

S2: E107: Disrupt Your Industry in 2025

Hey there, I'm Tiffany, and you are listening to the Your Legacy Brand podcast. If you are 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 in quantum leaps in your business, transforming you from entrepreneur into legacy brand. Whether your big vision is to be a New York time 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.

Hello. Hello. Today we are diving right into a topic that's been talked about so much. It might feel cliché, but we're looking at it from a different angle. It is the quantum leap because here's the thing, buzzword or not, it's the best way to describe the kind of transformation that happens when you rebrand. It's not just a new logo or website. If done right, it's actually about stepping into a new identity entirely. Think of your brand as a rocket right now, you might feel like you're shuttling along on autopilot, staying in orbit, or maybe you're actually backtracking a little bit, but a quantum leap, that's the fuel that launches you out of the atmosphere and into an entirely new trajectory if the difference between staying in the crowd or leading your industry. Today, we're starting part one of a two part series to help you prepare for 2025.

It's not just about the next few years. It's about laying the foundation for a legacy brand that disrupts your industry and elevates you into the stratosphere. So I'm super excited about this. If you can't tell already, let's dive right in. Here is what a quantum leap is and why it's so powerful. It's not about working harder, it's about making smart moves and actually redefining what's possible. Rebranding when done right isn't just a change in your visual identity. As I mentioned, it's an evolution of how you see yourself, but most importantly, how your audience sees you. The perception, and it always starts with your messaging. I've seen it happen time and time again. One of my clients came to me and she was a little bit stuck. So a lot of people I feel like are going through this transitional period where there's a lot of pivoting happening, and that's another kind of cliché word, by the way, that's been used a lot.

But again, it's the best way to describe it. Some of you may have already done this. Some of you may be in the midst of making quite a big shift in your life, in your business. I think it's just really what's happening in the ether in the world right now, right? And so Amanda, my client came to me and she had been a health coach for years. She was fairly well known, but she was really tired of actually doing the health coaching. What she really wanted to do was help other coaches, health coaches, but coaches in general, become better coaches because she had been coaching for so long and she really had an amazing track record, really helpful clients, really happy clients, and she wanted to give that benefit to other coaches who were maybe a little bit newer and didn't totally trust themselves, maybe weren't really getting the right clients, what have you.

So long story short, when Amanda came with me and we sat down and we were looking at, okay, we're gonna not only shift your target market, we also wanna shift the perception of who you are, what you've

been doing. This is caused for an identity shift, right? And so she went from Amanda, the health coach to best coach, that's the name that we created for her new flagship program, her business, all of the things. And not only did that position her as the best coach, it positioned it. So her target market then would see, okay, if I work Amanda, I will become the best coach that I could be right now. Maybe you wouldn't say in your marketing, and not everybody would, but for Amanda, this is her personality. So it fit really well. And so the other thing that I always do with all of my clients is really look and say, okay, what is your big vision 2, 3, 5 years down the line, right?

How do we reverse engineer that vision so you can step into it and evolve into it faster than you ever thought possible? When we did this and applied it, she was able to grow her business so much faster than she ever realized. She basically kind of had to start from ground zero because she was really approaching a new target audience. However, not only did we update her visual brand, we actually reestablished her messaging. And when she stepped into that new identity, she truly is disrupting her industry. She of course, did other work and figured out her funnel and things like that. We helped name all of her offers and her naming conventions. But she is truly disrupting her industry now, and that's the power of quantum leaps. They redefined what's possible for you and your business. And here's the thing, we're stepping into 2025 with a lot of unknowns, right?

And whether you are happy about the presidential election or not, I'm not even gonna go there. But there is just a lot of kind of unrest and unknown that's going to be happening. And so this is truly your pivot point to choose, am I going to be someone who steps back to see what happens? And you know, I've heard certain people saying, oh, maybe I should just go get a job. Like it's, it's uncertain things aren't working the way they used to. Or are you going to be the person who's going to lean in, take action and do what it takes to figure out how to become a disruptor in your industry? Because those of us who step up disrupt our industries during this time, we are going to catapult ourselves, like I said, into the atmosphere because this all will settle down over time.

I personally have faith. I believe that yes, some things are may get worse before they get better, but if we look at the long game, we are here to play the long game. Yes, we may have some rocky roads, and this is really a time of opportunity, okay? And so I want you to think about the time of opportunity that we're stepping into. And the thing is, now that I've talked about all of that, you're probably wondering, okay, how do you create the conditions for this kind of transformation, especially when the circumstances are unknown regardless of any circumstances? In the case of branding, this is why I created my proprietary legacy brand method. This method was born out of my own experience when I stepped out of a nearly 20 year career in the corporate world working with global brands like Burt's Bees, Adidas, and FedEx.

