

## S2: E105: When Was the Last Time Marketing Felt Good? Let's change that!

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 there, and welcome back to Your Legacy Brand. Today's episode is all about something that's at the heart of building a brand that feels true, exciting, and absolutely energizing for you. If you've ever felt overwhelmed by all the things you should be doing for your brand and business, you're not alone. We're constantly told by experts and gurus about the latest trends, strategies, and tactics to grow our business. But the thing is, those shoulds often lead us down a path that just doesn't feel right for us. And oftentimes, it's exactly what those experts and gurus are teaching and or what worked for them. So today, I'm here to help you find a unique strategy that will lead you to flow and success in 2025. Let's break free from all of the shoulds, tune into what feels good, and find that sweet spot where your authentic brand meets the needs of your perfect fit clients. Sound good? Let's dive right in. So you've probably heard me say this and perhaps some other people as well, but it's such an important reminder. Your brand is so much more than a logo, a tagline, or a pretty color palette. It's actually a reflection of what you say and do. It's what people say about you when you're not in the room. And ultimately, it's other people's perception of you. Every action you take, every piece of content you put out, every interaction you have with your audience, it all shapes your brand. So if you want to build a brand that's authentic to you and enjoyable to maintain, it makes sense to start by doing things that feel good, things that align with who you truly are and how you want to show up. Because when you're aligned, that energy flows into your work and people feel it. It's like a magnet that naturally attracts your perfect fit clients. But if you're only doing things because you feel like you should, that energy shows up too. Your audience will sense the disconnect, and it can make your brand feel inconsistent or forced. A lot of this is subconscious. We see other people doing things that work for them and think we have to do the same things to be successful. And it's simply not true. How many times have you heard things like, you should post on Instagram every day? Or you should be running Facebook ads? Or maybe it's that you should be sending weekly newsletters, or hosting live webinars, or launching a new offer every quarter. The list of shoulds goes on and on, right? The thing is, these strategies can be powerful, but they're not a one-size-fits-all approach. And when we take on too many shoulds without checking in with ourselves, we often lose sight of what feels natural and aligned. That's when marketing starts to feel like a chore, draining our energy instead of actually energizing us. So what if, instead of doing what everyone else says you should do, you focused on what feels genuinely good for you? You might be nodding your head and like, Tiffany, yes, that sounds so good, but at the same time wondering how the heck you

figure that out, or what if it doesn't work? The secret to finding that sweet spot where your brand's unique voice meets your ideal clients in a way that's sustainable lies in a fairly simple formula. And I'm going to share that with you now. Here's how I like to think about it. Imagine a Venn diagram with two circles overlapping. The first circle represents what feels good to you in terms of your marketing. Things you naturally enjoy doing. The second circle represents where your ideal clients are hanging out. When these two circles intersect, you found what I call the sweet spot. This is the place where your marketing feels fun, aligned, and engaging for you. And it's also effective in reaching your perfect audience. Let's break it down a little bit more, the two parts of the Venn diagram, so you can actually start finding that sweet spot for your brand and business. So first circle, what feels good to you? Think about the types of marketing activities you genuinely enjoy. Do you love writing? Maybe blogging or email newsletters are the natural fit for you. Or if you're like me and you're a verbal processor, you enjoy speaking, then podcasts or live events might be your thing. Or if you're a visual person, maybe Instagram or Pinterest feels better. I encourage you to reflect on past marketing experiences. Which activities brought you energy and actually felt rewarding? What were the projects or platforms you found yourself looking forward to working on? When you identify what actually feels good, you are then tuning into your brand's true sweet spot. And remember, doing what feels good doesn't mean you're only doing the easy stuff. That's one caveat here is that you still may be doing things that you don't enjoy in the process. For instance, perhaps you love speaking, you love recording podcast interviews, but you don't really love editing them. For a while until you get to a certain place, maybe you're going to have to do that yourself. But it's still way more enjoyable than writing a newsletter if that's not your jam, right? And then of course, you can always outsource. So it means you're choosing things that align with your strengths, your energy and the vision for your brand. And you still have to do the work. And it's really the overall approach that should make you feel excited. Now let's move to the second circle, where your ideal clients are. This is crucial because we're not marketing just for the sake of it. We want to connect with the people who are a perfect fit for our offers. So think about your ideal clients. Where are they spending their time? Are they on social media? If so, which platforms? Maybe they're LinkedIn users or Facebook group members, or maybe they love reading blogs or listening to podcasts. Some might prefer direct communication through email, and others may be always on YouTube. By understanding where your clients are, you can be more strategic about what platforms you're focusing on. Remember you don't have to be everywhere like so many people teach. Just where it feels most aligned with you and where your clients hang out. Now it might take a little bit of research to find where they hang out. If you've been around the block, you probably already know this. Maybe there's a few platforms. Personally, I found that my perfect fit clients tend not to love social media. Maybe they enjoy scrolling from time to time, but they don't love dancing on TikTok or constantly posting what they're eating for breakfast on Instagram. Now some of them do, and that's cool, but the main portion of my ideal clients tend to love listening to podcasts because they're busy entrepreneurs and they can pop it in their ear just like you're doing right now with whatever they're doing in the background. And those that are on social media tend to be on LinkedIn. However, I'm not going to tell you that that mix is the perfect strategy for you because recording podcasts may sound excruciating to you, just like dancing on IG feels for me. And let's say your audience is busy stay-at-home moms. They're probably not hanging out on LinkedIn and are more likely to be on Instagram or Facebook. Now as I say, we

