

S2: E94: The Path to Thought Leadership Begins Here

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 bestselling 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 Visionary, welcome back. I'm thrilled you're here today because we are celebrating something big. I just wrapped up an incredible workshop series where amazing, incredible women entrepreneurs came together and we created the core of their brand operating systems. So especially if you've been following along for some time, you've heard me talking all about the concept of a brand operating system, how to create your legacy brand, and watching them gain clarity, confidence, and ultimately a sense of consistency in their brand, in the core of their brand, has been truly inspiring. And I'm so excited to share that with you and also invite you into the next level. So the doors are officially open for the Legacy Brand Foundations program. This is where you'll take everything we've talked about in this podcast and put it into action, creating a brand that not only stands out, but positions you as a true thought leader in your industry, stands the test of time, and ultimately creates the foundation for your legacy. And as you know, I don't believe in legacy as your name on a building and people gathering around you, although that's incredible and we all want to be remembered long after we're gone. But what I'm really talking about is the ripple effect that you and your work create in the world. So I always say as a brand strategist, I'm not going to make the most massive impact in the world by making fabulous brands. However, that shifts when I think about the women that I'm helping behind the scenes to create their message as movements. And when they're making massive impact in the world, that ripple effect is then the legacy that I get to put out into the world. So I want that for you too. So today we're going to dive into why having a fully developed brand operating system is the key to showing up as a thought leader, a little bit about what the difference is between thought leadership and a personal brand, and also how to truly use your brand to catapult you to make the impact you're here to create. But before we dive in, let's talk about why having clarity, consistency, and confidence in your brand is now more critical than ever. We're navigating a world filled with uncertainty right now, whether it's political shifts, global events, and simply unknown in the business landscape because technology is shifting faster than ever before. And just the way that we're practicing business is shifting, especially online. So it's crucial to have a brand that's really dialed in and grounded because when your brand is aligned, like we talked in the last episode, you're able to speak and share your message with ease, no matter what's happening. You don't let circumstances hold you back. You don't let any fears or worrying let you back, and that allows you to continue attracting aligned clients that need your gift the most. So if you're ready to create that kind of unshakable presence in your business, let's get into it. I first want to

talk about how branding isn't just another buzzword, right? People talk about their brand, but there's something that often gets overlooked. Branding isn't another example of marketing jargon. Actually branding is what sets the stage for your marketing to produce results. It's critical for your online presence and your business's success. And whether you realize it or not, you already have a personal brand. When you Google yourself, what pops up? Those search results are often the first impression people will have of you. Is it a good one? Do those results accurately represent who you are and what you stand for? Or maybe you don't really find yourself in the Google results and it's time to change that. In this day and age, chances are that people will Google you before they even reach out. The question is, do you want to let your online reputation take on a life of its own, or do you want to control the narrative? Your personal brand is the easiest way to connect with potential clients and showcase your expertise without coming across as super salesy. Now, you may not have an issue with that, but I find a lot of women that are attracted to me don't post, don't show up, don't speak as often as they should because they're one, afraid of what people will think, two, they're afraid of coming off salesy, or they simply are introverted or don't have the capacity to be on all the time, right? But I want you to know that it's about how you tell your story, how you share your values, and building trust before you get on a call with someone or before they opt in to whatever you're offering. And developing a strong personal brand doesn't happen overnight. It does take intentionality, but it's worth it because when done right, it does all the heavy lifting for you. Because by the time you invite someone in to work with you, they're already pre-sold from interacting with you and seeing how aligned you are with your message. So then sales becomes more of an invitation, easy and effortless, rather than being in convincing mode or persuasion mode, which is just icky. So let's take that a step further. You know you need a personal brand, right? You already knew that, or maybe now you just had an aha moment of like, yeah, I guess you're right. I do need a personal brand because oftentimes people tend behind faceless brands or they're not really putting themselves out there. So I really love to think of this as a mix of brands. You're not only branding yourself as a person and a thought leader, you're also branding your goods or your business. And we'll talk about that a little bit more in a moment. But if you want to go beyond just having a brand and step into thought leadership, that's