And I was also teaching design and branding as a college professor. Back then, I pretty much did know everything there was to know about building powerful brands, right? I'm not gonna say that things have changed that much, right? In the corporate world, what worked then is still working now and we have to go by the times, right? And so I took all of that knowledge. So when I transitioned into the online business space, I was shocked. I saw so many entrepreneurs focusing on only the surface level elements of branding, the colors, logos, the visuals, right? And don't get me wrong, these things are important. They do matter. And I spend a lot of time on those things with my clients. However, you can't just go off of those surface level things, right? They're not the foundation. I realized that the real blocks holding people back were nothing about the aesthetics. They were the strategic and personal pieces of the

brand. Entrepreneurs typically don't align their brand with a clear vision, authentic messaging, or the mindset needed to lead their industry. So I created the legacy brand method to help business owners a breakthrough limiting beliefs, holding their brand back. 'cause you all know we have those upper limits, we have them in many areas in our life. A lot of people don't realize how much that happens in your brand because it's identity level stuff.

B, defining messaging that resonates deeply with their audience. You have to really dive deep and follow specific frameworks to get that messaging that's going to truly take people through your frameworks and get them saying yes to whatever you're offering. And then C, really thinking about stepping into a bold identity that sets them apart. And I love to say that there is no fairy godmother that's gonna come and boop you on the head and suddenly tell you that you are a thought leader and you are now deemed worthy of that title. You are the only person who can do that for yourself, who can own it and who can accept it, right? So I want you to think about that too. And maybe you're like my client, Selena Sue, who was already light years ahead in her business and she became stuck and hit a plateau.

And so a rebrand can really help no matter what level of business you're at. You may look at your website and be a little embarrassed, perfect time for rebrand. You may be going through the pivot, like Amanda, you may already be at a certain level and want to go exponentially further. And if you're listening to this and you're brand new rather than a rebrand, you wanna think about setting your brand up the right way from the beginning so you don't have to keep reinventing the wheel down the line. So let's talk a little bit deeper about how the method actually works. So again, this isn't okay, we're gonna get your colors, then we're gonna get your fonts. Listen up. This is all about the mindset pieces and the identity shifts that you need to take. And yes, we address all the other things too, but this is what I'm saying.

These are the things that most brand strategists are not talking about, and that's why I wanna really take you behind the scenes to see what it takes to create a really solid brand operating system. Okay? So the first shift is to let go shed your old identity and beliefs that no longer serve you. This is often the hardest step because it requires you to release what's familiar even if it's not working. So when I'm working with my clients, we're always looking at what do we want to keep? What's working, what's great, but also what do we need to bless and release? So think about that. What are you ready to let go? Next step is to do what I call establish. You wanna build a brand foundation that's rooted in clarity, connection, and conscious action. We focus here on the mindset and the messaging that fuels transformation.

And so when I give my workshops, I teach the analogy of an iceberg, right? Typically, we see the aesthetics on the top. This is what's above the surface, the logos, the colors, the fonts, and all of those things. But below the surface you have this entire brand foundation that most people ignore. Your vision, your values, your voice, your proprietary frameworks, your messaging, your brand story, your personal stories, your naming conventions of your offers, your client success funnel, all of those things, all of your marketing actually fall under the umbrella of your brand. Because if your brand is not solid, your marketing isn't going to work, right? So you really want to take the time to establish that brand foundation. So everything else will start working beautifully. Now after letting go and establishing, now it's time to grow, we want to identify the gaps in your industry and position your brand as the solution.

This is where differentiation becomes your superpower. So where can you differentiate? And a lot of the times I always say, this is a term I've coined and I'm known for, is you can't see the label from inside the bottle, right? Most of us cannot actually, when we think about, okay, how can I differentiate? We don't know because we're so close to our work, we are just good at what we do. It comes easily, it comes naturally because we've been doing it so long and we don't have the ability to actually see what sets us apart from everybody else doing the work that we're doing. But truly, that is the biggest thing, is the differentiation. Your signature framework and the positioning of your brand that's going to position you as that category of one. Okay? So this, out of all of these, they're all important, but this number three, that's my, happens to be my favorite number.

I truly think if you walk away from anything on today's episode, really thinking about identifying those gaps and then differentiation in your brand. If you do that, you will soar in 2025. And because you're here, that means that you are ready to do this work. So we're going to let go, we're going to establish we're gonna go grow and identify those gaps. Next step we have to allow, okay, so if you're like me, you are spiritual, maybe a little bit of woo, you've realized by now that you have to have some form of surrender for things, right? When we try to control too much, like we have to set the foundation, we have to put some control mechanisms in the brand, and we also have to allow and release and let go. And what we do then is we trust the process because this growth can feel messy and uncomfortable.

I call it the messy middle, right? Because you are shifting identities, you're stepping into a new brand, you're stepping into a higher version of yourself, and you have to trust the process because this is where the transformation truly happens. But on the other side is where everything shifts. And I could tell you countless stories of clients who've gone through the process, and it was a night and day difference from where they were to where they ended up. And a lot of this too is the energetics, because rebranding gives us so much energy that despite the circumstances that are happening in the world, people take note of that energy, they take note of the newness, they're like, Ooh, something's happening with this person. They take note and that creates momentum. And that's how we create a movement out of your message. So the final step is to connect.