can agree that this is all fairly common sense, right? Yet, I have found that probably about 80% of my clients are either doing marketing they hate because someone told them that they should or they had to be on platform XYZ, or they're not getting results because they are marketing in places like TikTok when the people with money, their ideal clients, are over on LinkedIn. Remember, views and likes do not equal revenue. So when you find that overlap between what feels good for you and where your clients are hanging out, you've found the sweet spot. This is where you can show up authentically and consistently without feeling like you're forcing your marketing. It's a place where your energy can flow naturally. And because you're aligned with your clients, they'll feel that connection and resonate with your brand. Imagine loving your marketing, feeling inspired to share and attracting perfect fit clients who are excited to work with you. That's the magic of finding your sweet spot. So how do you start finding that alignment? Here are some practical ways to tune into your intuition and discover what works for you. And maybe you're kind of thinking, okay, this all makes sense. I think I'm kind of already in my sweet spot. Great. How can you 10x that? Is there 20% that's really working and 80% that you can get rid of? For instance, maybe you're podcasting, you're on LinkedIn, you're also on YouTube and Instagram. Maybe one of those platforms really hasn't taken off and you don't actually love doing it. Maybe it's time to bless and release. Okay, let's actually get into the tips though. Number one is to quiet the noise. I always say we build the plane while we're flying it in entrepreneurship. There's so many damn shiny objects taking our attention, all of the shoulds. So the first thing we need to do is take a moment to quiet the noise of external pressures. Maybe meditation, journaling, or if you're like me and you love art, creating a vision board, get your hands a little gluey and let yourself dream. How does your ideal marketing feel? The goal here is to tune out the shoulds so you can hear your own voice. It sounds weird, but maybe try actually asking your business. I've actually started asking my business what she wants in meditation. And yes, that sounds crazy. Believe me, the first time I heard that suggestion, I was like, that sounds ridiculous, but I tried it. I figure anything's worth trying once and you'll be astounded by what you hear. I've had ideas by quote unquote asking my business what she wants that I never would have had on my own. Number two is simply to experiment and reflect. When we try different marketing approaches as an experiment, we can find what feels right. Oftentimes when we're told that we should be doing something, we approach it with all of these expectations. When we test out platforms as an experiment, we play with formats and we notice which ones feel enjoyable and where we see the most engagement from our audience. That changes everything. For instance, I had kind of blown off LinkedIn for years because I came from the corporate world and all it did was remind me of corporate. I wanted nothing to do with it. And I actually grew my business first and foremost on Facebook and it was working really well until it didn't. Until I personally got sick of Facebook, the algorithms changed and I just wanted nothing to do with it anymore. When someone told me, you should be on LinkedIn, well, I know well enough to not necessarily believe all the shoulds, but I thought, let me try it out. I'm not really loving Facebook. I've never really loved Instagram, even though my team posts there for me. Let's try LinkedIn. So I gave myself a few months and said, let's test it out and see what happens. And sure enough, the results were amazing. I've gotten more engagement on LinkedIn than I have in months on Instagram. For me personally, right? So I enjoy it and my ideal clients are there. So the thing is, is I see so many people investing thousands, hundreds of dollars to have an expert set them up on a certain platform or investing in courses to help them