where a brand operating system comes in. So what is the difference? As I said, you have a personal brand, whether you recognize it or not. I highly recommend looking, Googling yourself, seeing what shows up. And you may be extremely proud or you may be like, huh, yes, this needs some work. And don't worry if that's what happens because that's super common. Most people tend to build their brands unconsciously because there's so many shiny objects out there for us, especially in the online space. And we're told that all these other things are more important when really your brand is your most valuable asset. It's something you can sell down the line. Even if it's a personal brand, if you've created amazing thought leadership and amazing programs and tools, it's still absolutely sellable. And if you're not planning on selling in the future, you still want to make sure that you're building an asset that serves you and continues to grow and thrive your impact. And of course your income. So in the legacy brand foundations program, you'll be developing your complete brand operating system. This is the foundation that powers every aspect of your brand from how you show up online to how you're perceived as a thought leader. When you have your brand OS fully dialed in, you can show up confidently and consistently positioning yourself as the expert that your audience looks to for guidance and inspiration. And this doesn't have to be

on social media. That's another piece that we talk about is how are you going to call those people in? Now you may be like, I love social media, Tiffany, and that's awesome. This is going to catapult what's already working for you. Or if you're like me, and I've pretty much taken myself off of social media, except for a little bit of Instagram and some LinkedIn, that's entirely possible too. Because when you position yourself as a thought leader, you then can take bigger stages and speak in virtual events, on actual physical stages, teach in masterminds, and you'll be a sought after expert that people are asking and requesting you to come in. Also places like Forbes and Entrepreneur reach out to me regularly to have my insight. And I want the same for you. So what we're going to talk about specifically in this episode, now that we've kind of tapped to the surface, is 10 reasons why building a thought leader brand is more valuable than ever. And we'll talk a little bit more about legacy brand foundations at the end, so you can make an informed decision whether it's something that you need to really catapult your business As we wrap up 2024, and as we move into 2025. So first, let's dive into these top 10 reasons, because I truly believe building a thought leader brand is essential if you want to elevate your brand and business in this landscape that we're currently living in. And so if you attended the workshop, you already know some of this, we dove into really creating the core of your brand operating system, we'll talk more about how an entire brand operating system is the key to a truly thriving business. So first, the thought leader brand and having your brand operating system dialed in establishes you as an authority and creates name recognition. Now that seems fairly obvious. And a lot of people may get this inadvertently, but it's a messy ride, and they're building the plane as they fly it and it may take 10-20 years, have you ever seen those thought leaders like Marie Forleo, Brene Brown, you know, there's so many Brendan Bouchard people that talk about how they struggled for 10 years in their business, and then all of a sudden one day everything clicked, and they were the next well-known expert. Now obviously, there's a lot of different things that come into play there. But the main thing that I believe helped me catapult to thought leadership within only a year and a half to two years in my business, when I had Forbes and Entrepreneur reaching out and people like Selena Su and so many others reaching out to have me speak to their communities, although I'm not omnipresent and I don't have a huge social media following, like how does that work? It's because I had that brand operating system in place, right? I positioned myself as a thought leader, and I truly believe that's what finally clicks for these people who maybe spend 7, 10, 20 years, and then they finally show up. It's because they finally had an actual operating system in place. They finally claimed thought leadership. They finally came out of the shadows and went all in, right? And it's also why there's a lot of people who achieve a lot of name recognition, say on Instagram or on TikTok, and they might have a massive following, but they're actually not known as a thought leader. They're known as an influencer. And that's a big difference as well, because influencing is great. Maybe people know who you are, but are you actually building a body of work? Are you actually creating tons of profit? There's so many people who have massive followings because they're being entertaining, but they're not actually making incredible incomes. So I don't know about you, but I'm much happier being a little bit more behind the scenes, being known as a thought leader, serving people, making a massive impact and income than having tons of followers on social media and not doing those things. And then of course, there's people who do both, and that's entirely possible too. But wouldn't it be nice for the people who matter most to know your name without having to introduce yourself? By building a thought leader brand, you can position

