

S2: E112: 2025 Marketing Predictions (From a Former Trend Predictor for Fortune 500s)

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. So happy to have you here with me today. I'm super excited to dive into this episode because we're talking all about preparing for the incredible shifts that 2025 is bringing our way. And you know me, I don't sugarcoat things. I am positive, but I'm not toxic positivity. So first I wanna set the stage and let you know that I understand that there's a lot of scarcity and a lot of fear happening in the world right now. That probably will not change and I wanna share a little backstory before we dive into these predictions, because I truly believe that those of us who stay in a positive mindset despite the circumstances and make some of these shifts in 2025 are going to have a magical year, not only this year, but setting the stage for the years to come.

So the backstory is one of my favorite parts as my role as a creative director when I was in the corporate world, where I had the honor of leading branding for Fortune 500 companies, was predicting trends. I worked to forecast what would resonate with audiences in marketing and branding months and even years ahead. It wasn't just fun, it was a strategic edge that shaped some very successful campaigns for my clients, such as Burt's Bees, Adidas and Chase Bank. Now, I love to bring that same love for trend predictions to the online space, sharing these insights with you as a way to prepare for the massive shifts I see coming.

Not just because it's fascinating, but because staying ahead of the curve is essential for building a profitable and meaningful brand in an ever-changing world. Because we can all agree that things are shifting really, really quickly right now. And I believe that 2025 is not just another year, it's a pivotal moment.

Globally, spiritually, technologically, we are stepping into a time of accelerated change. The way we connect, consume, and create are all evolving rapidly. And this is really why I think there's increased scarcity and fear because there's a lot of unknown happening. And so we really need to come together, support one another in the online space, and ride the wave. I love to call it surfing, because when we can surf reality and really surf without huge attachments or worrying what's going to happen which is way easier said than done, believe me, it's we're not, I'm not free from worrying either. However, when we can release that and trust as much as possible, it's going to help us catapult ourselves. so much easier and more effortlessly. But if we push against the change and we deny it's happening and we don't go along and surf the wave, we're gonna find ourselves in a more hopeless place in the future, unfortunately. So this year brings both opportunities and challenges. The brands and businesses that will thrive are the ones who adapt, anchor into authenticity,

See, I can't even say the words. That's authentic there, right there. And step boldly into the future. This is why this episode matters. It's here to equip you with insights so you don't just survive but thrive. And I know that's a trite message that everybody says, but it's true as you position yourself as a legacy brand. So with all that context being said, let's dive into my top 10 predictions for 2025 and how they can help you make a quantum leap in your life and business.

Now, specifically, these trends are in the online space. Some of it is brand specific because obviously this is a podcast focused on branding, but it's also inclusive of marketing and just the online space in general. I'm not including any trends that are you know, personal in nature or anything like that, although I'm obsessed with those two, but we'll save that for another time.

So the first piece is investments. How consumers are perceiving investments. Now again, I could talk about this globally, but I'm really going to talk about this specifically in the online space. And what I want to frame this is as...people will still be making investments. I've heard some colleagues or some just random voices online saying, nobody's investing anymore and things have really slowed down. And yes, that's true. Some people are very in scarcity mode and not spending as much. And I just had, Q4 was the best quarter of my business of 2024 and so people are spending when they see the investment as invaluable. And when they see that it's going to actually give them ROI and lasting impact, because people are looking beyond surface level purchases. They're scrutinizing their dollars, yes, that's true. And really what they're asking themselves is, will this make a meaningful impact, a long-term impact? Maybe they're not thinking in those exact words.

But from all of the research I've done and all of the talking to people I've done, this is really how people are viewing the lens of investments. So what this means for your brand is clear. Your

offers need to feel deeply significant and we're not just selling products and services any longer. We need to connect those products and services to a greater purpose really showing how they transform, solve problems, and create lasting value. Legacy brands will resonate most because they inspire trust and deliver impact that goes beyond the transactional. So, let you in on a little secret here. Five years ago, actually it's six now, sorry about that, six years ago, was when I named my business Your Legacy Brand and it did resonate with people at first.

But it didn't get the traction that I was hoping and expected right away and now looking back, I realized that I was using my trend prediction skills and really realizing early, and I've always been an early adopter to everything, which is a blessing and a curse. Like color palettes, I would choose color palettes and then the next year it's the color of the year, which is awesome. And then at the same time, it's like, oh, now everybody else is gonna do it too.

Anyways, I digress. Now the idea of legacy brands is more important than ever and I'm not just saying that because it's my brand. I truly believe this and now six years later, the name is actually more significant than ever, which is super exciting for me.

Next up is structure and before I go here, I just want to kind of recap every point that I'm making today, this is sort of obvious, but pausing, maybe even pause the recording and thinking about, okay, if investments with the lasting impact are key, is that clear in my brand? Is that clear in my customer journey? Is that clear in my marketing, right?

