

S2: E106: From Commodity to Category of One

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 everyone, welcome back. This episode is going to set the tone for an incredible new year ahead. If you're ready to claim your space as a category leader to finally escape the feast and famine cycle and build a brand that draws in clients magnetically, this one is for you. The truth is, everything begins and ends with your brand. Yes, I am a brand expert, so I'm biased, but ask anyone who's making bank online and they will agree with that statement. And it's not your logo, it's not your brand photos, or your Instagram bio, although those do play a part, your brand is really the way you claim your space in the market, the clarity of your message, and the consistency of which you show up. So I want you to pause for a moment and ask yourself, is your brand positioned as a commodity, which is one among many, or as a category of one? We are diving right in on today's episode, and this is really going to be an actionable episode because I want to make sure that you are set up for the most epic 2025 ever, despite anything that's going on around us. And I truly believe that's possible. So before I go into the rest of the meat of the episode, I wanted to pause for a moment also because there is so much chaos in the world, right? We all know this, I don't even have to say it, everyone's feeling it. And if we look at history, and I want to thank my husband, Ryan, for this reminder, because I myself even will get caught up in the, oh my gosh, the world's going crazy. And he always brings me back by saying, because he's kind of into history, I am too, but his lens is different, I guess we could say, by saying history repeats itself. And really it's always been crazy, right? I'm 40, I've lived through a lot, he's 50, actually I'm 43, he's 53, he's 10 years older, and he reminds me that in the 70s, he remembers sitting in basically a bomb shelter preparing in school, right? There's just so much that we've gone through in the past, and we've moved through, and we've been okay. And during those down times, some of the most successful people were created, or were developed, or stood out. So despite all of that, I'm not saying we can ignore what's happening, or, you know, I'm being crazy here. I'm just helping you to hopefully see an alternate view of possibilities. While everyone else is scared, thinking maybe they have to leave their business and go get a job, or whatever that looks like, what if you flipped the perspective into maybe this is an amazing opportunity, because more and more people will be looking to start businesses online, grow businesses online, and more and more people need our support if they don't have the mindset of possibility. So no matter what your work in the world is, you're needed now more than ever, right? So anyways, I'll get off that soapbox, but I thought it was important to share if you're coming into this recording with that energy of kind of scarcity, right? And I'm not gonna say I'm perfect, and

my brain doesn't go there from time to time either, but I'm always drawn back into what if we look at the possibility? And that's what I'm doing for 2025. That's what I'm encouraging my clients to do for 2025. And I'm actually excited for the possibilities. Not that I'm ignoring the little bit of chaos that's happening either. So as I mentioned, when you pause and you ask yourself, are you positioned as a commodity or a category of one, right? This distinction is everything, because when you're a commodity, you're going to hear things like, well, why should I choose you over someone else? And it usually, if anybody does, it usually comes down to a lower price. So you're not able to charge what you're really worth. Maybe you've heard like, I didn't know you offered that because you're not clear. Or worst of all, maybe you're hearing some crickets, right? But when you step into what I call category leadership, everything changes. Leads come in because people want to work with you. Clients stay because they trust your vision. And opportunities flow. Oftentimes out of nowhere, I have so many personal representations of this happening. But I also have clients that'll say like, whoa, this person just showed up, right? That happens when your message is undeniable. Now, some people might tell you that competition is bad. A lot of us hear that word. We kind of cringe. A lot of clients that I start to work with, too, whether it's one-on-one or they're going through my Done With You program, they get into talking about competition and they close up. Well, I don't believe in competition. I believe there's enough for everyone. Well, of course. There's billions of people on this planet. Of course there's enough for everyone. But I actually want you to flip the script on this as well. Competition is actually a good thing because when you think that too many people in your space means you'll never stand out, okay, you could take that stance and that's what will happen. But let me tell you something even more exciting. Competition is proof that money is flowing into your industry. Because if you're a unicorn and nobody else is doing what you're doing, you don't have any proof that it's even viable, right? And I don't mean that in a sense like maybe your unique mechanism or how you're serving clients is one of a kind, right? Like I believe mine is, which makes you a category of one, the way you're positioning it. But if you really want to see that other people doing the same thing that you're doing, that there is money in that. So competition is actually a wonderful thing. Your job isn't to shrink away from it. Your job is to differentiate, to zig where others zag, to ask yourself questions like, what is my audience frustrated by? What isn't being solved in my space? And how can I be the solution that they didn't even know they needed? For example, when I first started building your legacy brand, I noticed something. Most coaching programs were transactional, right? This could be coaching programs in general, but especially in the branding arena, right? There was a lot of courses that weren't really helping people solve all of their issues because most people are perfectionists and they get stuck in their head and they swirl around instead of making decisions and making a powerful brand, right? So people a lot of times were paying big money and getting stuck in a funnel or a Facebook group and never had real access to a mentor or real guidance. So I decided to flip that script. I built an accountability-led coaching model in branding where clients had direct access to me and my team, even in my programs and of course, my one-on-one services, very white glove. So it wasn't just about delivering a program. It's about delivering true transformation. And that's how we grew so quickly. And I was featured in places like Forbes and Entrepreneur in less than two years of opening my business. I found a sweet spot in the sea of competition that wasn't fully being served. I did not reinvent branding because branding works if you do it right, but most people don't also teach it right, to be honest and fair. But it's because

