

S2: E100: 100 Episodes, 3 Powerful Lessons

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. Welcome, welcome, welcome to the hundredth episode of the Your Legacy Brand podcast. I can hardly believe we're here. A hundred episodes of growth, breakthroughs, and incredible conversations. Whether this is your first episode or you've been with me from the very beginning, I want to take a moment to thank you from the bottom of my heart for being part of this journey. Today is going to be special. We're going to reflect on the past hundred episodes, share the biggest lessons that I've learned, some success stories, and of course, where we're headed next, plus I've got a few surprises sprinkled in along the way. Because what's a celebration without a few surprises, right? So let's get started. Looking back on these past hundred episodes, it's amazing to see how much we've covered. We've talked about everything from scaling your business, nailing your message, and building a brand operating system, to overcoming mindset blocks, and stepping into, of course, your legacy brand. And it hasn't been just me sharing my insights with you. It's mostly been about you, my incredible community. I've received messages, emails, and DMs from listeners all over the world sharing how these episodes have impacted you and helped you step into your own brand growth. And I just want to, again, thank you for being here. It's so humbling and I'm so grateful to actually be recording this in this moment because there are statistics that most podcasts don't actually make it past the 30 episode mark. And so I have seen in my community that as women, we don't celebrate enough. And so I'm just grateful for you to be a witness in me celebrating this occasion. And I want to give back to you. I remember recording my very first episode and I was excited, but also nervous. I knew I had a message to share, but what I didn't realize is how much you all would inspire me along the way. My clients, your breakthroughs, your transformations, your willingness to do the deep work. It's truly nothing short of amazing. And so I want to move in next to the top three lessons I've learned from 100 episodes. Because if you haven't started a podcast yet, maybe you have and you're on the journey. Maybe you're even further ahead for me. I think that these lessons can really support us all as entrepreneurs, whether it's a new insight or a reminder. Then I'm going to go and share those surprises a little bit later. So again, reflecting on these past episodes, it's been an incredible journey, not just in terms of creating content, but also in terms of my own growth, both personally and in business. There's so many lessons I've learned. So let's dive into the top three that have made the biggest impact and that I truly believe will make the biggest impact on you as well. And the first one is the power of letting go. So these are also lessons that I'm guessing we wouldn't typically necessarily think of as the first things that pop up. I could talk all about, oh, how it's important to

be consistent in your podcast, how having good guests is important. There's so many things we could talk about. But when we think about growth, our natural inclination is often to add more, more clients, more offers, more tasks. But one of the most powerful lessons I've learned is that sometimes growth requires letting go, or as I like to say, blessing and releasing, even when it's hard. So last episode, I shared the story of closing my women's community, The Collective. And let me tell you, it was one of the hardest decisions I've ever made in my business. It was full of incredible women who I adore, and it was a source of reoccurring revenue. I mean, who willingly walks away from reoccurring income, right? But deep down, I knew that running The Collective was pulling my focus away from where it truly needed to be, which is 100% in my flagship program, Legacy Brand Foundations, and pouring into my one-on-one clients, whether it's in branding, or the 10x journey, or whatever they need support in. Basically, it came down to my focus was pulled in too many directions. And I had been teaching the principles of 10x growth to my clients in The Collective, to the ladies, and here I was faced with my own 10x decision. To begin with was what was really good in the business, or to step into what was incredible. So once I made that decision to close it, it was like a huge weight was lifted. And even more beautifully, the women in the group supported my decision. They cheered me on because I was modeling what 10x growth really looked like. The truth is, when you let go of what no longer serves you, you make space for so much more possibility. So not only did I let go, but I found a way to merge all those incredible women into my flagship program or into other areas of the business, creating a win-win for everybody so they were still getting supported and my attention wasn't going in all the different directions. So the takeaway here is sometimes to grow to 10x, you have to subtract rather than add. It's about getting crystal clear on what aligns with your core purpose and letting go of the distractions, even if they're things you love. So I invite you to maybe pause this episode, or if you're driving, even if you're driving and you can't journal, and think about, is there certain things in your business that you need or you're ready to let go? Maybe they're good, but is it holding you back from greatness? Next up, lesson number two is to trust the process, even when it's messy. Because building a legacy brand isn't a straight line. It's full of twists, turns, some what I like to call messy middle moments. And if you're a client of mine, you recognize this phrase, if not, I am always transparent and I let people know that the branding process is a spiritual journey, it's an identity shift, it's an uplevel, and it's not always going to be rainbows and unicorns. The outcome is incredible, the 10X that happens, the quantum leap that happens when you go through a branding or rebranding process. All of my clients could tell you that is worth the effort and there's messy middle moments when you're questioning things, when you're looking at lesson number one and what do I need to bless and release? What am I being called to step into? And there were times in these past hundred episodes where I had to pivot, shift my focus or even pause to realign my vision. And honestly, those moments of pause or redirection often felt uncomfortable. There's a big sign in my Pilates studio that I attend and it says, Pilates is all about being comfortable with the uncomfortable. In those moments where you're perched on the reformer in a weird, awkward position and you feel like your body is going to collapse, it's uncomfortable. But when you step off and you feel stronger and you feel proud about the progress that you're making, nothing beats that. And it's the same in our businesses. And what I've learned is that trusting the process is essential. As entrepreneurs, we want control. We want to know the why, the how, we want to know what's next. But the real growth happens when we surrender to the process, even when it feels

