

S2: E98: 10X Myths That No One Is Talking About

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, beautiful souls.

Welcome back. I am so excited to dive into this episode today because we are officially setting the stage for what's going to be an incredible year in 2025. Now as we're wrapping up 2024, I've talked about this a ton in the last episodes. It's been an interesting journey this year. Things that were working turned out that they were no longer working for a lot of people in their launches, in their offers, and business has been a little bit tricky. Also, we have the election coming up, we have wars happening. There's just so much heaviness with natural disasters, and I never want to override that or ignore it, and that is life. If we look back 50 years, 100 years, 1,000 years, there is always chaos happening. And one of the things that we need to do is to stay focused on our business. If we are directly impacted by one of those things, obviously that may cause us to take a step back and reevaluate. We cannot ignore what's happening, and I encourage everyone, of course, to donate their time, effort, money into the causes that are calling to them. So I wanted to open with that because when we're talking about quantum growth, I don't want to come off as being toxically positive, right? And the thing I see time and time again with myself and others is when we let the energy of the world bring us down, that brings the energy of our launches and our business and everything else down, and we struggle and we suffer. And I found that even during this past year, there was definitely down moments, but it's also been an incredible year for myself and a lot of my clients. And so here's the thing. It's not about grinding harder, hustling more, filling your to-do list with endless tasks. That's not how legacy brands are built. It's not how quantum growth happens. So today we're talking about a concept that's often misunderstood, but when it's done right, it's absolutely transformational. And you might be thinking, well, what does 10X growth have to do with building a brand, Tiffany? Like I'm here for this podcast to learn how to pick my colors or my fonts or my logo. And yes, I do love talking about those things, but ultimately none of those things matter if you're not living a life and a business that you love. And if you're not actively pursuing your goals of income, impact, and really settling into the genius of what you are meant to do. And when we're constantly trying to reinvent the wheel and worrying about the minutiae detail of our businesses and stuck in the weeds, we're never going to reach our goals and fulfill the purpose that we're meant here to do. So this 10X growth, yes, 10X, everyone throws that around, but we are approaching it differently. We're diving into why 10X is actually easier than 10X and how by slowing down, getting clear, making mindset shifts, you can create a path of least resistance to achieve your

quantum leap as we move into 2025. And I know you've heard these messages before in marketing and all of the things. So I just want you to bear with me and stick around because again, I'm coming at this from a unique angle and credit where credit's due. A lot of this was gleaned from one of my favorite books, which is 10X is Easier than 2X by Dan Sullivan. But there's also a lot from that book that I feel is missing when we're approaching our businesses. So we're going to dive into that as well because the concept is beautiful. But when we don't also talk about the behind the scenes and the mindset that's required and the support that's required, reading a book is great. But if you can't actually implement what the book is talking about, then what's the point, right? So here we're all about implementation, not just education. And if you're like most entrepreneurs, the idea of 10X growth might feel overwhelming. We're going to talk about the reasons why a little bit later. But when we hear 10X, oftentimes we think, oh, my gosh, well, I'm already burnt out. How am I going to work 10 times harder? How am I going to, like, I don't even want a goal that's going to take me 10X. But it's actually easier to achieve massive growth when you focus on the right things rather than incrementally increasing what you're already doing. When we focus on the 2X growth, just that incremental growth, which is what most of us do as entrepreneurs, like, OK, I finally pulled in 100K. Let me go to 150K, you know, something, or maybe 200K. That's 2Xing. That's great. We often look at our current situation and try to double it. We look at what's working and we attempt to tweak it. But here's the problem. This keeps us in the same box. We're boxing ourselves in and we're still operating with the same systems, mindsets and patterns that brought us to where we are now. So oftentimes, 2X leads to burnout because we're pushing with the same paradigm. And not only that, we're actually not allowing ourselves to look exponentially. And so we set the target for 2X and sometimes we even end up going backwards. And that's what I've seen happen to a lot of people this year, is they actually, instead of progressing, they degressed, if that's a word. There must be a better word for that, but I'm just going to go with degressing. They decreased. They maybe went backwards in their business. And that's OK. It happens. All businesses, first of all, there's ups and downs. And I think there's this preconceived idea that, and this was in corporate, too, believe me, when I was in corporate working with 500 companies, you know, the goal is always to increase year over year. And sometimes that just doesn't happen. So first, if that happened to you, I want you to give yourself grace. I want you to look at how far you have come in the past three to five years. And give yourself credit because I know that you've had a lot of success. And if you haven't had the success that you were hoping for, now is time to think about 10X and a different mindset, shifting your thinking, stepping into new possibilities. And my favorite part is doing less, not more. This has shifted my business incredibly over the past year, and it's also shifted a lot for my clients. So what does this look like? I'm going to give you an example from my business and a hard decision I made recently. But it's opened the doors for new possibilities. I've also 10Xed multiple times in the past six years since I started my business. I won't go into all the details because I could just tell stories all day. But one instance is going from my first year where I made practically no money because I didn't quite know what I was doing online yet, until the second year and I realized I have all these branding strategies and background that I'm not even necessarily implementing from the corporate world. And once I did that and I created my own brand operating system, I went from maybe around \$20K in my first year to almost over \$200K in the second year. And so that exponential growth is possible when you know the right frameworks. And the reason that I'm incorporating this is because it is