we solved a problem that no one else was addressing, right? So that's what I want for you. So now, if you haven't already, get out a paper and some pen. If you're listening in the car or doing dishes, I wouldn't suggest maybe you don't want to pull over in the car, but pause this, come back because I want you to get actual value out of today's episode. Of course, you always do because learning is powerful. However, today I actually want to do some implementation with you. So the first thing I want you to do is audit your brand presence. Go to your social media and website and ask yourself, if someone landed here for the first time, could they understand in three to five seconds what I do, how I help and what to do next? It's a powerful question, but you want it to be clear because as we know, there's so much noise online. And we also want you to stand out from the sea of sameness as a category of one. Next up, I want you to think about clarifying your messaging. The quickest way to do this, and of course, I have an entire program. I help people through this because it's not a short process, but to get started, the quickest thing you can do is think about and write down the top frustrations your audience faces in your space. So for me, that was a lot of people not getting actually the help and the clarity that they needed. And once you look at that, think about how can you position yourself as the solution, right? And yes, this may mean making some changes in your messaging, making some changes to your website, making some changes to the way you show up, but unless everything you're doing is working beautifully, that's what needs to happen, right? And if things are working beautifully, awesome, double down on what's working. And then I want you to think about taking your category of one brand to thought leadership. So once you have a proven methodology, once you have proven messaging and proven what I like to call magic, the three Ms, then it's time to capture that, package it, and really step into thought leadership and speaking and taking it to the next level, right? So wherever you're at right now is fine, and this is how you get to the next level. Next is, of course, you hear this all the time, not just from me in branding, but from coaches, mentors, whatever, is frequency and consistency. This is more about than just showing up. It's about showing up with intention. You want to create content that speaks directly to your audience and offers them a unique solution that positions you as the category of one. And the coolest thing about the time that we're living in right now and the advent of AI is not just to go to chat GTP and ask it to do stuff for you, because if you do that and you post it, not only will it not attract your ideal clients, number two, you're going to get dinged, your SEO will get dinged, right? So I teach my clients a specific way. Once we get your brand messaging clear, you have a brand manual in your hands, then you train AI or I've developed an AI tool that's proprietary, that will do all of your writing for you in your brand voice, and then you just have to fine tune it. That's where you want to get, because frequency and consistency is so much easier. If you're like me and you don't like showing up on social media and you feel like it's a waste of your time, you're not an influencer dancing on TikTok, I'm certainly not that. I do find myself enjoying LinkedIn these days, but even Instagram, not really a fan. So how do you put yourself out there? How do you captivate? How do you do these things that I'm talking about? Well, stay tuned because I don't want this to be a five hour long episode. So I'm going to share more about all of that in the upcoming weeks and months. However, once you dial in your messaging, like I said, you can catapult it by utilizing AI in the right way, okay? Now, the last piece is one of the most important shifts you can make in 2025 is to move from a transaction-based mindset to a relationship-based one. Now because you're listening, I'm guessing you might already be focused on relationships because that is like the bane of my existence. I form deep relationships

and I know that my business has... has really grown because of that, right? Yes, you can put ads online. Yes, you can dance and do reels on TikToks, and that will create an audience. But it's so surface level. So even if you're already in the relationship-based space, I want you to double down on that. Because the other thing with the advent of AI, more and more people are going to transactional. They're having robots basically do everything. They're not showing up. And long term, that's going to kill brands, in my opinion. I was a trend forecaster in corporate, and it's working now some. But long term, we always go back to relationships, right? Since the advent of the human, we are relational beings. So people aren't just buying a product or service anymore. They're investing in brands they trust, right? Over the last couple of years, people have been burned more than ever, get stuck in funnels, wasted their money. I'm sure you can attest to that. I've done it too. And it can be hard to know who to trust. And so when you prove yourself as a category of one, but two, a trustworthy brand, that is going to solidify you as we move forward. Because things are moving quickly, right? We all know this. Within five years, the landscape that we're looking at now, I don't even think is barely going to be recognizable in the online space, right? Because AI, because technology is growing so quickly. I don't say that to scare you. It is actually exciting if you know how to utilize it, right? But it also needs the human touch, is basically what I'm getting to. And the truth is people buy from brands that are top of mind, and they buy from brands they built a connection with. So it's not about flooding your audience with offers. It's about showing up consistently, providing value, and building trust over time, right? And you've heard me before. I talk about it all the time. The bro marketing era is over. We're moving into the feminine, and it's going to be magical if you do it right. And the cool thing about the feminine is that leads us into more flow and more abundance and ease. And isn't that what we all want? Hopefully, you're shaking your head yes. All right, as we wrap up, I want to leave you with this. 2025 is your year to create a brand that stands out, to claim your category, to become the category of one. So close your eyes for a moment, unless you're driving. Don't do that. And imagine, what would it feel like? I actually want you to feel this, to wake up knowing that your brand is so powerful, leads are flowing in, opportunities are chasing you, and your clients are so thrilled to be working with you. That reality is within reach. I know it can be true for you, and it's not about working harder. It's about getting intentionable. Intentionable, that's not a word. Intentional. Staying consistent and leading with heart. Let's make this your year to thrive. Take those steps I talked about earlier today. Tag me on social when you do your brand audit. I can't wait to cheer you on. And thank you for tuning in. If you're ready to dive deeper and need personalized guidance, head to yourlegacybrand.com, the website, to explore how I can support you. And if you want results like yesterday, you want to be prepared for 2025 to be that category of one, shoot me a message on email or LinkedIn, and I will personally respond. No bots. It's me. I love to go deep with people. So those details are in the show notes. And I can't wait to see you here again next week as I continue these conversations and as I hopefully spread positivity and more love than fear. And that's really ultimately my goal right now is to show up in love over fear and make the difference, be the difference that we want to see in the world. Sending you so much love, and we'll see you next time. 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 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 your standing monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to leave your legacy?