

S2: E95: Behind the Brand: Client Stories from Legacy Brand Foundations

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 and welcome back! Today we're doing something a little different and extra special. I'm thrilled to introduce a new type of episode today, which is a mashup of some of the amazing client love I've received from those people who have gone through Legacy Brand Foundations, which is my signature program where we create the brand operating system to install in your business so you can stop fumbling for words, create content on demand that's in your voice, save countless hours and tons of money. So if you've been following along, I've been talking about this, the doors are open, and my team had this brilliant idea to let my clients do the talking because we literally have hours of testimonials on video and what a beautiful way to strip it and put it here so you can hear not just from me about client results and what you get in the program, but from my clients themselves. After all, we are the face of our brands, right? We can talk about our services and offerings all day long, but the real proof is always in results and ROI. So we, again, share these sometimes on the website as videos. I've shared them on social media, but I've never shared them in this way before. So let's dive in and hear some real client love from those who have experienced Legacy Brand Foundations firsthand. Working with Tiffany really helped create structure for me and really helped to bring to light things that I had in my head, but I hadn't really thought out very well or just hadn't really made them concrete. And then obviously working with the group was great because just hearing other people's thought process and knowing what they're going through and also watching them go through the process as well really helped to give me ideas and almost more confidence in going through the process. I would recommend the Legacy Brand Experience over just hiring someone because you really are going through the process with Tiffany and also really getting clear on who you truly are when you hire someone. They're just kind of creating it for you. And it's almost like this really truly comes from within. And I think it's so much more important that your brand, it really comes from deep inside you. And she takes you through a process that you really do identify what that really is. And in some ways, even challenging maybe what you thought you were before and really making sure that that truly is it and that truly is you. And then really flourishing and creating this outward brand image from that perspective. And so it's really well thought out and it really is working with you to bring that out. So there's nothing that a person that you hired to just do it for you can do that would be equivalent to this process. Tiffany is a special person. I mean, she really truly has just an amazing spirit. She's really great at helping you to draw out what is really inside you. And she has just a really super clear insight on bringing visuals and words and

even colors to what you are thinking. But she's able to actually create a brand for you with that. And then, of course, create structure around it. She's just truly, I think, a person who not only helps you do that, but she's also just a really warm spirit. And you feel very comfortable with her. It's like she's a very trusting person. And, you know, I really believe that she's the best person for a person to go through this process with. When I first met Tiffany, I instantly knew I wanted to work with her. But at the time, I really struggled. I did not have the language for it. I was really having a hard time even just naming what it is that I do. This is pre-money storytelling. I was just working on my first framework and I didn't even know what that was called. It was just the framework of how money is more effective. Like, what? And I knew that this paid off when I was about halfway through and we had just done a session like where we would work on like naming all the different pieces and parts. And I come up with a name for my framework. And then I help me clarify all the different steps and what it is people were getting. And that week I closed like \$30,000 at work, just from like naming it and figuring out like, oh, these are all the pieces. And then I just was like in fail-fail talking about it. And every single person was like, yes, full price, full package. Go, go, go, go, go. I was like, OK, I am literally like opening up my brand manual, even some of my old stuff. And it's like, you know, like my copywriters are like, we need this section of the landing page, right, for this new offering. And I just open up my brand manual and I copy and paste parts of my brand manual into this section. And I'm like, is that what you started? This is amazing. This is exactly what we needed. And then she like, you know, polishes it up and we hit go. So like my colors didn't change. My fonts didn't change. Like everything still looks the same, even though everything, for me, it's like, oh, my gosh, everything's different. But like the team doesn't feel it's different. My clients don't feel it's different. Like the public facing marketing stuff doesn't look different. We are the same company, the same idea that we serve the same people. We're just doing it in new ways. And so I'm feeling a big shift and I'm feeling a big up level. And it's really happening really, really fast because we put in all of that time up front. And I don't want to call it work in time because it's like it sounds like it's going to be like a lot. And it's not. It's also remarkably quick to build with like this is where your energy and attention is like it will just continue to pay off and pay off and pay off and pay off. And I'm amazed how much it's just like, oh, we're going to go take new team photos. And I just sent my brand man and I was like, this is incredible. This is so easy. And we just showed up and everything was prepped. Like, you know, I hired a new content manager and I'm like, OK, here's the brand manual. Here's the graphics. Like, here's what we do. And like she on boarded a new tech tech people to start building out all my social media like things. And it's like, OK, they got started in like a month. I'm like, I have never on boarded someone in a month. And it's like, yeah, because like here's all the stuff you need. And here's all of the evidence of all the stuff we've been working on. And it all fits in this one bucket. When I met you, we happened to be at an event together and we were in a room together. And when I heard you speak and I've worked with producing conferences, I've worked with tons of branding experts, marketing experts. But when I heard you speak, you really you said some things that stood out for me as we were we were kind of co-supporting someone else. I just felt this this great alignment with people's impact and their mission and their vision. And it wasn't just the normal fitting them in a box. I mean, you just ask such pertinent questions for the person. And my spirit just kept saying, you need like this woman is somebody special. And then when I heard about the the legacy brand and how super affordable it was, it was it was a it was a no no brainer. And and as I for me, why

