your brand. When you understand your people on this deeper level, you can create messaging that speaks directly to their needs, their hearts, and resonates with their core. And not only that, you can do it in a way that's non-manipulative, non-slimy, and non-persuasive. I know over the past 10 years or so in the online space, so many people have been talking and teaching persuasion-based marketing. There's even a lot of programs called How to Persuade, right? And to me, that's always felt a little off and icky. I don't want to persuade you or anyone to work with me. I want to invite people in that are actually in need of my services. Because those are the types of people that we all want to work with, that are excited to be there, right? And so I always tell people to make sure that you're watching the techniques that you use. And of course, there's a sense of urgency and things like that, which is honestly quite true. And if it's not false urgency, you're fine. And I could talk about this one piece for hours. But ultimately, circling back to the people, have you truly identified who those ideal clients are beyond the surface-level characteristics, beyond the demographics? Because when you deeply understand your people, your brand will become a magnet that attracts those who are aligned with you, your mission, and your work. And the last P is pitch. Your pitch is how you communicate your brand's value, the interface through what your audience engages in with your brand. Now, we're not talking about a sales pitch here, to be clear. Think of this as the first interaction, not where they're seeing you on social media necessarily, but when they're actually interacting with you and receiving something of value from you. And so this is what we want to be, a seamless experience of an opt-in or a lead magnet. And the whole point of that is that it makes it effortless for clients to say yes to what you offer. So reflect on this. Is your pitch, aka your opt-in or lead magnet, clear, consistent, and aligned? And do you have people signing up in droves for it? Do you have people converting by going through it? If not, this is another thing on top of people and your purpose that you would want to revisit to really make sure the core of your brand operating system is functioning like a well-oiled machine. So when you're out there and inviting people into your brand, they are taking action, enjoying the process, and converting. Okay, so now that we've recapped those three P's, let's talk about alignment and why it's so critical. Now, I know alignment can kind of be a buzzword. It's used in the online spaces for so many different things. Is your energy aligned? Are you aligned? Or da-da-da-da aligned? But it truly is. The reason it's used so much is because it is that important. And here's the truth. You can have the most beautifully designed brand, the best brand strategies, but if your purpose, people, and pitch are not in alignment, you're going to struggle to create consistent converting clients. And general results in your business. Okay, and that's really why I want to talk about this today. Because so many people think, oh, maybe I'll just get a new logo. Maybe I'll just update a photo shoot. Maybe I will change up my website.

That's going to make all the difference. And the truth is, it's crazy for me to say as a brand strategist, it's just not true. And that's why I view the visuals of a brand, the visual manifestation, as icing on the cake, right? You need what's underneath the surface to be in alignment first. Then you can apply amazing visuals. And then you will get those consistent converting clients and results. So alignment is really what unlocks consistency in your brand. Consistency is what builds trust. Trust is what builds authority. And authority plus action equals momentum. Now, that, my friends, is the genius of the brand operating system. Because when your brand is aligned at its core, you finally stop spinning your wheels and trying what to do, trying to figure out what to do next. I've had so many clients that come through my program Legacy Brand Foundations or work with me one-on-one that have been working on their brand and their business for over 10 years without the results that they've been craving. Like my client Shannon, who I worked with last year. And the beautiful thing is now that everything's in alignment, she has the brand operating system, her website's updated, her offers are aligned. Things are going crazy. And she's getting more momentum than she's had in the past 10 years. And that's what I want for you. Whether you're new in business, you can do this right up front. And or if you've been in business for a longer time, really getting the consistency and alignment in your brand truly is what is the game changer. And I don't say this only because I'm a brand expert. It's because I've seen it happen time and time again. People invest tens of thousands, so much money on masterminds and different strategies that are shiny objects without really moving the needle. And so here's the magic. When you're consistent, your audience knows exactly what to expect from you. And that predictability, as we mentioned, builds trust and trust leads to your scaling. So whether you're launching a new offer, stepping onto bigger stages, expanding your reach, alignment in your brand gives you the confidence to do it with clarity and ease. And it also allows you to begin to outsource your messaging, your branding, your content as you scale. So that might be a VA to start with. Then it might be copywriters. If you look at any of the big brands out there, Marie Forleo, Brenda Bouchard, just so many thought leaders that we think about, they're not typically the ones anymore writing all their content, writing their social media posts. They're busy. They've got massive audiences to serve. And so they outsource it. And the reason they can outsource it is because they have the clarity, the alignment, and the understanding of what their brand and their message actually is. Now, if you're like, I actually don't want to be one of those massive thought leaders, I hear you. I'm the same way. I love being a boutique agency owner. I am expanding my reach. And I've had hundreds of women come through my program. However, I don't feel like I want to be the biggest person known to man where everybody knows who I am. My goal is to help my clients be that. I love to make my clients message a movement. And I'm kind of like that secret weapon behind the scenes. And I know that is what I need. So if you're the type who's thinking, actually, that doesn't really matter much to me. I don't need a seven, multi-seven, eight-figure business. I just want an amazing group of clients that love me. And I make a lot of profit. And I'm happy. That's cool, too. This will work no matter what level you want to get to. So another missing ingredient that deals with alignment is energy. I'm not going to get super woo here. And I'm like woo adjacent. I definitely have woo in me. But it's also very practical. Because alignment isn't just about strategy. It's very much also about energy. You can have all the strategy in the world, just like you can have a beautiful brand aesthetically. But if the energy behind and your brand is scattered. If you're showing up with hesitation or doubt, it will affect everything from how your brand is perceived to