uncertain or messy. And especially as women, when we trust our intuition, when we trust what we're being called into, when we stop ignoring the shiny objects and the coaches that are telling us to do something when it doesn't feel aligned, or maybe they're sharing what's worked for them, doesn't mean it's necessarily going to work for you. One of my clients embodies this lesson perfectly. Shannon came to me overwhelmed, working long hours, been in business for over 10 years and unsure how to scale without sacrificing her personal life. Through our work together, she embraced the idea of slowing down to speed up. She increased her prices, changed her business model, reduced her working hours, and really created a space to have the brand and business that she dreamed of. And more importantly, she stopped trying to control every outcome and trusted in the process of alignment. It was so beautiful to witness, and we're still working together on what that next 10X of growth will be. So the takeaway for lesson number two is to trust that the journey will have some ups and downs, but each moment is guiding you towards that next level of success. So your main goal is to embrace it, to enjoy the process, even in the difficult moments, and let go of the need for everything to be perfect. Embrace the messy middle, because that's where the real transformation happens. And last but not least, lesson number three from my hundred episodes and the time that I've developed the Legacy Brand Podcast is that clarity creates quantum leaps. This lesson has been a game changer, again, for me and so many of my clients. When we think about the 10X growth, we often imagine massive action, endless hustle, and constantly doing more. And as I talked about in the last episode, there's real things such as upper limits and having goal trauma. There's a lot of things that unconsciously hold us back. But what I've found to be true both in my own business and through working with countless clients is that clarity is the secret ingredient to quantum growth. Let me explain. When you are crystal clear about who you are, your identity, what your brand stands for, who you serve, and so much more that we cover in creating your brand operating system, everything else falls into place. Then it becomes clear on what your offers should be, how much you should charge, what your title is, what your tagline is. Clarity allows you to make decisions faster, to attract dream clients, and create offers that align with your genius zone so you can show up and never feel like you're actually working. That's one shift that has absolutely happened in the 100 episodes and the time that's transpired since I started this podcast. I wake up every day so excited to step into my day because I've created the 10X. I've let go of what no longer serves me. Yes, of course, I still have bad days and we all do and will, but the clarity that I've found even in my own brand and business allows me to only focus in my genius zone. The beauty of that is literally priceless. Now let me share about another client of mine. She was offering a wide range of services to a broad audience and her business felt scattered. We worked together to narrow her focus. Now if you've heard me talk before, I don't encourage niching down too much like most brand strategists. That can actually harm your business in the long run. But when you niche down in psychographics over demographics and align it with your passion, once you get clear on your target market and your message, your results will skyrocket. This is my client, Catherine, who I've talked about quite a few times, but we really got clear in her brand in money storytelling and she was able to have her first 30K week during our rebranding process. And yes, she's had her ups and downs too and ins and outs of business, but she just got back from maternity leave where her team ran the business superbly without her even setting foot on a Zoom call. And over the past few months, she's had more success than she had all year now that she's back and implementing all the new

