

S2: E109: Time to Take Your Brand Out of the Closet

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 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.

Hey there and welcome back. And this is part two of our series on making a quantum leap in your business and brand. If you missed Part one, I encourage you to go back and listen because we laid out how to reverse engineer your vision and create the foundation for exponential growth. Now, as a reminder, I know that quantum leaps are sort of a overused terminology and I truly believe it's possible and have seen it happen when people invest in their brand, create a brand operating system, and the secret lies in becoming the brand, which is what we're going to talk about today. You can actually go from where you are now to the vision that you've always imagined in so much faster than you thought possible. I've had clients have their five-year vision happen in just two years and this happens fairly often if you do this final step because truth be told i've also had some clients who do the work and we create the magic messaging we create the magic brand operating system but if you don't become the brand it won't necessarily work so this is the secret don't share. Okay, so basically what we're going to talk about is that vision that you have of where you really want to take your brand in business. How do you make it real? Because the truth is having a powerful brand isn't just about what you build on paper. It's about how you embody that brand every single day. It's about stepping fully into the leader, the expert. the visionary you've positioned yourself to be, or we've positioned you to be as we create your brand. Bold vision requires bold action. And when you act like the brand leader you envision, the results will follow. So if you've been following along and really loving what I've been sharing about branding, about building your brand foundation, brand operating system. This is the piece that I want you to really capture whether we work together in the future or not. This is a really important piece because the work starts with you. Too many entrepreneurs finish their branding process and stop or they DIY it and then they're like, now what? maybe some fresh visuals, amazing messaging, or not really amazing messaging if they didn't do it right. Regardless, once they have that, they have the strategy, and then they might fall back into old habits because your brand isn't something that lives just on your website or social media. It's supposed to live in you. So think about your brand like a tailored power suit.

You spent time designing it, refining it, and making it fit perfectly to reflect your vision and your values and your voice. But a power suit only works when you wear it. You can't have the power suit in the closet and show up in pajamas and a messy bun. When you put it on, you stand taller, you move with confidence, you own the room. But like I said, if you leave that suit hanging in the closet, it can't do its job and neither can you. Now, I'm not saying your brand has to look like a fancy power suit because you might not be that person. You might be fun and cheery and you might actually show up in a messy bun. That's fine too. But that analogy just proves how so often there's a misalignment happening. And part of that happens because you didn't do the work to create the brand to really reflect your essence. So it doesn't feel comfortable to put that suit on and or your positioning your future self and it's might be a little uncomfortable to step into that suit.

But what's the point if you're not gonna do it? Your brand is the same. It's not enough to have the perfect brand. You have to embody it, wear it every day, let it shape your decisions, and trust that it will help you step into the next level of your business. So, how do you go from having your brand to becoming your brand?

How do you act in alignment with the quantum leap you're envisioning? I'm going to give you three powerful steps today to move from that vision to actual tangible results. The first one is, show up as your future self today. Ask yourself, what would the future version of me, the one who's achieved my goals and my vision, do right now?

When you're making decisions and you're planning out your 2025 and you're deciding who to partner with, all of the decisions you're making, do that from the future version of yourself and watch what happens. Would they hesitate to raise their prices, hold back on sharing their expertise, or delay a bold opportunity? with confidence and clarity. So one of my clients did this recently. She is an introvert and doesn't exactly love being in the spotlight. And honestly, I can attest to that too. I was the girl who was afraid to ask for ketchup from the waitress at the restaurant, right? So this client was similar. We had worked on her brand. We had developed...

killer messaging, a shiny new website. And to be honest, we had her final call together and she was excited, but I noticed a couple weeks later that I hadn't seen much movement. You know, I don't track everything all of my clients do, but I was like, huh, I didn't actually see an announcement of the brand. I didn't actually see that. And a lot of my clients do this well and they embody the brand right away and they put it out there and they're excited. And then sometimes there's people who hesitate a little bit because you're literally hitting an upper limit. It's a new identity that you're stepping into, which is amazing and exciting. However, for some people, it can also feel a little bit scary and that's okay. So

We had a discussion. She admitted that she was a little bit nervous of what people would think and how they would handle it and how she would feel. So I supported her in getting it out into the world. She started showing up as the expert. She knew she was. And she finally stopped waiting for permission to lead. And almost immediately her business began attracting those high caliber clients who saw her authority for what it truly was.

