

S2: E96: Stop Hustling and Start Creating a Brand that Sells Itself

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. Be gentle, but be aggressive. Be assertive, but don't be a jerk. Look beautiful, but don't be superficial. Be smart, but don't outsmart anyone else. Look sexy, but don't draw too much attention. Confusing, right? These are the mixed messages we as women receive constantly. They're the very messages that stop incredible, capable, rock star women like you and I from going all in on our brands and our businesses, from showing up fully, from marketing yourself in a way that could impact hundreds, thousands, or even millions. But here's what I'm here to tell you today. Branding is not about how you look. It's so much deeper than that. Branding is about how you make others feel, how they perceive your energy, your values, and your legacy. And at its core, it's about who you are. Because when you get crystal clear on who you are, you can show up confidently, whether you've shown up after a busy day, whether you have messy hair, no matter what you look like or how you're perceived, you'll show up confidently when you've done the work to really find out who you are. And I'll be honest with you, I've struggled with this for quite a few years in the past myself. And through a lot of self-awareness and reflection, I started noticing a pattern in my life. I thought I had to prove something to others before I could allow myself to be successful. You might be thinking, okay, prove what? Honestly, I didn't even know. Maybe it was that I was good enough, smart enough, deserving enough, all those sneaky little things that tend to hold us, especially as women back. And then I realized something was deeper at play here. Our culture has raised us to believe that good things only come through hard work and sacrifice. So when we stumble upon a way to build a business that aligns with our strengths, passions, and our true self, it almost feels too simple. So what do we do? We find ways to make it harder than it needs to be. And I sure did this. And here's the truth, that need to complicate things, it's a safety net, a way to keep ourselves playing small, a protection mechanism. And I see this so, so often in clients when they initially show up to do the branding work with me. Because putting yourself out there, owning your authority and sharing your gifts with the world, it's vulnerable. And most struggling entrepreneurs, maybe this is you, would rather hustle and keep busy and doing all the busy work than risk truly being seen. So in this episode of the Your Legacy Brand podcast, we're going to talk about how to break this pattern and how most of us have it running subconsciously, because that's what we've learned in our culture, in our society. And we see so many influencers on social media and we're like, ooh, I don't want to be like that. I don't want to post all over and share every moment and what I'm eating and all of these things that really don't matter. We judge other people for doing that. We don't want to do it ourselves often. And I know

I didn't and still don't want to be a social media influencer because you're an expert at what you do. I'm an expert at what we do. And when we have that expertise, it oftentimes works against us because we're told nobody wants to hear educational content. You just need to show up and be yourself. And if here I am telling you to be yourself, but it's a combination of owning your true worth and showing up as the expert you are. So let's dive in how to break these patterns. Here's the thing. If you've noticed that perhaps you've been playing small and that can show up in a lot of different ways. You may be showing up big in your visibility, but not having strong call to actions. Or maybe you're not showing up at all. That can look different for each and every one of us. When you stay busy in your business, but never quite put yourself out there, you've likely created that complicated and confusing business as a way to avoid vulnerability. And I'm not saying you have to be vulnerable and cry all over social media. That's not the vulnerability I'm talking about here. It's the vulnerability to show up and own your expertise and own your power. And as I mentioned, I struggled with that too. So I totally understand if this is where you're at, and I have found the way to break through that and helped so many of my clients do the same. And as you can hopefully hear in my voice, I am so passionate about this. So I wanted to speak specifically around this today. And I am here to help you if you're ready to finally break free from these patterns. So you can have a business that works with ease and flow, have those lucrative opportunities come your way, and finally show up and articulate how you can help people in a way that makes it a no brainer to work with you. So let me ask you this, where do you think you'll be a year from now if you keep hiding on some level, right? It's so common. It's not your fault. I've been there too. And the thing is, you can't grow a successful business, especially as a personal brand by playing small and staying in the shadows. Maybe you've been working behind the scenes for other people, and it feels crazy hard to step out and really take ownership of your own brand. Maybe you know you're the expert, and you're like, Tiffany, I already own that. But you don't like being on social media, and it's been holding you back, right? This can show up, as I mentioned, in so many ways. Also, many entrepreneurs, again, especially women, fall into the trap of measuring their day by how productive they felt. Did you stay busy? Did you cross things off the to-do list? If yes, then you're like, okay, at least I accomplished some things, right? Wrong. What most people don't realize is that the tasks that make us feel productive are really the tasks that move the needle. So imagine your business is like a football game. Now, it's kind of a funny analogy because I personally am not a massive fan of football, and you may not be either, and that's fine. But you understand enough to know that. So the goal is to move the ball 100 yards down the field to score, right? Fairly simple. There are activities that push you forward and some that push us back. But here's the thing, only 5% of activities will move that ball forward. And those things are usually the things that you avoid. Maybe sales calls, pitches, webinars or workshops, the quick promotions, the things that actually bring clients into your business. These activities, while uncomfortable, move you forward faster than spending hours creating a website, 100 social media posts, you know, all sorts of things like that. I can think of so many things, maybe recalibrating offers, maybe finally getting systems in place in your business, right? And I build websites in my agency, so I'm not saying that any of these things are not important. They're simply not the most important needle movers. So what I found when I was having this issue of myself and I'm like, I help people get seen, I help people create a message with their movement. Why the heck am I having a problem doing this? What I found was what separates successful entrepreneurs from everyone else is that they know business is