yourself as an expert in your industry. So it doesn't mean you need to be known by Oprah. And I think that's another thing that people tend to have these such high expectations for themselves. Like, I need to be known like Oprah. Now cool if you want that and if you get there, but really what matters is that you're known by the right people. And that's the audience that you can serve, that can pay you, and that you can actually transform their life. So that could only be a hundred people if you're working one-on-one and charging top dollar. That could be a few thousand, that could be millions, and you get to decide that. Now, the second reason building a thought leader brand is more important than ever is because it builds trust and confidence. When you consistently deliver value, people will naturally begin to trust you. And trust and confidence are essential to standing out in a crowded marketplace, right? Now, we all know that there's billions of people online. When you're just in the sea of sameness and nobody knows who you are, that's not good for business. A lot of people think it's build it and they will come. Maybe you put up a website that you built yourself and you're like, why is nobody coming my way? It's typically because you don't have the brand operating system of the correct messaging, the correct marketing, the correct visuals, the correct everything in place, right? And honestly, what we're talking about here is mostly the messaging, the mastering, and the marketing. That's what we really cover in Legacy Brand Foundations. And when you can build up that trust and confidence, it's all about the long game. I've had clients come in and said they were watching me launch three different times before they finally signed up. But I'd much rather have that and have people who are ready, willing, and able and so excited and have me on their vision boards to work with than people who are signing up because I'm manipulating them. So a thought leader brand is all about showing up in integrity, showing how you truly are an expert, and then allowing people to come in when the timing is right. That may be right away because they've been looking for a very long time for somebody to solve what's been holding them back. So I absolutely have those people too who hear the message and they're like, oh my gosh, the brand is what I've been missing this whole time, and I can't believe it. I've been chasing around all these shiny objects, and I can't tell you how many clients say they finally feel like they're grounded and they can finally stop chasing the shiny objects because they have their foundation, they have their messaging, they have their operating system. They can finally let go of the reins, let other people help them, and show up and do the work they love, and that's it. And that's the beauty. Which leads to the next piece. This is one of my favorite reasons a thought leader brand is so important, is because your business will begin to sell itself. No more hustling and selling and trying so hard. Once your brand is aligned, your messaging is clear, and you know for a fact that your ideal audience is going to resonate with it, your content, your website, you showing up will do the selling for you. It's so amazing to see clients like my client Justine, who during Legacy Brand Foundations increased her closing rate on her sales calls because she was a one-on-one provider. She owns an amazing business called Debt Free Millennials, and there was a lot of things that were kind of misaligned in her brand. One of them was her website didn't even have her face on it, you had to dig for that. Another one was she wasn't clearly articulating the value that she was giving to her clients. So literally, I think it was the third or fourth week in the program, we switched how she was talking the language around the offer, and her sales calls went from like a 10% conversion rate to almost an 80% conversion rate because everybody fully then understood. By the end of the program, we had also decided that she needed a group program, which she launched, which sold out right away. And about

three months later, she was invited to speak at the White House as an authority, which she had never spoken on that large of a stage, much of a stage at all before that point. Because she made the right connections, we shifted the language, everything shifted. And that's what I want for you. Your brand should do the heavy lifting for you. And most people don't realize that's what a brand is actually for. It's not a pretty logo. It's not a pretty website. I can't tell you how many people come to me and say, I need a new logo. No, you don't. Maybe we'll get there. That is not part of legacy brand foundations, I also want to be very clear. We're talking about, again, the messaging and the frameworks, the offers, the marketing, all the things below the surface. And then I do have offers after that if you want to up-level your visuals, because that is the icing on the cake and it is important. But it's not going to change anything on its own. And that's the biggest misconception I see most business owners making. They put all this emphasis on the visuals of the brand, and it's truly not nearly as important as what we're talking about today, as the positioning. Okay, next up is it automatically will help you build relationships. So if you're slightly introverted like me, I'm actually ambivert, but it takes a lot for me to go out and make a lot of new relationships because I love to serve my clients. I love to be around people that I know. It takes a lot for me to show up and network and things like that. But the cool thing is, a thought leadership brand, when you have a brand OS and a legacy brand, it allows you to engage with more people. It's one-to-many instead of one-to-one. Not even just the way that you're working and your offers, but how you're showing up. So this expands your influence beyond one-on-one interactions, and it will make you so much more confident showing up to those networking events. And that's the beauty of this as well. Because