I made the decision is I've spent, you know, probably a couple of decades of just having inside of me, you know, building certain aspects of my business. And, you know, we've been doing this for over nine years and not getting the the results we want and really feeling disjointed, you know, it's like and I would meet with certain people and they'd say, you need to focus on this or you need to focus on that. And I'm like, but my heart says that these are all connected. And so the way that when I when I first connected with you, like you didn't want to fit me in a box. And and and when you could, you know, help connect those pieces. And it just really was like I felt like I finally found somebody who would get all those aspects of me and my passion and the legacy that I'm here to live in the business world and make that happen. First off, I wish I would have done this 15 years ago. It would have saved me lots of money in copywriting, marketing. I mean, there's a lot that granted I learned, but what you put together, I would have not only saved a ton of money, but I could have really had a much higher return, a higher impact in that. And so I would strongly suggest that people take action now because there's there's all these things that we do in our business. And without that that foundation, it's really a guessing game. Like what you've done is you've taken out that that exhausting energy of what do I need to say? I'm so excited to be doing my next the website with you and although although we're doing that, I have to say there's a lot of exhaustion and trying to figure things out and then testing and all of that. Like this just really save time, save money and energetically. It's like there's this certainty that now my whole team knows. It's like I'm not having to train them. It's like, here's the manual. Go to the manual. Go to the manual. So I I think everybody should you know, this this is the foundation. I fell in love with your heart. I fell in love with your philosophy and to me, you know, learning so much more about what business is. I thought business was just a business. It's just, you know, going out and serving your people and that's it. And what I quickly learned and why I chose you is that our hearts connected with, you know, I'm not just serving my clients. I'm providing love and support and authenticity and so much more. And that's what you do. And so it kind of, you know, our morals kind of connected. And then what I what I learned about you in this process and just creating a legacy is that's what I wanted. I opened up this business a year ago, never in my life thought I would own my own business. And using the word legacy connected with me for my thoughts and my goals for my own children and my own home and being a mom myself. I wanted my girls to say like, wow, mom, mom is creating a legacy. So it just totally connected with me. I'm so excited to have the opportunity to talk about it because I had no again, again, I had no idea that a brand is much more than what your logos look like and your colors. That's what I thought I was getting into. I have no idea the work that you have us do. I feel like it elevated me to my next step of who I am as a business owner because it was 12 weeks of diving deep into who am I, who am I serving and why? And I also had no idea how emotional it got for me and revealed to me that business ownership is not just owning a business. It's your it's my heart. It's my whole you helped me create and put words. So just the messaging really helped me get clear on who would who I am and why I do what I do. The work that you had me do. I will never forget diving into some of the some of the activities you had us do. And it revealed things that were kind of I knew that were there even in my classroom. But it helped me kind of unpeel the layers of, wow, this is why I stepped out of the classroom. And I took that huge leap of, you know, and discovering again why I'm so passionate about my work. And so I think the biggest thing and I would shout it on the rooftops for you, figuring out your brand is so much more than colors. It's so much more than colors. Figuring out your brand is