like a game. It's measured by numbers, sales, revenue, profit, goals we set. But the thing is, is that we create the game, you create the game, you create the metrics that are worth measuring. And oftentimes we have goal trauma from creating goals in the past and not meeting them. I've seen this time and time again, and people don't realize that they have goal trauma and they've been told to set these massive 10 X goals. And because they didn't meet them, they then tend to not create goals for themselves anymore. They tend to say, well, I'll just see what happens. I will try doing this, right? But what you don't measure can't grow. And once you shift your mindset to become an objective scientist, to testing hypothesis, to making things an experiment, to measuring solid outcomes, you'll avoid the trap that most of us fall into, internalizing your failures. So not only does society contribute to us playing small, but because of goal trauma, we often internalize these failures instead of like so many... We've heard this before, right? We've heard not to turn into failures, not to trust our failures, to like Edison says, say our failures are only feedback. We might've heard those things before, but oftentimes our subconscious has those failures so ingrained, our goal trauma is there that even though we objectively understand, we're not actually allowing ourselves to see our failures as feedback because they're not actually failures. They're always moving us one step forward. So when you focus on numbers, growth and metrics that matter, you'll finally stop staying busy with the little things and start creating momentum. So you might say, okay, this all makes sense, Tiffany, but this sounds very much like a business strategist or a business coach teaching us about branding. Why are you sharing all of this? Well, so if you've been following along, you've heard me talk about the brand operating system, also known as brand OS before, and this is where it comes in because the brand operating system allows you to finally focus on what really matters and to surf the chaos around you with ease. Now, right now, more than ever, the world is in chaos. As I record this, we're having a crazy upcoming election season here in the US. There's wars in various places around the world. There's natural disasters around the world, but the truth is these things are always at play in some level. If we looked a hundred years ago, this type of thing was happening. If we looked a thousand years ago, there's always some form of chaos. On top of all the things I talked about earlier, we have this other layer of, with all of this going on, I just don't feel like showing up, and I get you. Here I am saying that I'm having one of the most successful launches I've had. A lot of my clients are having the most successful years in businesses they've had. Not all, because they may have gotten caught up in the busyness again or in what's happening in the world, but the majority are continuing to grow and continuing to thrive because of their brand operating system that we've installed in their business. What a brand operating system does, as a recap, or if this is the first time you've heard of this from me, is it creates a legacy brand rather than a commodity brand. Most of us, myself included, are in a very wide range where there's a lot of people doing what we do. There's a lot of brand strategists out there. There's tons and tons of coaches out there. There's tons and tons of service providers out there. Usually you spray and pray on social media or you send out your emails or what have you. It's landing in people's inbox or while they're scrolling, and it looks like a commodity just like everyone else. What I have developed for myself and my clients is what I call a legacy brand, which stands the test of time, which positions you as a category of one brand, which no longer positions you as a commodity, but positions you as the expert you truly are. It gives you the credibility you need to build trust. It sets you up for a long-term success, especially as you maybe want to scale and build a team. I don't know about you, but I'm in it for the long game. A