so many of my clients say they show up and they'll kind of ramble for about five minutes about what they do when somebody asks. When you walk away from legacy brand foundations, you will be able to clearly articulate what you do on those networking events where people will be asking how they connect, asking to book calls right away, because they're going to be so blown away by the way that you introduce yourself, the confidence and the clarity that you have. And this is the case for all of my clients and myself. It's so fun to go to networking events now, because I literally will have people saying that's the best introduction they've ever heard, or how do I work with you? And they don't even know what I'm offering yet. It's amazing. And again, that's what I want for you. Okay, next up is, and these are stacking on each other if you didn't notice, right? Next up is becoming more memorable, right? We also on those networking events, online, speaking, we want people to remember us. You don't want to be the person who's speaking on stage, but everybody else is out shining you. And a week later, they don't even remember who you are. Memorable brands create lasting impressions. When you're consistent with your messaging and authentic in your approach, you're going to stand out. And this is why I also began teaching signature talk frameworks, which by the way, if you join Legacy Brand Foundations, you're also going to get access to my proprietary framework of creating a signature talk. So once you get the brand operating and system in place, you can then also create your signature talk that aligns with the brand. Now, if you're listening to this and you've already done that work with me, this is the other part of the ecosystem that you're missing is if you have an amazing signature talk, you want the brand to back it up. Because then in every touch point, on stage, online, behind the scenes, customer journeys, when they're working with you, everything is going to be memorable. And that leads to not only more conversions, but more referrals, more partnerships and so much more. And if you grew up like me, and I was, you know, kind of a chubby kid

behind the scenes, a true artist, a true creative, a little bit nerdy. You know, I never thought of myself ever becoming memorable, if I'm completely transparent. And it's only through the process of my corporate career, being a professor and teaching branding and design for over eight years. And all of these strategies that I was teaching others and implementing in big brands that I realized we can apply to our personal brands. And if I can create a memorable brand, so can you, no matter who you are. Now, we also want to be memorable, but we also want to be relatable. The one thing I see where people tend to not really lean into a thought leader brand is they don't want to seem higher than thou. They don't want to seem conceited. They don't want to seem like they're putting themselves above others. Now, some people might, those people are probably slightly narcissistic, maybe. I could go on a whole ramble about that. But let's not do that now. If you're listening, I know that you have a big heart and sometimes it can be hard to show up and share your expertise in a way that feels aligned. So the trick here is not only will you become more memorable, but you'll become more relatable because relatability is key to building a loyal community. When you show up authentically, you show the human side of your brand. It makes it easier for the audience to connect with you. So that's where there's this balance of authority and relatability. And if I think of some people that do this really well, one person that I absolutely love that isn't necessarily in the online space is Sarah Blakely. She is just so funny, so real, so down to earth, but she also is incredibly gifted. I would consider her a thought leader and she has the Spanx brand. Now she has her incredible new sneaker brand that are like high heel sneakers. If you haven't seen them yet, check them out. It's pretty amazing. And whether you love her or not, I feel like it's a great example of how you can show up, be true to yourself, but still have that air of credibility. And a lot of times people go one way or the other. They're so put together. They're still like in their corporate space and so people can't relate to them. And it might be somewhat memorable, but it's also a little standoffish or they're so vulnerable, so open that they don't really have credibility anymore. I wouldn't pay that person who's crying on social media to be my coach or to work with me because not everything needs to be shared. There is a balance. There is lines not to cross, in my opinion. And we talk all about this as well. How to show up and have that perfect sweet spot in your brand. Now the next piece is all about control. Now I'm not saying controlling in a manipulative way, but we want to control how people are perceiving us. Because again, if you Google yourself and you haven't been consciously building a brand, people are going to make perceptions. They're going to create stories around what they find online, whether it's true or not. So when you take control over people's perception, that's where everything can shift. Because without a strong brand, people will create their own perceptions of you. So thought leadership branding, having that brand operating system in place, and really stepping into your legacy brand allows you to shape how you're viewed by strategically sharing your values, your expertise, your credibility, your stories. And a lot of people think, oh my gosh, I have to be vulnerable. I have to share all of these stories. There's certain things maybe that you don't want to share or you're not ready to share. I remember my client, Selena Su, when we worked together, gosh, I think it's almost been five years now. She was in a very toxic relationship. And I knew that. Some of her inner circle knew that. But it was not in the general public. She did not want that to be part of her brand. Which a lot of times when we're going through things, we don't want that to be front and center. And it doesn't mean that you're not being authentic. It means that you're in the shit. And when you're in the shit, it's not the best time to share it, in my opinion. I really tell clients to wait