revealing to you why you're doing it and your passion. It's been a really incredible experience. Prior to working with you and doing Legacy Brand Foundations, I had really hit a plateau in my business. For three years, I was consistently making the same revenue, really kind of just spinning my wheels on what to offer to my audience and really was lacking a sense of direction. And it was through talking with one of my peers in the personal finance industry who said, I don't know if this is the right fit for you, but this amazing woman, Tiffany, is running a workshop and is talking all about messaging. And at the time, I thought, well, I'm pretty clear on who I serve, but it wasn't until I attended that virtual workshop and some sort of spark lit that I did not know was there. And my intuition said, this is the starting place for you for this year in order to scale, because really that was the vision for my business was scaling to the next level, not just revenue wise, but just really stepping into that CEO position and really owning that. That's where Legacy Brand Foundations kind of gave me the permission to think bigger, to take that vision beyond what I was seeing for myself and really thinking, oh my gosh, I've been thinking really small. This program helped me see bigger than that. I first heard of Tiffany through another coach, and the very first thing that caught my eye and my attention is that she was the only coach talking about legacy branding, legacy branding. I come from a corporate media background and I have a long, traditional career. And to me, legacy is important. I wanted to start working on my brand. I wanted to start positioning myself online, be more visible and position myself as a thought leader. And I knew I wanted to work with a coach that could help me get to where I wanted to be. And to my surprise, when I joined her cohort, I found a community of like-minded women who are trailblazers, who are doing incredible things with their careers, with their businesses, women who are leaders in their industries. And there's nothing more valuable than having a community of women, of people that are supportive and that are cheering you on in your journey, because this is a journey that is going to take you from a place of comfort to a place where it's just going to be totally transformational. Tiffany is going to push you to confront your fears. It's going to push you to look deeper into who you are as a service provider, as a professional, as a career woman. She is going to help you communicate who you are and who you serve, your mission, your vision, your values. And that is going to make the difference. That is going to make a difference. And that's what is going to position you as the thought leader that you are. And for that, I'm grateful that I met her. Not only she has the professional credentials to do this type of service, but she is also a wonderful, wonderful coach. She has the personal attributes that are very hard to find nowadays. She's kind, she is generous and she is patient. And this was totally transformational for me. And I know it's going to be for you, too. Don't hesitate. Just join the cohort and enjoy the journey. OK, so for me, the best ever and the most fun is Upfront. We did a couple of exercises. We did a value based exercise and also what was called a voice exercise. And the voice exercise, I think you had me reach out to peers and colleagues and they had to answer some questions, right? So what's so interesting is this could seem very scary because basically you're saying like, hey, can you share your opinions about me? But it was actually super instrumental feedback because the beautiful thing for me is when I felt really blessed. So whatever moment, you know, tiny little moment of imposter syndrome I was feeling, you know, that voice exercise was so really just affirming of like I was doing the right thing. Right. And then the other thing is it was quite interesting because everybody in their own words was, you know, Jamie is complete fire, but she's absolutely love. It was like this yin and yang. And I was like, oh, my goodness. How are we going to essentially get