the foundation of your brand. You can have pretty pictures, you can have the best logos, colors, and fonts. You can even have a nice website. But if you don't have the structure and the foundation of a brand operating system, if you don't have the mindset that's required to take your business to the next level, you're not going to achieve it. So I want to give you an example. Recently, I made one of the hardest decisions in my own business journey. I closed my women's community. Now, you've probably seen a lot of people online literally closing down their businesses, retiring, moving out of the space completely. And I'm not suggesting that. I know I'm here for a purpose. And if you're listening to this, so are you. And your work is incredibly needed now more than ever, as the world is more chaotic than ever. And sometimes we have to bless and release pieces or parts of our businesses that are no longer serving us. So the collective was filled with some of the most amazing women business owners who I absolutely adore. And on top of it, it was a great source of reoccurring revenue for my business. So as you can imagine, it was not an easy decision to make. However, on my own 10X journey, I knew deep down that the collective was distracting me from my bigger vision. It actually took a wake-up call for this to happen. This was just a few weeks ago. I was in a launch for my program, the Legacy Brand Foundations. I was pouring into the collective. We've been on a journey talking about these principles and the 10X growth. And a lot of the women in the community have had massive breakthroughs as well. So it seemed crazy when the thought occurred to me, I should probably close this down. Because honestly, my next year, my goal was to promote and grow that container. But I kept getting this nagging feeling. And I had been preaching this 10X mindset to my clients. And here I was feeling pulled in too many directions. And I had to ask myself, am I truly living what I'm teaching? Am I walking my talk? And once I made the decision, knowing that if I released the collective, I could double down back my efforts on my flagship program. And I could pour into the business more because my attention wouldn't be as unfocused. First of all, incredible things happened once I made that decision. A huge weight felt like it lifted off my shoulders, a weight that I didn't even realize was there. And I realized I'd been holding on to something good. It was great at the expense of something truly incredible. And the women in the collective not only understood my decision, but they cheered me on. I was so worried to tell them. And I was crying. I was bawling on the call. Why? Because I had spent the last six months guiding them through these 10X principles. And so it was this unexpected but poetic ending. I announced it. I told them we were literally wrapping up the doors quickly. And they thanked me for modeling what the 10X journey actually looks like. Making hard decisions, letting go of what no longer serves us, and focusing on what aligns with your true purpose. And then something beautiful happened. I found a way to merge many of those women back into my Legacy Brand Foundations program, which created a win-win for everyone. At the time I made the decision, I thought I was just completely blessing and releasing. But the path arrived and I found a way to blend the offers. And now I have one clear focus and the thriving community I'd always envisioned. This shift allowed me to step fully into my purpose. And it's been such a game changer. Which is why I wanted to create this podcast episode for you today, because it's very timely. I just went through this transition. And I'm a very transparent person if you've been listening to the podcast or if you're a client of mine. And I want to share what's been happening in my world and my clients' world. So hopefully it can inspire you to look at your business and say, Hey, what is my 10X growth? What is my strategy? What is this going to look like? And how can 2025 be my best year ever? And so, as I mentioned, it's not just me. The results that unfold