frameworks. This clarity isn't just about your audience or your offers and you guessed it, it's also about your mindset. I love weaving mindset and upper limits and quantum leaps into the branding process because as I said earlier, it is a spiritual process. When you're clear about what you want, you stop second guessing yourself. You stop sabotaging your own success. You overcome your upper limit and this isn't just a one-time thing. This is a repeatable process. Once you break through that ceiling, you can step into your full potential and then eventually you'll hit another upper limit and you'll do it again. And the beauty of having a legacy brand is that brand scales with you. As you hit those upper limits, you can easily, slowly adjust, edit, fine tune, but your clarity will remain the same. So the takeaway here for lesson number three is clarity is the foundation for quantum growth. It's not about doing more. It's about focusing on what truly matters, making aligned decisions and trusting that when you're clear, everything will flow so much easier. So there you have it. My top three lessons from the past a hundred episodes, the power of letting go, trusting the process and the importance of clarity. And these aren't just abstract concepts, they're principles I live by and that I've seen create massive growth for so many of my clients. Now let's talk about where we're going next. If you've been following along, you know that I'm all about playing the long game. And so a hundred episodes, we're just getting started. I'm here to build something that lasts and to leave a legacy. I honestly don't care if people remember me by name. By having this podcast out into the world, my hope is that for years to come, people can stumble across these episodes and gain value, that they can have those breakthrough moments and get closer to having their own legacy brand. So for the next chapter of this podcast, I'm taking things up a notch and here's a sneak peek into what's coming. Soon and very soon, we're going to more deep dives into the 10X journey. We're going to continue diving into 10X principles, but with a more focus on sustainability because true legacy brands aren't just successful, they're sustainable for the longterm. I'm going to be inviting in more guest experts, more thought leaders, experts, and visionaries, and my beautiful clients to share their insights and help you elevate your brand. We're also going to start going live on LinkedIn and YouTube during the podcast, so I'm really excited to take those marketing strategies to the next level now that I've left behind Facebook and Instagram and my own 10X of social media that no longer serves me. And then last is I want to hear more from you, whether it's through Q&A episodes that I plan on hosting, featuring listener stories, so stay tuned for hearing more about that, or live coaching sessions that I can't wait to offer on the podcast. My goal is to make this space as interactive and impactful as possible. So if you're interested in being featured on the podcast, stay tuned, I'm going to let you know how you can go about doing that. So as we start to wrap up, I just want to say again that one of the most rewarding parts of this journey has been witnessing the incredible transformation within my community and clients. They truly embody the essence of what building a legacy brand is all about, and I'm excited to feature more and more of my incredible clients and community as we move forward. I've heard from so many of you that have had your own aha moments from listening to the podcast, whether it's gaining clarity in your brand message, stepping into your authority, or simply feeling more confident to show up as your true self. So I'm here to support you in making 2025 your best year ever. I'm going to support you on building a brand that aligns with your values, scales with ease, and creates a lasting impact. It is time to dream bigger and act bolder. So I promised some surprises, didn't I? Since this is the hundredth episode, I wanted to do something special to give back to this amazing community. So here's what we're going to do. If

you got to this far in the episode, congratulations. I want to gift you a 90-minute strategy session, no strings attached, and we're going to do this for up to three lucky listeners. And what we're going to do is sit down, take a look at your brand and business, and determine what your big brand breakthrough is for 2025. I'll answer questions you may have about messaging, visual branding, offer suite, your lead magnet, whatever it is you've been struggling to figure out. I'm here to serve you as a mirror, a guide, and a strategist. This is a \$1,500 value. And if you're comfortable with it, I'd also love to feature you on the podcast, feature you on a live LinkedIn, and we can have part or all of this discussion there. So we can also shine a light on your business and let people give you their feedback so you can be more visible, be seen as a thought leader, and stand out online. So to do this and to be eligible, simply email support at [yourlegacybrand.com](mailto:support@yourlegacybrand.com). We'll put that email down in the show notes as well. Hit the subject line strategy giveaway and let us know what you could use support on. We'll randomly pick up to three people and we'll reach out if you want a spot. Now I also will be doing mini sessions on the podcast moving forward. So if for some reason you're not interested in the 90 minute session and you'd like a mini session or you don't get chosen, I will reach out so you can have a mini session as well because as I mentioned earlier, one of my goals is to shine the light on others more and more in the next 100, 200, however many episodes this podcast ends up being in the long run. And as a bonus for my loyal listeners, I'm releasing a special behind the scenes episode coming up soon where I'm going to take you through my personal business rituals and strategies that have supported me in reaching this hundredth episode milestone. Again, I am so incredibly grateful to each and every one of you who have been a part of this journey. Reaching a hundred episodes is truly a milestone that I couldn't have achieved without you, my listeners, my clients, and my community. And if there's one thing that I hope you take away from the episode is this. You are capable of quantum leaps. You deserve the income, the impact that you know that you're here to make. Whether you're just getting started or you've been in the game for years, it's not about working harder or hustling more. It's about aligning with your vision, trusting your journey, and staying clear on what matters most. Here's to the next hundred episodes of growth, transformation. and building legacy brands that stand the test of time. If you've been inspired by today's episode, please share it with a friend, leave a review, or send me a DM on LinkedIn to let me know what you'd like to hear in future episodes. Sending you so much love, and I can't wait to share the incredible future with you on the Your Legacy Brand podcast. 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 [totheunioncreative](https://www.instagram.com/totheunioncreative). 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.