until they're through it. So once she was past that, I worked with her on a strategy to release the story. And she did feel called to share it eventually because she knew, even though it had nothing to do with her publicity brand, that it would impact women. It would make a difference. And she received so many messages and so many stories from women because of that, which then created that vulnerable space when she was ready. It created that trust with people. And I have a lot of clients like that. I also have clients like Elizabeth Hartke, who I branded her brand, Luminary Leadership, who is a little bit different. And she likes to talk about things while she's going through it. And so unfortunately, she lost her latest child during birth. And it was such a tragedy to witness. But for her, it was healing. It was, of course, not in the moment, but shortly after. And she took her audience on that journey with her. And it helped her heal. It helped the grief. So again, this is your decision. You should never be listening to a guru telling you that you have to be vulnerable and or not to be. You do you. And during Legacy Brand Foundations, we talk about not only how to position your brand story, how to position your messaging, we also talk about those personal stories and how and when and why to share them. And ultimately, you get to control how people perceive you. And that's the beauty. Next up is pretty straightforward. But a lot of people, because they're building the plane while they're flying it in entrepreneurship, because they're scrambling, because they're moving. moving fast, because they're hiring different contractors, because they're just doing the best they can with what they have, they don't have a lot of consistency. So consistency in your brand, in your messaging, in how you show up, in how you talk about the business, in your offers, that's what's going to make your brand recognizable and trustworthy. Again, all of this really does boil down to trustworthy, because people have been burned. The online space isn't what it used to be. A lot of people are marketing experts, but they're not actually providing real expert on the backend, real expertise, real value, and real outcomes. And a lot of people are afraid of investing, especially higher ticket now, because they've experienced that. So all of these things I'm talking about today, of course, you need to be an integrity and you need to be a person that's providing value, which I trust you are, if you're listening to this, you wouldn't have gotten this far in this episode otherwise, leads to that consistency. And consistency is the key to the long-term success, to your legacy, right? So I'm not going to spend a lot of time there, because it's fairly obvious, but I wanted to make sure that it was included in the top 10 reasons, because we are in it to play the long game. If you truly want to make a difference, you're not a fly-by-night person, you're not just here to cash out and then change directions over and over and see who else you can money grab, then consistency is key. Next up is, it leads to more opportunities. This is again, pretty straightforward and we sort of touched on it in the other pieces, but positioning yourself as a thought leader and having that brand operating system in place, when people see you as a thought leader, you're not showing up trying to claim it, which by the way, you are the only person who can claim it and no one else is going to give you permission. So that's a big part of Legacy Brand Foundations too, is we're actually shifting your identity while we're building your brand operating system. You are going to shift your identity into the person that you are meant to be, the thought leader that you're meant to be. And maybe you already have a lot of credibility and thought leadership. I've had people with seven figure businesses go through this program, but they knew that to get to their next level, they needed to shift that identity. Or maybe you're just coming out of corporate and you're like, I have all this expertise, but I feel like a kindergartner, I'm starting all over again right now. I feel like I don't know anything in this online space and you want to do it right from

the beginning, then Legacy Brand Foundations is also for you. Because instead of scrambling for 10 years and trying to figure it all out, you'll set yourself up for success at the beginning. So this really does work as a branding strategy or a rebranding strategy, no matter where you're at. And opportunities will naturally come your way, whether it's speaking engagements, media features, or high-level collaborations when we do this positioning work. And there's so many countless examples of this on the invitation page to Legacy Brand Foundations, because I could share so many examples with you here, but this is one of my longer episodes, so I don't want to keep your attention forever today. But I do, as we start to wrap up, encourage you to go down to the show notes and go over to the invitation page for Legacy Brand Foundations and just check out some of the testimonials. I'm not saying this because I'm trying to convince you. I am saying this because in my own experience as a thought leader, as a credible expert, this methodology works. And it's so fun to watch hundreds of