So I'm assuming you're doing this anyways, but I just wanted to call that out. Make sure that you're actually thinking this through. I'm going to give some examples along the way, but how does this apply to your brand and your business? Because as we all know, education is not implementation. If you listen to this and you're like, Oh, that's awesome. And you don't actually implement anything. What's the point? Okay.

So next up is structure. Structure is essential. If we're thinking about a building, you have to have a strong foundation in order for it to be solid and to not fall over and to stay in the test of time. This is also very true for branding, which is why my branding program is called Legacy Brand Foundations, right? However, I mean this in a little bit different way in this context because clients want to feel cared for and held especially in times of uncertainty. So I really want you to think about baking in to your client journey, because your client journey is part of your brand, a huge part of your brand, and client retention is just as or more important than acquiring new clients.

So having clear systems, processes, and boundaries in place will not only protect your energy, but also protect your clients and show them that you are a steady, reliable guide. I can't tell you the amount of people in the last few weeks, clients and colleagues both, who have come to me. I had one person come to me recently and say, like, I'm sorry I haven't gotten back to you. I've been having panic attacks. Another client of mine who has been having what I would call an identity crisis. And so we're kind of slowing down the pace and I'm putting in extra support for them as they're going through the branding process. Now there's some people who fly through, but I think now more than ever, and it's not these people's fault. These people are amazing business owners. If you knew who they were, you'd be like, oh my gosh, I can't believe this person is struggling with that. Right? The thing is, there is so much happening right now, energetically, astrologically, technologically, like I mentioned earlier.

And so there's a lot happening subconsciously. And so whether it's during the branding process or no matter what your business is, you may notice that people need a little bit more hand holding coming up. So you need to give that to them so they have good results. So you still get amazing testimonials and you still have a thriving business and on the flip side, you do also need to think about protecting your energy so you're not over giving and stretching yourself thin on the behalf of others so you burn out.

So again, clear systems, processes, and boundaries. If that is something you don't have in place, please, please think about doing that and in 2025, a brand that provides clarity and calmness amidst the chaos will win both trust and loyalty. So you really want to think about having things be as seamless as possible. And I admit not everything goes perfect in tech, you know, goes funky in my business and it may in yours too.

And when that happens, you need to take ownership and make it right as quickly as possible and when you can maintain that calm presence that is magnetic in times of chaos and this is really flipping the script because in the past it used to be like people who are out there with all this energy and fun and you know kind of bringing the chaos bringing a little bit of drama to their brands. That was what sold because people wanted entertainment and that's still there and I'm saying in no way should anyone change who they are. But even if you are that person. You need to have a sense of calm and understanding. I'm a little bit blessed in this respect because I'm a fairly calm person in the first place. So if that's you too, perfect, lean into that.

However, if you are chaotic in your brand and your messaging and your visuals, anything like that, it's going to repel people in this moment in time is my belief. So make sure you're

onboarding your communication, your delivery processes, your marketing, all feel seamless and supportive.

Okay, next up, number three prediction is, we're gonna shift into more intuitive buying. What I've noticed and found is that, and this almost sounds like opposite of what I said for the first one where people are, being more mindful in their investments. Yes, and I believe the intuition is going to be leading the way. They're making purchase decisions from the heart and gut, not from the head. So they may consciously still be like looking at the numbers and looking at if it's going to support them, but this is where trust becomes the ultimate currency. Before clients are going to invest in you, they need to feel deeply aligned with your brand, deeply aligned with your values. You can say all that you want on your sales pages or your Instagram, but people no longer trust that because anybody can use ChatGPT, any PT, I always say that backwards. Anybody can copy and paste somebody else's work, unfortunately, anybody can you know, go out and say whatever they want to and that's where bro marketing has really gotten a bad name because a lot of people were spewing a lot of results and it wasn't actually following through. And they were taking people's money and not giving them the support that they promised, right? And so I want you to think about the feeling tone that you're emanating from your brand.

So ask yourself, are you building trust before you're selling? I believe that the process of having a 60 minute webinar that's auto-played from a cold ad selling into a high ticket program, for now, those days are over. I sure as heck wouldn't trust anything, even if they're amazing. in that context because I haven't actually experienced them in real life, right? And that used to work. That was the way that so many of us were taught when we first came into the online space. So my belief is especially, this has already been happening. Mind you, this isn't anything brand new, but it's going to be more and more where you need to really make sure that people can experience you deeply, whether that's in a free program podcast series, you know, longer workshops before they're going to invest, especially higher ticket. So this means being authentic, sharing your story, bring transparent and focusing on connection first.