those results. So think about energy like the invisible thread that ties the brand all together. When your energy is aligned with your brand's purpose, mission, oh my gosh, that's when it becomes truly magnetic. Your audience can sense when you are fully in your power and that's part of a big part of what draws them in. This is where practices like visualization, setting intention and staying grounded in your why comes in. So when I'm creating brands for people or working on their brand messaging and running people through the program or working one-on-one, whatever that is, the energetics and the mindset is always a big piece of it. We are truly changing your identity alongside your brand. And this is the big missing piece that I see a lot of people in there just go and grab a logo and some colors and fonts and they're like, I'm good, I got my brand. Uh-uh, that doesn't cut it these days because if you want to stand out and be the go-to in your niche or like me, be the secret weapon that people whisper behind in like masterminds, oh, who did your brand? Or who is your Facebook ads person? Or who is your coach, right? Whether you want to be that huge visual person or you wanna be behind the scenes, it doesn't matter, but the energy matters. So let's really talk about this because again, when your energy is aligned, you're not just running a brand and a business, you are embodying it. And that is when real magic happens. You'll start attracting opportunities, clients, visibility in ways that feel effortless. It's not about the hustle. This is where it can become about the flow. Okay, so moving on, this is another thing that nobody's talking about that I'm gonna share with you. A little known secret here today and it's about the power of micro decisions. How tiny little small tweaks can lead to big leaps. So you may have already invested in your brand. In fact, I have so many clients who have invested solid amounts, sometimes five, sometimes even six figures in their brand, but they didn't ever get the results they wanted. And I've had people who have not invested in their brand yet. Now, the thing is these micro decisions can also make all the difference. Because like we talked about, once you've aligned your brand's core, then it's small decisions that lead to the biggest shifts in creating not only the core, but the whole ecosystem of your brand. So we talked about when your purpose, people, and pitch are in alignment, then even the tiniest tweaks in your messaging, positioning, and offers can have a massive impact. So my favorite thing to do is if you kind of are already established, is really looking at your current ecosystem, whether you've built it consciously or unconsciously. And many of us, we build the plane while we're flying it. And because you didn't realize how important your brand is, maybe you have kind of what I call a Frankenstein brand where it's disjointed, it's a little bit messy, that's okay. But what I like to do strategically and energetically is really look at the entire system as a whole, because not everything needs to be ditched. We're gonna look at what needs to be ditched, what's no longer serving you, but also what's working and what you can double down on. And these micro decisions compound over time, creating a ripple effect that leads to exponential growth. For example, I've seen clients who made a single shift in how they communicate their value. Maybe by, you know, we helped them clarify an offer, help them rename an offer. Maybe we adjusted certain pieces of their messaging, like how they labeled their ideal client, or how they shared their personal story. And suddenly saw a dramatic increase in both engagement and conversions. That is the power of alignment. We need clarity to make decisions that are laser focused on what matters most. And we're not ditching the entire baby with the bathwater. That is the weirdest thing, by the way. I don't know. I need to like look that up. I don't know where that came from. But anyways, we're not, you know, getting rid of everything in a rebrand. We're really looking at what's in alignment, what's not, and ensuring