women have this identity shift, have this transformation, and really up-level their income and their impact in their business. So I do want to share one other quick short story, though, before we wrap up with the final example here today, which I mentioned Liz Hartke earlier, and the unfortunate story and how she shared losing a child because she already has four children, losing her first child during childbirth and almost losing her own life. And it's heartbreaking. And what I can say is that I worked with her a few years ago on her legacy brand, and she actually invested in one-on-one experience with me, which is obviously a much higher level investment than Legacy Brand Foundations, but really the outcome is the same. You walk away with your brand manual, right? You walk away with your brand operating system. But the amazing thing was when we worked together, we birthed, speaking of birthing, Luminary Leadership, which is her company now. And she said to me, Tiffany, like this has been a magical experience and I'm expanding my horizon further than I've ever expanded it before. And I feel like it's so much more than creating this business and this offers and making extraordinary money for my family. She is now a multiple seven-figure entrepreneur, and I had the honor and the privilege of really helping her make her message a movement. Now, one of the things in her vision was she wanted to create a partnership with John Maxwell. I don't know why. John Maxwell's amazing. I've read a few of his books. He's not my guy. I've never like truly aligned with him as deeply as Liz did. But it was so interesting to me because she was so set on this, like the specificity of having a partnership with him in her vision. And the most amazing thing happened. Unfortunately, it was shortly after she lost her child, but we all go through hard things in life, right? John Maxwell, she met him at an event. He reached out because of the passion and the clarity that she had talked about her business. And we specifically chose the name Luminary Leadership because not only of her avatar and her ideal clients, but with Jan Maxwell in mind. I'm not even joking. She had no idea that John Maxwell was even going to be in the room at this event. Turns out they are currently working on a really strategic partnership where she's actually going to keep her business, but also be part of her business. You guys, I could not make these things up. How many of my clients have these synchronicities and the beautiful visions that we create in the beginning of Legacy Brand Foundations, whether it's three months later, a couple of years later, come to fruition faster than people could ever imagine. Like I mentioned earlier, my own brand, when I left corporate, I could just dream of someday being a thought leader. I thought it would maybe be 10 or 20 years that I was featured in places like Forbes and Entrepreneur. It was only a year and a half into my journey when I had my first Forbes feature, and three years in that I was asked to be an

Entrepreneur Contributor. I was like, I'm blown. And the thing is, is I'm not super special. Liz isn't super special. We're experts in our craft, just like you are. But if we can do this, so can you. And my guess is if you're listening, you already have an amazing foundation and platform. You've already had some amazing clients. Even if you're just shifting out of corporate, you've already had some incredible credibility. And I would love to help you package that up and create the brand operating system that takes your expertise into thought leadership so you can actually create the income and the impact and the authority that you deserve, especially when the world needs it now more than ever. I'm a woman. I really just want all humans to have a beautiful life, which sometimes doesn't feel possible. But the truth is the world has been in turmoil since the beginning, right? My husband is 10 years older and he talks about in the seventies, there was nuclear fallout going to happen. And in his elementary school, he was hiding all the time. I was a child of the eighties and there was the war on drugs and all the craziness. And we can look back hundreds of years and thousands of years and so what I want you to think about now is, yes, we're going into a crazy election season. Yes, AI is taking over. We don't know what to expect, but there is no more opportune time now than ever to step into your leadership, be the light that the world needs most as a woman entrepreneur, because the politicians aren't going to save us. Pharmaceuticals aren't going to save us. Nobody's going to save us. It's up to us, I truly believe, banding together as women entrepreneurs, making a difference, stepping into our thought leadership, and if we can move the needle together 1%, again, that creates a ripple effect. So ultimately, the 10th reason that stepping into your thought leadership today is the most valuable thing you could do for yourself or your business, is it creates the foundation for your legacy. Because your brand and your business is what will lead to your legacy. By intentionally building your thought leadership brand, your brand operating system, you're setting yourself up for a lasting impact that goes beyond just business success. It's the legacy for your family. It's the legacy for your namesake. It's the legacy for the lives that you're meant to impact. So again, to recap, the 10 reasons why building the thought leadership brand and installing a brand operating system into your business so you can leave a legacy is, it will establish you as an authority and create name recognition. It builds trust and confidence like never before, so you can play the long game. Your business will begin to sell itself so you can get off the struggle bus, off the hustle. It will help