lot of strategies are positioning, oh, we'll get you overnight success, which may or may not happen. Most of the time it doesn't, and if it does, you may not have the foundation. to hold on to that overnight success. So what a legacy brand does is sets you up with the foundation so you can continue to grow and thrive and continue to build over time. It creates clarity around your business, eliminating shiny object syndrome. I've had so many clients say, this is what I finally needed. I don't, like second guess myself, I don't spin in circles anymore. I don't take action on all of the shiny objects because I don't need to. I'm clear, I'm focused, and I'm moving forward and I'm only focusing on the things that move the needle now. And most importantly, it allows you to step into your role as a lighthouse, shining bright for those who need you most. Because when you're hiding, when what's happening in the world is holding you back, you're literally doing a disservice to the people who need you most, right? So again, not only have my clients all experienced this, I have too. And the brand operating system saved my own business because I was not showing up. And now I'm moving faster than ever with more ease, with more flow, growing the business, growing the team, and I'm enjoying every moment of it. I'm sitting here today recording this podcast, like I'm so grateful that I get to do what I love and it's easy, it's effortless. Now, don't get me wrong. I put in hours into my business. I quote, work hard in a sense in different seasons, but it doesn't feel like work because the foundation is there. I know where I'm going. I know where I'm heading. I know how to say what I'm going to say. I know how to get new clients easily. And your brand operating system becomes your foundation, the foundation that brings clarity, confidence, and cohesion to everything you're doing. You'll launch without stress, speak with purpose, and build your dream business with ease once that foundation is in place. So, okay, I got that, but what does that actually mean, right? What is a brand operating system? Now, I've explained this in past episodes, so you can go back and learn more there, but in a quick nutshell, it has to do with the three S's. These are the three pillars of building a legacy brand, scalability, sustainability, and sellability. I don't know if that last one is a word. I kind of just made it up because I like alliteration if you haven't noticed, but these three pillars are the foundation of the brand operating system, the outcome. So the brand operating system itself is made up of hundreds of items that create a cohesive brand operating system, but these are the outcomes that we're looking for, right, which is why they're the three pillars. So this allows you to make sure that you're building a brand that you love and that stands the test of time. So let's go through each one briefly so you understand really what we want the outcomes to be with this brand operating system on top of the clarity, cohesion, and all of those things we already talked about, because these are the things that I found most entrepreneurs, especially women, actually want in their business. Sometimes they don't actually realize it, but when you have these three S's in place, it allows you to live a stress-free life in a sustainable way, in a scalable way, okay? So scalability, this means building a brand that can grow without you having to work more hours. When your brand is scalable, you're not trading time for money. Instead, you have systems, offers, and processes that allow your business to grow while maintaining quality and impact. Think about this. Imagine you're an artist, right? You're painting a masterpiece. Scalability means you can create that same masterpiece, not just once, but many times, without sacrificing its uniqueness. It's about being able to reproduce success, expand reach, and multiply your impact without burning out, okay? So we're putting in the pieces of the foundation that will allow you to grow, like I said earlier, by taking out the busyness and the swirling of doubt and the trying to figure things out so there's a solid system in

place so you can scale and do the things that you need to do to run a successful business. Next up is similar but different, sustainability. We want to ensure long-term success, building something that lasts so you don't feel like you're constantly reinventing the wheel. A sustainable brand has a structure behind it, a strategy behind it, allowing it to thrive even when things get chaotic, allowing it to grow and evolve over time. So what we do when we develop your brand operating system as we look three, five, 10 years into your future and where you want your business to go and then we reverse engineer it and build the brand from that place. So not only do you reach those goals faster and easier, you're actually stepping into that identity now and moving towards it. So think about sustainability as building a house with a rock solid foundation. You don't have to keep rebuilding the house every time the wind blows, you simply strengthen what's already there and continue to do so. So that's the cool thing too is a brand operating system has its foundations but it's also a living, breathing entity, right? And so you may want to tweak things slightly as time goes on and as you evolve. A lot of people come to me and they're like, I'm a little bit hesitant to do this legacy brand thing because like, what if I want to change things in the future? What if I evolve? Well, I know you're going to. So that's built into the process. A sustainable brand weathers the storms and keeps you and your business standing strong. And then last but not least is sellability. This is about creating a brand that's not only valuable but it's also an asset. When you have a legacy brand, it can open up opportunities to sell, license or hand off your business. For instance, my 10 year old daughter and I joke that she's going to take over the business one day. She's already kind of helping me and working with me on some levels and it's so, so fun. And who knows, I'm not going to force her into that. Maybe she'll take a different path but I would love to hand down my legacy to her. Or wouldn't it be amazing to have a brand that you could literally sell for a million, 2 million plus dollars? You can count on your business being part of your overall retirement plan. Well, the cool thing is when you have a brand operating system, you actually have a sellable asset. Of course your programs and offers become part of that asset too. And some people worry, okay, well, what if the business is under my name? We'll talk about that too. Is it smart to be under your name? Is it smart to label it something else? Or maybe you should be doing a combination. Those are all things that I cover when I help my clients create their unique brand operating systems. So they can make informed decisions based on where they see their future business going. And if you're not sure where your future business is going, that's something that I help you with as well. So whether you want to create a retirement plan, pass your business down, a sellable brand is one that's recognized for its value and can also thrive without your involvement all the time. Having a brand operating system allows you to have the structure so you can build a team that can also drive the ship so you don't have to work as much or as hard. You're the one setting the course for the ship. You're the one setting goals for the ship, but you no longer have to be the one responsible for the constant driving of the ship. And it's like owning a golden goose. Your brand becomes something that others would pay for because it's not just about you. It's about the value that the brand creates and the impact that it creates in the world. Now, as I mentioned earlier, this isn't an overnight thing. You're not going to build a valuable brand overnight, but when we set up the foundation for success and you have the brand operating system in place, that's going to set you up for the long game and the long-term so you will have a brand that is scalable, sustainable, and sellable. So through Legacy Brand Foundations, we will help you install the systems that support these pillars. This means you can take that focus off all the busy