this yin and yang, you know, on paper? And that's where I really had to trust, you know, you as the expert and your amazing team to really kind of like decipher, like, how do we show up? Because that was really hard to do with the two different energies. I mean, you guys did an excellent job with that, but that was probably the most exciting part was actually the upfront work, honestly. I was the one knocking down Tiffany's door, telling her that I wanted to work with her and she was the one telling me, wait, I'm launching a new program. Just hang tight. So I was knocking on her door for a month before I actually started working with her because I knew that I needed it. If I wanted to step out there, dig, I needed somebody like Stephanie with her brain, having worked on some of the major brands in the world. I needed her eyes on my stuff, so I couldn't wait to get started. I learned with Tiffany is that my brand is not just meant to look nice, but it's supposed to create a feeling in my ideal client. And the one thing that she pointed out really early on was that the colors that I had picked and branding is so much more than colors, but the colors that I had picked were like baby blue and baby pink. They didn't really match my personality at all. She told me, you know, you're a firecracker. You are you're full of energy. This is something everybody tells me that it's like your energy is like the energizer bunny. Why are your colors so toned down and so subdued? And that's what we came up with for the brand that I was working on at the time. Well, red is going to be the color red and yellow, something that is a bright and vibrant and everybody can relate to me being me talking fast and me telling it how it is. It had to be bold colors. First got the call asking me to be a part of a major online summit, and it was directly related to the work that I did with Tiffany. I felt. First of all, exhilarated, I started telling myself, wow, this worked, this actually works. Sometimes as entrepreneurs, we like to look at the shiny object and end up investing in so many things that I was so happy that I'm like, I invested right this time. This was exactly what I needed right at the moment that I needed it. And it's going I knew I knew that everything was just going to open up for me that year. And it really led to me having my very first twenty thousand dollar month right in the beginning of that year after I worked with Tiffany and I couldn't have been happier. Everything has just been up and up since then. And I have a lot to thank Tiffany's program for that. You trust Tiffany's process, you are going to get the clarity and the ability to be able to speak how you transform lives in a succinct and powerful way. That's what your process does very brilliantly is the whole process is basically internal awareness, right? And really tapping into what do you truly, truly want and not being afraid to express it, but really say this is what I want for me, my clients and my life. And so that foundational work, when you're able to really get it out, partner with other people like Tiffany and the rest of the cohort, which is amazing, your own particular cohort on really rallying behind you to say this is what you want. You should push for it. It is extremely important and it's necessary to give you that extra push to say this is what I'm going to do. This is what I want to do. So it's very important because once you get that foundation down, you're going to have so much content to know how to speak to your clients, know how to speak when you're giving a workshop, presentations, a video. It really is it starts to become your own brand content Bible of everything that you can share that's going to really resonate with the work that you do and how you transform people's lives. Wow. Isn't that incredible? I am so beyond grateful for my amazing clients hearing their journeys and seeing the powerful transformations is exactly why I do what I do and why I'm so passionate about creating legacy brands. If you're ready to step into your next level of your brand and business, the doors to legacy brand foundations, as I mentioned, are open, but for just a little bit longer. This

program is your gateway to not just a brand, but a fully operating brand system. This supports your vision and your legacy. This is not a course. This is a done with you program. You will gain lifetime access to monthly calls with me. They don't end when the work is finished and you will be surrounded with like minded entrepreneurs along the journey. Really, I've had clients say that this is better than B-School and so many other courses, no shade on them, but really creating the foundations of your business in a whole new way. Plus, I've packed in some incredible bonuses this round that you're not going to want to miss. If you're ready to create a brand that reflects your genius and simplifies your life, head over to the show notes and sign up today. I can't wait to see you inside the program and help you build a brand that will truly leave a legacy and with the new AI bonuses, it's going to save you so much time, money and effort in the long run. We actually create this brand operating system, train AI, and then it will create content in your voice that you can easily put out into the world and save your sanity. So I hope you join me. And if you have any questions at all, again, go down to the show notes, click on the link and they'll also be an option to book a call with me if you have any questions and I'll personally answer them for you. Have a beautiful rest of your day and we'll see you next week. 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 ToBeHumanCreative. 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 into said monument, but what is woven into the lives and hearts of others. What are you doing today to inform others that you need your legacy?