get set up only to realize that they actually don't enjoy it or their ideal audience isn't there. So give yourself a deadline to test it out, say a month or three months, go all in, test it out, look at it as an experiment and see what you think before you really go all in and invest time and money into it. That is the best litmus test and really looking at it as an experiment. And then number three, the last tip is measure joy over metrics. Metrics are important, especially on social media, email, you know, we want to be watching like what open rates, what click rates are YouTube, you know, how many people are watching, how far are they watching through? Like metrics. are always important to fine tune and make our marketing better. But joy can be a guiding metric, too. Notice which activities bring you joy and energy. When you feel joy in what you're doing, it's a good sign you're on the right path. And that joy, it shows up in your brand and attracts the right people, too. Now, what you are doing in your marketing is, of course, the next big step once you decide where your sweet spot is. The biggest part of authentic marketing is creating messaging that reflects your values and purpose and speaks directly to your ideal client. When you are aligned with what you love, where your clients are, your language and storytelling are then the next key to making things happen, to blowing up the next level of your business. Think of each piece of content as a way to tell your story, to share why you do what you do, and invite your clients into that story. This kind of messaging isn't about impressing others. It's about connecting with the people who resonate with your vision and seeing your brand as the perfect fit for them. Authenticity in what you say attracts clients who align with that truth. And when you stay true to yourself, your brand becomes magnetic for the people who genuinely connect with your message. So I talk about messaging here all the time. You can stay tuned for that. But if you are finding your sweet spot and you need support with developing your perfect messaging, I do have one one-on-one spot left in 2024. And I'm currently filling up Q1 in 2025. It's also what we focus on in my flagship program, Legacy Brand Foundations, developing the message that will work wherever your sweet spot is. So if you decide to leave social media completely or be social media optional like me and maybe just focus on speaking and podcast guesting, it will work. If you're on LinkedIn, it will work. If you love Facebook, it will work. It will work wherever your ideal clients are because we take the time to dive deep and uncover your category of one brand messaging that will set you apart from everyone else doing what you're doing. If you're ready to take 2025 by storm, find the sweet spot for your marketing and have expert guidance for your messaging, go ahead and book a call via the link in the show notes. And I can personally help guide you through deciding what option might be best for you. Now let's wrap up with a few key takeaways to help you find your sweet spot in brand building. First up, reflect on your shoulds. Take a moment to recognize which marketing activities you're doing because you should feel good about it or because you should be doing them. Then ask yourself which ones actually feel good and aligned. Second, draw your own Venn diagram. On one side, list those marketing activities that feel good for you. On the other side, list where your clients are most active. Look for the overlap, and that's your sweet spot. And again, if you need help and support on this, I also have VIP days where I help people find their unique sweet spot. Last, feel free to start small. Pick one or two activities in that sweet spot and commit to them for the next month or three months. Notice how they feel and observe the engagement from your audience. This doesn't mean that you completely have to cancel everything you've been doing and start fresh, although maybe that is what you need. Maybe you're blessing and releasing certain things and diving deeper into the 20%. Remember, ultimately, that building an authentic brand is about

showing up in a way that feels good for you. When you're aligned, that energy shows up in everything you do, attracting your perfect fit clients. As always, thank you so much for joining me today. Remember, your brand is a reflection of what you say and do, so let it be one that feels joyful and true. Don't feel pressured to do everything. Instead, focus on what feels good to you where you're already at, where your audience is already at. This is your sweet spot where your voice, your joy, and your clients intersect. Thank you for listening, and I'll see you on the next episode of Your Legacy Brand next week. We'll see you then. 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](http://yourlegacybrand.com). Remember that what you leave behind is not what's engraved into a set monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to leave your legacy?