work that's keeping you stuck and start focusing, like I said earlier, on what actually moves the needle. So let me leave you with another story today. There's these two woodcutters, and if you know me, I love analogies, I love stories. And when I heard this story years ago, it reminded me of the options that we have when building a business. These two woodcutters both start the day with an equal number of trees to chop down, right? They both have goals. But while one woodcutter keeps chopping straight through the day without taking a break, the other stops periodically to sharpen his ax. At the end of the day, the woodcutter who took breaks actually ends up chopping way more trees. Why would that be? The other guy didn't stop. Well, the first woodcutter was busy swinging a dull ax. The second one was focused on working smarter, not harder. Your brand is like the ax. You can keep swinging and grinding away, doing more and more tasks without real progress. Or you can take the time to sharpen your brand, create a brand operating system, get clear on your messaging, and start to focus on the right things. When you slow down to speed up, that's when magic happens. And Legacy Brand Foundations, in my opinion, is the best opportunity to sharpen your ax. Yes, you'll slow down for a moment to get clear. You'll do the work with my support. However, Legacy Brand Foundations is so powerful because it sharpens that ax, and it helps you get so clear and create that brand operating system so you then have the brand manual, a 20-plus page document with all of the messaging, everything that you need. We talk about your offers. We talk about your naming conventions. What should the name of your business actually be? What will help everything? What is that golden thread running throughout the entire brand, especially if you're a multi-passionate and you have kind of things that feel disjointed? How do you bring that all into one cohesive package? So this looks different for every person. Every single client I've ever had come through Legacy Brand Foundations is coming from a different perspective, coming with slightly different needs, coming from different offers. And this is the process that I found that helps each and every one of them, just like it helped myself, finally stop doing that busy work, move through goal trauma, finally create the brand of their dreams, which then leads to the business of their dreams. And those three core pillars become actually possible. We give you lifetime access to all of the content, to any new updates and monthly calls with me. So as your brand evolves and pivots two, three years down the road, you can come back and revisit and tweak it, but you'll always have that solid foundation. So you're never reinventing the wheel. You're just fine tuning things as you go. Not only that, but you'll be in with a small, but mighty group of other entrepreneurs going through the same process that serves as market research. So as of this time, I've had hundreds of people go through this. This is the first time I'm offering lifetime access. So it's still quite a small group. So you're not lost in thousands of people and trying to get your questions answered. I help you hand in hand throughout the entire process and your colleagues will also give you feedback. So if you show up and ask a question like, hey, I'm thinking about naming this offer this, people will say, oh my gosh, I would sign up for that in a heartbeat if you described it that way. Or people might say, no, that's not really speaking to me. So not only do you get my expertise, you get market research during the process from other valuable and amazing women entrepreneurs and a few men, but typically I deal with women. So if you're ready to stop hiding, really step into the spotlight, become a thought leader and create the business you've always dreamed of, now is your time to join us. I want to personally let you know that I would love to support you and doors are closing at the end of this week. We have over 20 incredible entrepreneurs that already joined us on this journey. So let's build your legacy

brand together, one that will impact the world for years to come and not only the world, but your life and your business for years to come. Sending you so much love, go down to the show notes if you're curious and you can either sign up and there's also an opportunity to book a really quick call with me as we wrap up and doors close this Friday. If you have any questions, you can go ahead and book a call with me or if it's a simple question, just email support at [yourlegacybrand.com](mailto:support@yourlegacybrand.com) and myself or my team will get back to you right away with any questions you may have. We'll see you soon as we continue on the journey, sending you so much love and we'll talk 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. 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. You can always find links and resources shared on this show and more about how to create your legacy brand by going to yourlegacybrand.com. Remember that what you leave behind is not what's engraved in a dead monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to leave your legacy?