

## S2: E108: What Every Entrepreneur Needs to Hear for 2025

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 miracle effect that reaches far into the future.

I'm here to provide you with tools and ideas to make massive change in quantum mechanics in your business, transforming you from entrepreneurs into a 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 during the world.

to today's episode. Hey there and welcome to a very special episode of the Your Legacy Brand podcast. As we gather on the eve of Christmas for those who celebrate and for those who may not celebrate but still recognize the significance of this day, I want to talk about gifts. Not just the ones we exchange during the holidays, but the gifts we carry.

within us. I'm going to make this a fairly short and sweet episode because my guess is you are gathering with family tomorrow if you're not already. But speaking of gifts, make sure to listen until the end because I have a very powerful gift for you that has the potential to transform 2025. And it's something that I felt called to give just

being generous and something that I really poured my heart and soul into. So our talents, our insights and the value we bring to others are some of the most impactful gifts we have to offer, right? And as business owners, how we choose to share those gifts generously and strategically has the power to set us apart in 2025 and beyond.

And here's the thing, generosity is more than just a feel good concept. It's actually a business strategy, a mindset, and a principle that can open doors into both impact and abundance. When we lean into giving smartly with boundaries, it only, not only allows us to truly serve others.

but it also unlocks the flow of receiving in ways you might not expect. So think of a river. A healthy river flows in two directions, giving water downstream and being replenished upstream. So...

If one part of the flow stops, it only gives or only receives, it becomes stagnant, kind of turns into like a pond or a lake. Generosity works the same way. When you give freely and intentionally, whether it's time, expertise, or support, you create momentum. And that momentum of course flows out to those you serve. And It will come back to you in unexpected ways. But here's what I've seen far too often in the business world. The river dries up. People tend to then feel

unsupported. Maybe they've invested in programs, services, or solutions that promise the world but have failed to deliver. Maybe you've been there yourself.

You made a leap of faith only to be left with disappointment, a lack of clarity, or results that didn't match your expectations. Now of course, you have to put the work in too. You can't just show up and expect magic. But there's those of us who lean into generosity paired with intentionality, and we have a massive opportunity. Because if you're listening to this,

I'm guessing you feel like me and you love to be generous. In fact, I love to be generous so much that I've had to learn to put some boundaries around that to be completely transparent. So you're probably not the type of person whose river dries up and you promise something and don't take action on it. So as we step into 2025, the businesses that I believe will thrive

will be the ones that provide not just a service, but support, not just value, but connection. The brands that truly give will stand out in a world where so many have stopped showing up. Now, here's the tricky part, as I've already sort of alluded to. Generosity without boundaries can lead to burnout.

And as someone who's naturally and kind to give, I have learned this the hard way. And maybe you have too. You pour so much of yourself into helping others that you end up feeling depleted. But boundaries don't make you less generous, they make you more effective. When you protect your time, energy and focus, you can then give from a place of abundance rather than exhaustion.

And that's what creates the magic for you and those receiving a sustainable generosity that allows you to serve at your highest level while staying open and being open to the flow of receiving. So, as you head into 2025 I want you to remember this generosity is not about giving everything away it's about showing up fully.

sharing your gifts with purpose and trusting that when you do give, it will come back to you tenfold. It doesn't mean tit for that. It doesn't mean that it will come back from the exact people that you give to. It may come back in unexpected other ways. So again, there is a major opportunity, in my opinion, for 2025. The year ahead is a turning point.

After a season where many have felt unsupported, the brands and businesses that lead with generosity, paired with clarity and boundaries, will become the ones people flock to. Because generosity creates trust, and trust creates loyalty. So you can think about it like planting seeds in a drought, where the soil has been parched for a long time.

but even the smallest offer of watering can bring it to life. As business owners, we have the chance to be that water. By pouring into others, we can create an ecosystem of growth, support, and abundance, not just for our clients, but for ourselves. Doesn't that sound good? One client of mine learned this firsthand. Of course,

Of course, she's strategic, but Amanda shifted her focus from simply selling to truly serving. Sharing value freely, being present for her community, and giving weekly workshops with so much value that it seemed crazy. The result? Her business not only grew, but it became a magnet for ideal clients who felt seen, supported, and inspired.

flourished this past year and is on track to grow exponentially in 2025 because people are blown away by her generosity, the level of support she gives, the follow-up, and the integrity that she leads with. So, as we wrap up, this brings me to the gift that I want to share with you today. I have created a special gift called my legacy love notes.

This is a series of daily mini podcast episodes that will inspire, motivate, and encourage you on your journey through 2025. If you know me, I'm a huge personal development geek, and I've done a lot of deep work for the past 20 years. And I took all of this and really encapsulated it into a full year's worth of daily bite-size episodes.

See, this work is always present in the branding work I do, but I was called to create this year-long series that's focused solely on supporting you to stay high vibe in 2025. It's truly a passion project of mine, and moving forward, I will be charging for this. So I felt called because I finished it and it's this time of year.

about starting to give it as a gift. It truly has nothing to do with branding, although there are some branding tips in there, but everything to do with you, supporting you in growing your business and brand. Each love note is under five minutes, a quick spark of insight and encouragement designed to help you stay focused, grounded, and ready to take action. It's my way of giving back to you, my incredible community,

and ensuring you have the support you need to step into your next level. All you have to do is grab the link in the show notes, subscribe to the love notes on your favorite podcast player and tune in each day for a quick hit of inspiration and motivation. You can also favorite your favorites and come back to them. So as we wrap up this episode today, here's what I want you to take into

the new year. First, recognize the gifts that you already have, your talents, your insights, your ability to make an impact. These are the treasures the world needs and don't take them lightly. Too often we don't recognize our own talents as much as we should because they come so easily to us. So I want you to take a moment and really sit with this.

and celebrate your gifts. Second, ask yourself, how can I give more intentionally in 2025? What seeds can you plant now that will grow into a thriving garden of trust, loyalty, and abundance? And finally, don't forget to set those boundaries. Your generosity is most powerful when it comes from a place of fullness, not depletion.

So protect your energy so that you can give freely and sustainably. And last, as you reflect on all of this, remember that the more you give, the more open you are to receiving. Because the river flows both ways, and when you create that flow, the opportunities and the impact you've been dreaming of will find their way to you.

Thank you again, as always, for being here with me, not just today, but throughout the entire year, your trust and support mean the world to me. And I can't wait to continue this journey with you in 2025. Merry Christmas, happy holidays, however you celebrate. And here's to giving and receiving in abundance. I'll see you back here next week as we talk about how to take the disruption.

from your industry we talked about last week and actually implement it as we step into the new year. Until then, take care, set those boundaries, and make your brand unforgettable. Thank you so much for joining me on today's episode of Your Legacy Brand Podcast. I'm so grateful that you took the time to play and listen to the show. If you loved this episode, please provide everything you need and we'll be forever grateful.

Thanks for listening!