So it's really the combination of having the badass brand with claiming your authority, giving yourself permission. And I've been saying this time and time again, Lee, it's not like a fairy godmother is going to come boop you on the head and say, okay, you're ready now. You get to move to your next level and you're deemed an authority. You have to claim that for yourself. So I want to be the one to encourage you to do that and you have to make sure your brand reflects that because it works both ways. You can't give yourself permission and keep showing up like you always showed up and have an outdated website that's maybe a little bit embarrassing and think that's going to work either. It's truly the combination that makes the difference. So the action step for today. Start making decisions as if you've already achieved your vision and let that confidence guide you along the way. So next.

What you want to think about is committing to consistent, visible action. Because your brand isn't just what you say, it's what you do. Consistency creates trust, and trust is what builds momentum. Especially right now in the current market and the current situation we're in, people are more aware than ever. People are more mindful with their dollars.

People are perhaps a little bit hesitant because they've been burned by the past. So we need to create that trust to show them that we've got their back and we're the real deal. Of course, if you are. But because you're listening to this, I'm sure you are because like attracts like and that's how I show up. The thing is about consistency is when you show up and share your message regularly, when you stay aligned with your values and when you invite your audience to take action, you create the opportunities to attract the right people. So it's about embodying the brand like we talked about in step number one, showing up as your future self, but also committing to consistency. So you have to create that brand.

Awareness and I know it can be overwhelming to think about I have to be visible all the time I have to keep showing up all the time truth is You have to be top of mind and there may be people who aren't as amazing as expert as you but they're being consistent And so they're growing faster than you just because of that. So give yourself grace and Let yourself commit and see what happens.

And here's what I want you to remember. Bold vision without action is just a dream. You can't wait for the perfect conditions, more time or more clarity. Your future brand is built through the consistent actions you start taking today. So I said earlier, you don't have to love social media and it doesn't mean you have to be on every platform and showing up five times a day on every platform.

There's no reason for that. Find your favorite platform and show up consistently there. That's one of the reasons I love LinkedIn so much is because LinkedIn doesn't care how often you post, as long as you're consistent. So even if you only post once or twice a week, and you're consistent with the days and time that you're posting, LinkedIn will reward you for that. So I won't go in, that's a whole nother training.

But think about where can you show up? How can you show up? Is it a podcast? Is it YouTube? Pick one place and then go from there. Especially email list two, don't forget about your email list. You need an email list no matter what. Not gonna argue that one. Okay, so the action step for committing to this consistent visible action would be identify three ways you'll show up in the new year to amplify your brand, whether it's creating the content for this one social media platform, connecting with leads on a consistent basis. Can you commit to five calls a week with new people? Doesn't matter how those new people come in. You can reach out to them, they can reach out to you, you can go to a networking event. Just that alone can change the game. Imagine how much that adds up when you do five people. That's five times four is 20, 20 people a month, times 12 is what? 240, if I'm doing fast math correctly, which isn't my strong suit. So forgive me if that's not quite correct. But around 200 people in a year, if you just did that one thing alone and said screw social media or just did the one platform. What do you think that could lead to? A percentage of new clients, some new partners, a new business bestie, right? And so it doesn't matter exactly what you're doing. It's that consistency and doubling down on it. Maybe it's speaking. How many speaking gigs can you get? How many

Pick your poison in a good way and commit. I love this doing these exercises with my clients because we build in accountability. It's not just about creating the brand, it's about implementing it, it's about embodying it, and that's how you get results.

Okay, and one little last piece here. If you're like, hey, I'm listening, Tiffany, and this all sounds good, but I'm actually pretty darn consistent already. I'm pretty visible. I take action. Awesome. You've gotten to that point. How can you take it to the next level? Maybe it's time you've nailed the platform. You're speaking consistently. All of those things I mentioned, what's the next level? Can you add a second platform? Can you position yourself to get bigger speaking gigs? So this is scalable. You can take this to the next level. It just depends on where you're coming at from the get-go. And then the last piece that we wanna talk about to actually transform your vision into reality, to take that quantum leap, to build the brick road that we were talking about, a bridge from where you are to where you wanna be.