We of course, after we've aligned your vision, your messaging, your offers, everything into a cohesive brand. A brand operating system is my naming convention for what I create. And we wanna make sure, of course, it's impossible to ignore. This allows you then to connect deeply with your ideal clients. And I could probably do a whole episode about this connection piece because I truly believe in 2025, higher touch, deeper connections, more collaboration is the way that we're heading. Because gone are the days where people are signing up for a course with no support. That's just a bunch of modules that are walking them through a bunch of mumbo jumbo. People want results. People want handholding. People want support. And when you can connect deeply, not only in your marketing, in your messaging, but also through the customer journey, through every piece of and touch point of where these people are meeting you at, that's the game changer. So again, this isn't just a branding process, it's a personal evolution. When you take these steps, you're not just building your business and brand, you are building a legacy.

So let's circle back to the rocket metaphor. I want you to picture 2025, the end of 2025, as your destination, say a planet that you have your sites set on right now, instead of figuring out how to get there step by step, I want you to start at the end and reverse engineer the steps you'll need to take.

What does your brand need to look like to lead in 2025? What does your audience need to hear from you to trust and follow you, to sign up, to work with you? And how can you differentiate yourself now so you're not playing catch up with everyone else who's doing this work later?

Now, along with answering those questions, and if you didn't answer them, I invite you to just rewind, write it down, do a little bit of journaling. I have a little bit of homework for you. I want you to, if you haven't already, because we're at the end of the year, write down your 2025 vision in detail. There's lots of methodologies to do that. I could teach my version of that here. But you're an entrepreneur, you are a smart person. I have a sense you probably do this every year. So just do what you do. Write your vision down, right? Write your planning down. Now where it's gonna get a little bit different is along with those questions I just asked a moment, a moment ago, identify one area where your brand can disrupt your industry.

Maybe that means adding something new or different to your brand. For instance, last year I added AI into my business, and it's now changing the way my clients create their content, write their messaging. Because once we get clarity on their brand messaging, they get what's called a brand manual, which is a 20 to 30 page document with everything about their brand in it. Well, I realize that is the perfect thing needed to change and train ai, right? You can ask chat GPT, for instance, to support you in creating your brand messaging, but it's going to sound just like everybody else. It's going to sound robotic. It's gonna use all those silly words that they use in ai. However, when you train ai, which is how I teach all of my clients now to, once you've done the deep work to get your brand foundation in place and then you train it, man, it's a game changer, right?

So that's how I personally am disrupting the industry. So what does that look like for you? You may already be doing it, but it may be time to take a leap and do something a little bit different. And then last, I want you to audit your current brand. So this is, yes, the visuals, this is your customer journey. This is your signature framework, this is your offers, this is your naming conventions, this is how you're showing up online on social media, all the things. Now you can take time and really do the step by step, and I have a process for that. So if you want the process, um, just reach out to me on LinkedIn or on my email, we'll put links in the show notes and we can talk about an audit. I actually offer brand audits, but that's not the point here.

Really, you can do this fairly quickly and very intuitively. Do you love doing the work? Do you love the way things look? Do you love the way things sounds? Is it working? Are people easily and effortlessly coming into your business to work with you? That's how you know your brand is working. It's, it's pretty a, a gut check here. So walk away with those. And I really wanna invite you also not to if, if you're saying this and you're like, oh, man, I do need some work. Cool, that's great. And as we move into part two next week, I will share some tips on how you can start to shift and change this. Okay? But I also want you to do one extra thing, and this is what I like to call the gap in the game. This is actually a book that I love.

You can look it up, but the main thing that I want you to think about here is not looking at what you're missing out on and what you haven't done yet, and looking at the future and measuring your success from there. Because the quantum loops are possible, and you don't need to beat yourself up for not being where you want to be. Most people are not right, and we're always raising the bar on ourselves. What I want you to do is look back this year and give yourself some credit. What are some amazing

things? Maybe, maybe everything was amazing and this is the best year you've ever had. Celebrate that. Okay, how can we make next year better? Maybe this was not the greatest year you've ever had and you're feeling a little bad about it, but what did you accomplish? Because there's something that all of us have accomplished. Maybe you made some really amazing new connections. Maybe because you weren't as busy, you were able to go back and create a new offer or change over some of your technology so people have better time going through your customer journey. Maybe you got certified in something. I also want you to celebrate this past year, and that will really shift everything in the way that your energy is towards a quantum leap in the future.

So I hope this has been an eye opening episode for you, and in the next episode, we are going to dive into the actionable strategies that will help you make the quantum leap a reality. So until then, remember, your brand isn't just a reflection of where you are. It's a vision of where you are going. Take care, and we'll see you next week.

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 TV Union 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 your legacy brand.com. Remember that what you do behind is not looking great monument, but what is Rise others.