automatically build relationships for you. Now, quick caveat that I should have said earlier is, I am also not saying that you can sit on the couch and not take any action. You can sit on the couch and not take action. Just to be very clear, I am all about, you know, the power of the law of attraction and universal laws. I also, you know, I'm very spiritual, which I don't talk about deeply here, but spirituality, I do believe that branding is a spiritual process. I don't think that you can just get this up and it'll run and completely work itself. So we're gonna talk about what are the right actions. When you invest in this thought leadership brand, how do you launch it? What offers are in alignment? How do you create those amazing partnerships? How do you get that publicity? How do you do these things that no matter how long you've been in business will catapult you through your upper limits into the next level faster than you ever imagined? So you also become more memorable, more relatable. You can control how people perceive you. You build consistency, which leads to opportunity and then ultimately creates that foundation of your legacy. So I hope you enjoyed this today. I wanna just end here by talking a little bit about what you'll receive in Legacy Brand Foundations. And then again, encourage you to go to the show notes, check out the invitation page. And if you'd like to, you

could book a call with me as well if you want to make an informed decision about this investment. Otherwise you can hop in for just over \$400 to get started. That is the six month payment program and we will welcome you in and I will be there to support you hand in hand. This is not a course where you're stuck to your own devices. I will be there daily in Heartbeat, which is the program that we use because I don't like social media to support you. We also have deep dive monthly calls where I will be there to work on your strategy with you. It typically takes about 12 weeks for most people to get through the cycle and to create their own brand manual with my input. Just so you're clear, but you can speed up that process or you can slow down that process if life happens. But basically what we're gonna do together is go beyond defining your personal brand. We're gonna actually build the entire ecosystem that allows you to show up as a thought leader, attract those perfect fit clients that are just so eager to work with you and scale your business with confidence and clarity. We are going to walk you through that system in foundational clarity sections where we're looking at your vision, your purpose, your values. So every decision you make is aligned with those and your mission. We go deeper than you could have ever imagined with your ideal clients. No more naming people Susie and telling that she has 2.5 kids. We're gonna really go beyond those surface level demographics, help you truly understand your audience desires, what they need from you and help you speak directly to their hearts and meet them where they're at. We are going to make an entire brand messaging blueprint for you. The words that you need to articulate and also the strategy that will be consistent across all platforms that will resonate powerfully with your ideal clients. Then we're gonna talk about your pitch, which is your lead magnet, your positioning strategy. So you can pitch that lead magnet opt-ins all of your offers with ease and authenticity, turning potential clients into raving fans without being salesy. We're going to talk about what those offers should be if you don't have clarity on that. If you already know what your offers are, are the naming conventions aligned? Is the value proposition clear? Is how you're marketing them working? And we'll talk about how to make sure everything in the ecosystem is aligned, along with how are you going to show up? Are you going to go all in on social media? Are you going to ditch social media? What platforms are you going to use? Where are you going to share your thought leadership? And ultimately with this, you're going to get a brand operating system roadmap, which is a full brand operating system, a clear and actionable manual that will guide your brand's growth and impact. On top of that, you get live coaching and support with me. You get personalized guidance and feedback to ensure that you're implementing everything with confidence. And ultimately, this program is designed to help you build a brand that not only supports your business today, but sets you up for long term success and the foundation of your legacy. So if you're ready to create a brand that's aligned, consistent, and built to scale, built to be sustainable, and maybe even sellable, head over to yourlegacybrand.com backslash legacy brand foundations. You can also find that very easily by Googling it or putting it down from the show notes to secure your spot or book a call and you'll speak directly to me. I don't outsource and have sales reps on the calls. You can actually talk to me and determine if this is a good fit for you. And doors are open now. So this is your chance. This is your opportunity to build a brand that doesn't just succeed today, but creates a lasting legacy that evolves along with you. I can't wait to support you on this journey and help you build the brand of your dreams that truly reflects who you are, what you stand for, and creates the change that the world needs most today. Thank you so much for listening. I hope you found this so valuable, and I truly look

forward to connecting with you soon. 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 TiffanyNumanCreative. 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. You can always 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 day's monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to leave your legacy?