It does happen one step, one brick at a time, but by the time you get to the other side and you're looking back, it will be astounding on how fast you got there. So the last part is trust the process and make bold moves. I say this all the time when I'm working with people on their brands, trust the process because we come into a place in the middle oftentimes,

where people are literally having a little bit of an identity crisis. And I think this is where most people give up on the branding process, especially when they're DIYing it, because the thoughts are swirling in their head and they don't have the fortitude to get the full clarity. So either they give up or they settle. They don't step into the full brand identity that's powerful, that creates a category of one that positions them as a leader because growth often requires discomfort. And brand building is actually stepping into a new identity. So you have to push past some of that hesitation and begin to trust the action steps that you've committed to and take some bold moves, even when they might scare you just a little bit.

And that's why having a brand guide like myself is so important. And a lot of people realize that only after they've been in business for 10, 20 years, they've never realized that vision that they've dreamed about. And it's because they haven't invested in their brand, which is the most powerful asset you have in your business. Because quantum leaps don't happen incrementally.

They happen when you disrupt your old patterns. Step outside of your comfort zone and act with intention. And not only disrupting your own patterns, but we're here to create brands that disrupt your industry. How are you going to position yourself so that people take note? So think about a trapeze artist to leap to that next bar, they've gotta let go of the one they're holding onto. And that moment of being suspended in midair is a little tricky, but it's necessary to grab the next level. And that's what happens when you're making that identity shift, right? You've gotta let go of where you are now Trust the process and then you grab onto that next bar which takes you to your ultimate destination of your vision.

So, action step here, ask yourself, what bold move have I been avoiding? Maybe it's raising your prices. Maybe it's investing in your brand. Maybe it's pitching yourself for a major opportunity. Maybe it's giving yourself permission to step in this new identity and redo your website or get your messaging finally in tune.

Maybe it's launching something new.

Sit with that, journal it out, and commit to taking one step towards it this week.

So when you embody your brand, that's going to lead to the results that you've been dreaming of. Of course, that also means acting in alignment with your vision. When you do that, your audience will feel it. It will become magnetic. They'll feel that energy. They'll feel that next level you. You will radiate with confidence, clarity, and authority.

And that magnetism will draw people to you. And this is how you move from vision to results. So as we prepare for 2025 and as we finish up this episode, I want you to ask yourself one more question. Are you wearing that power suit of your brand or is it just sitting in the closet? Are you acting like the leader you've positioned yourself to be?

Or have you done the work to position yourself? Because the bold vision that you created in part one of this little two-part series will only come to life when you decide to become that leader and take action day after day.

And the thing is, I want to leave you with, is that action can be fun. You can be in flow. You can feel freedom. Because once you have the clarity, all of it locks into place, and you no longer have to swirl and try to figure things out that magic little bridge, or if you've watched Oz recently, the new movie, think about that. I mean that yellow brick road just pouring out before you. If you set the intention...

My belief is it will start unfolding for you. So closing challenge to summarize it all together. Show up this week as your future self and how can you continue to do that? Commit to taking three consistent visible actions that align with your brand and take one bold step toward the big move that you may have been avoiding because the magic happens in the work that you've been avoiding.

Remember, trials test us, but action transform us. And the thing is, I believe you already have that vision and now you simply need the strategy to make 2025 your quantum leap year. Now is the time to step in it. So I hope this has been useful. Take action, let me know what you're taking action on. Message me on LinkedIn, shoot me an email at tiffany at tiffanynewman.com. And as always.

If you need any support on this, let's chat. I really appreciate you being here with me. And if this episode resonated, let me know. Again, I want to celebrate with you and take care, act boldly, and as always, go out there and make your brand unforgettable. 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 tiffanynewman 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 into stone monuments, but what is woven into the lives and hearts of others. What are you doing today to pour into others and to leave your legacy?