when you embrace this journey are absolutely incredible. So one of my clients, Sherry Lukey, just tripled her prices, reduced her working hours, and completely upleveled her client base. She stepped into her dream business model, something she never really thought was possible. And she's living the vision she only dreamed of before. Working way less and making way more impact, way more income. So that's just one example. And I've seen countless breakthroughs. Clients getting clarity, stepping out of fear, experiencing transformations that go just beyond revenue. There's so much more depth to 10Xing. It's a mindset shift, confidence boost, creating offers that align with your genius zone. So many ahas and so much growth. When you embrace a true 10X journey and let go of what's no longer a line, it opens up a space for incredible things to happen. And I want to add some things that I feel, like I said earlier, that are missing from the overall concept of 10X growth. And that is the emotional side of the process. These are the pieces that oftentimes people don't talk about, especially in their marketing. So 10X your business, 10X that, 10X that. I'm not saying that you actually need to... So say you're at \$100,000 now, 10Xing that would be a million, right, in one year. Absolutely possible, but you don't necessarily need or maybe you don't even want to go there. So the whole point of 10Xing isn't to actually 10X, it's when you focus on 10Xing, what would it require to get there? And then you're guaranteed to 2X, 3X, 4X. Maybe you won't actually 10X and that's okay. But if you're only focusing on 2X, there's no way you're going to hit the 2X because you're not thinking big enough. And this brings up something that I don't think most people talk about, which is goal trauma. Goal trauma is real. And we all carry scars from goals we didn't hit, launches that didn't go as planned, and setbacks that perhaps made us question everything. I've been there, I've done that, and I'm sure you have too on some level. And if we don't address that emotional weight, we'll stay stuck in patterns of playing small. To step into that 10X growth, we have to heal from past disappointments. We need to release the pain and frustration of what didn't work and recognize those learnings, those experiences as learning opportunities, not failures. We've all heard the term, it's feedback, not failures. But do you actually allow yourself to do that? Do you perhaps maybe struggle with setting goals because of goal trauma? Or you don't really believe the big goals that you set are possible because of it? This is super common. And so I want to start out today by pointing this out. And then as future episodes come, we're going to dive into this deeper. Because it's something, again, that nobody's talking about and that's holding so many people back. From building the brands, the category of one brands, being seen as a thought leader, is because if you don't set the goals, you can't get there. But I can't tell you how many women have said they've stopped creating big goals, not even aware that goal trauma exists. And this ties into another concept, which is pulled from another one of my favorite books, *The Big Leap* by Gay Hendricks, which is the upper limit problem. This is when we unconsciously sabotage our own success because deep down, we believe we've hit the ceiling of what we deserve or what's possible. We have these energetic set points. So oftentimes, we'll see people having a big launch and having success. And then they drop back down to their set point. And their bank account goes back to their set point. Been there, done that, too. Now, this is how that plays out in real life. You're on the verge of a breakthrough. Maybe you've landed a huge client, hit a new income milestone. But instead of celebrating, or maybe you let yourself celebrate a little bit, you start doubting yourself. Questions like, am I really ready for this? Can I handle this level of success? Maybe those creep in. Or unconsciously, you may sabotage and have a huge argument in your relationship. You may have a health crisis. These things play out

when we're leveling up to bring us back to our set point because our ego wants to keep us safe. It wants to be safe and comfortable. Our upper limit is that invisible ceiling that we place on ourselves. And if we're not careful, we sabotage our own progress and retreat back to that level that feels safe and comfortable. And there's so many various reasons. And I could have a whole episode on this, and maybe I will. But again, for today, I want to create that awareness or bring back that awareness. I know if you're listening to this, you're like me. You love self-development. You've read all the books. You probably are aware of a lot of these concepts. But oftentimes, we need to reawaken to them because we go around and unconsciously these things play out. And so the key to overcoming this is awareness, recognizing when you're bumping up against your upper limit and choosing to push through it rather than retreating. That's the mindset shift that allows you to make the quantum leap into 10x growth. And yes, the 10x sounds woo-woo. Quantum growth sounds woo-woo. I get it. I used to get annoyed by the concept as well. But now that I've actually lived it and I have a strategy to duplicate it and I'm showing clients how to duplicate it, it blows my mind of how possible it actually is. So as we look ahead to 2025, I want you to keep two things in mind. First, you don't have to work harder to achieve quantum growth. We're moving from masculine energy into feminine energy. And masculine energy, a lot of us have this from our upbringing, from corporate, from conditioning from society. It's time to release that. It's time to work less to achieve quantum growth, to focus on less, to laser focus. So you need to work smarter, high-impact actions that align with your vision, and let go of the distractions, heal from the past, and trust that the best is yet to come. And secondly, be aware of your upper limit. Don't let self-sabotage hold you back from stepping into the extraordinary. Recognize when you're playing small and decide to rise above it. Again, I'm going to dive deeper into these concepts over the next few months. We're still talking about the general idea of your brand, because when you 10x your business, that's an increase in your brand strategy. That's an increase in the ability to have a brand that's scalable, that's sustainable, and that's sellable. And so for now, I really want you to start reflecting on your actions and set the stage for the best year ever in 2025. Thank you so much for being here with me today. If this episode resonated with you, send me a DM on LinkedIn. That's where I'm hanging out most of these days. I've pretty much left Facebook, pretty much phasing out of Instagram, which I'll talk about later in newer episodes. I'm truly locking my talk in being social media optional, but I have really enjoyed LinkedIn, so I'm diving deeper in there. So connect with me on LinkedIn, DM me, let me know how you're planning to apply these 10x principles to your business, where you want to take your brand in 2025. Or maybe if you're struggling, shoot me a message and let me know how I could support you or what you'd like to hear more about in these episodes. And don't forget to subscribe so you don't miss out on next week's episode, where we're diving deeper into building your legacy brand in 2025 and truly 10x-ing your growth. Until then, stay inspired and keep building your legacy. Thank you so much for joining me on today's episode of the Your Legacy Brand podcast. I'm so grateful that you took the time to hit play and listen to the show. If you loved this episode, please provide a rating or review, and I will be forever grateful. My favorite place to hang out these days is LinkedIn, so hop on over and let's connect. Or if you prefer Instagram, follow me at Tiffany Newman Creative. I'd love to get to know you and hear your feedback on what topics really resonate and what you'd like to hear more of in the future. 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 do your legacy?