that everything's in alignment. And so we want to talk about that fine tuning, refining, and making adjustments to keep your brand running and create that well-oiled machine. So you can finally save so much time, so much energy, and so much money, because you're not trying to figure this stuff out anymore. You'll have the process in place, the three P's in place, the core of your brand operating system. So this is where I want to invite you to the Authority Amplification Fall Session, which is make your message a movement without relying on social media or outdated bro marketing tactics that don't work. Because that's exactly what we're covering is so much more than a brand strategy in itself. It's about aligning the core of your brand operating system. So everything you do feels intentional, clear, and authentic. We're gonna dive into how to magnetize your brand's message, how to connect on a deep soul level with your ideal clients, and how to craft a pitch, aka opt-in, that feels effortless, yet so, so powerful. So if you're tired of the old, outdated marketing tactics that feel pushy or misaligned with your values, this is for you. We're focusing on a fresh approach, one that amplifies your authority, makes your brand a movement, and not just another business in a crowded online space. And we're especially looking at the lens of how things are shifting so quickly with technology and just in general, spiritually, energetically. Our world, in a blink of an eye, is completely different than it was five years ago. So much has happened. People's perceptions are different. People's awareness of marketing is so much more acute. People are tired of being sold to, but they still have problems, and they're still looking for solutions. And so we're really looking at, how do we show up as the solution for their problems in the perfect timing, in the perfect place? And so again, that's the alignment of your brand operating system, your energetics, your messaging, and how you're showing up. And it doesn't have to be on social media all the time. I have to say, I've been pretty much off Facebook. I took a sabbatical over the entire summer off of Facebook. I posted actually on my daughter's last day of school, didn't post all summer, posted on her first day of school. My team actually is who posts on Instagram for me, and I don't care about the vanity metrics because I know that, yes, it keeps me visible, but I have other ways that I'm doing my client attraction methods. I do currently like LinkedIn, but you don't have to be in any of those places if you don't want to, which is actually what we talked about in the summer session workshop. We'll recap it a little bit here, but I want you to know that this is for you if you're looking for a new approach that feels in alignment, that feels good, feels easy, and you just know deep down that it's going to work. So let's bring it back and circle back to the beginning a little bit more about social media and a little bit more about why you might want to get off of it because not only does it take away from our precious time when we scroll, but right now it's programming fear into the subconscious mind. It's just so much negativity, so much scarcity, so fear-based, and yes, you can curate your feed, but you cannot always control what pops up and that can easily trigger your nervous system, which then also makes a huge difference in your flow, in your energetics, and how you're showing up. So, let's talk a little bit about how to get off of it. So, I really want to talk about all of these things and not just how that messaging affects you, but this is really a different way of doing business by installing this brand operating system, right? And it also takes a ton of time to be on the content hamster wheel. So, anyways, I'll get off the soapbox. I could talk about that in a minute, but I'll get off the soapbox. I could talk about that all day as well. Well, let's talk a little bit more about the details of what we're gonna cover in the workshop, because I want you to make an informed decision on if it's for you. We're gonna, like I said earlier, how to refine and align your purpose so it resonates deep within your heart.

So, on those tough days that are still gonna happen once in a while, you wake up and you're still on a mission and you're so excited to serve your audience, how to deeply connect with those ideal clients and understand what they truly need so you can serve them from a place of authenticity and integrity while they cannot wait to work with you. I know some of the best messages I get from clients are like, literally, I'm geeking out. I'm so excited to start this process, or I've been dreaming about this day. Doesn't that feel good? I love getting those messages, and I want that for you too. And then last but not least, we're gonna talk about how to create that magnetic pitch, aka opt-in, that feels aligned, effortlessly communicates the value of what you offer, making sales conversations feel easy, natural, and genuine, and making conversions way easier. But it's more than just the what. We're also focusing on the how. You'll get actionable steps, personalized guidance, and a clear plan for implementing your aligned, brand operating system so that you can move into 2025 with clarity, confidence, and consistency, and truly, end Q4 with a bang. So these are three 90-minute sessions on September 9th, 11th, and 13th. And this isn't a recording. I'm there live. I'm gonna do a little bit of teaching, but we're actually gonna dive in and workshop because I don't know about you, but I'm tired of just watching those prerecorded videos where you're not really walking away with a ton of action, implementation, and it's typically just education, not the implementation, right? So this isn't at all about following trends. It's really about building a brand that's rooted in purpose, designed to serve, and positioned to scale and make a massive profit. So don't miss this opportunity. Your brand is truly your most valuable asset. When it's aligned, it operates with clarity, consistency, and you will operate with more confidence, and that's what positions you as the thought leader that you're meant to be. Don't let this opportunity slip by. Go ahead and check out the show notes. Grab your spot before the doors close. Now, I will say that this is a \$97 workshop, and because you're a loyal listener, or even if it's your first time today, because I'm so grateful that you're here, I want to give you a gift of attending for only \$7. That's \$90 off because I truly want to serve as many people as possible in this capacity, and I just want it to be an easy yes. Like, hell yes, why would I not do this, right? So go ahead, go down to the show notes, get registered, and a few little notes about it as well. I use a system called Heartbeat, a community system, because, as I mentioned, I am off social media. I do not use Facebook groups. So once you sign up, you will log into Heartbeat. Super easy, such an amazing system. My clients love it so much that most of them have moved over to Heartbeat for their communities. So you're definitely going to want to be a part of this. You're gonna be able to network with other amazing women business owners, some that are closer to starting out, some that are seven figures all over the board that are ready to get the details of their brand operating system finally in alignment. So I can't wait to see you there. If you have any questions, also feel free to reach out to support at yourlegacybrand.com. Otherwise, I hope to see you when we kick off on September 9th. And also, as always, we'll see you on the next episode. Thank you so much for joining me on today's episode of the Your Legacy Brand podcast. I'm so grateful that you took the time to hit play and listen to the show. If you loved this episode, please provide a rating or review, and I will be forever grateful. My favorite place to hang out these days is LinkedIn, so hop on over and let's connect. Or if you prefer Instagram, follow me at Tiffany Newman Creative. I'd love to get to know you and hear your feedback on what topics really resonate and what you'd like to hear more of in the future. Find links and resources shared on this show and learn about how to create your legacy brand by going to yourlegacybrand.com. Remember that what you leave

behind is not what's engraved in each dead monument, but what is woven into the lives and hearts of others. What are you doing today It's important to others to leave your legacy.