So share your story, be transparent, focus on connection first, and sales, new clients will naturally follow. Okay, next up, and these all sort of ebb and flow and tie together. So I've talked about this a little bit before. You may have heard me in previous episodes talking about this specifically, but I really think it started in 2024, probably even before that, but especially last year. And now it's going to be significant to need to think about your marketing strategies in a new and different way. And I was just on a call for my Legacy Brand Foundations clients and we

were talking about some of these things ahead of this recording and really how our brands, first of all, our brands need to be on point more than ever for any marketing strategies to work.

We need to know that our messaging, our signature frameworks, everything that we're putting out there is going to resonate and be magnetic for ideal clients. Because otherwise we can put all the marketing out there in the world, it's not going to click. No longer are the days where you can just spray and pray on social media, put random quotes or selfies, and then randomly share an offer and people will come in.

Not only is, like I was saying earlier, people need to trust you more, but there's also so much more happening online. So it's time to get intentional about where and how you market. Social media is not the end-all be-all, right? I just announced the last couple weeks that I pretty much left Instagram. I'm hanging out on LinkedIn. I'm no longer on Facebook.

And maybe that'll shift it again in the future, but right now I'm pouring all of my energy into this podcast and LinkedIn. And that's for me though. That doesn't mean you should do that. Which by the way is not part of my trend predictions, but I should share that anyone that is like this is the way to do it, cookie cutter approach, that's no longer going to fly either. So what I'm thinking of specifically is...

What resonates with you? You need to be the driver. You need to figure out for yourself. And these quick fix of like, this is the path. Just follow this ad model. Not gonna cut it. Because we are all unique individuals and we have to be in our unique energy, in our unique frameworks, actually enjoying our marketing processes for them to work moving forward.

There's a few things you want to ask yourself first. Where do your ideal clients actually hang out? Because we are always shooting all over ourselves with people like Gary V, who I think is a brilliant person, but he's like, you have to be on every platform all the time and you have to be everywhere. And that's how you have to grow. I think that's a load of BS, because if you are spending all of this time, even if you have a team doing it, spreading yourself thin everywhere, you're going to not even attract the ideal clients for you necessarily. Now that may make sense if you truly want to build a brand that's for the masses and that's not the easiest thing to do nor do I recommend it because you're going to spend a ton of your energy. Gary V also says that he barely sees his kid, right? So what does it feel like for you? Where do they hang out and what feels good to you? Now I know I probably do have, I know a lot of my clients or potential clients are still on Instagram, but I did not like Instagram. And it was taking my time when I was found myself scrolling mindlessly and I got pretty good at not doing that, but still it happened. Let's all just be real healer. And it was like, why am I even here?

It wasn't getting the results I really wanted. And the other strategies I've been using have been working really well. So are you doing things just because you think you should? And more importantly, where do you enjoy showing up? Now, I will also say if you're like, I don't really like being visible at all.

Yes, a lot of us are that way. I used to be that way too. I did a lot of work on that. And that's also side note, I've been helping a lot of clients doing visibility breakthroughs. So if that's you, shoot me a message, we can talk. I've been doing lots of those breakthrough sessions. However, all of that being said, we do need a presence, which is why I didn't just leave Instagram cold turkey and do nothing. I put up a nine grid that's static.

So when people look for me there, there's still a presence. I'm active on LinkedIn. I still have a gorgeous website that people can find out all about my offers, right? So this isn't giving you a permission slip to do nothing either, okay? I just wanna be very clear about that as well. However, this year consider leaning into your maybe email marketing, partnerships, and community building over the social media hustle if... you're not feeling in love with it. And if you do use social platforms and you love it, awesome, more power to you. I have clients that are rock stars on Instagram and they enjoy it. So I'm not saying that you should leave, I am just giving you the option and the permission to really think through. Show up authentically and strategically and don't let those shoulds dictate your strategy.

The energy you bring to your marketing will be felt. So make sure it's aligned and intentional. Make sure you're feeling good about it. Which brings me to number five, which is the idea that beliefs drives decisions. I talk about this in my workshop series, which will be coming up soon.

What we don't think about enough as business owners is not just the pain points of our ideal clients, not just what they want, not just how we can help them, but truly to the core what they believe. Because when you understand what they believe about themselves and the world, that's really how you can speak to them. So they feel like, wow, she's reading my mind.

She knows exactly what I'm going through. She is the one that can help me. And I've had so many people recently just give me shout outs from the podcast. And if you can't tell, I've been leading into this more and more myself. So I'm actively practicing these predictions because I predicted them last year, actually. And I wanted to test it in my own business for a year before I really shared it out with you. So it all started in 2024, and I made a lot of shifts, if you've been following along, in my own brand. And I can confidently say that these shifts will continue and it

will be very obvious soon. So that is why I brought the idea of beliefs out into the world through my workshop specifically in creating the belief bridge,

This insight and these insights about their beliefs is really a core piece of shaping your messaging. Speaking directly to their aspirations is important too, but you also need to align your messaging with their worldview to build connection and trust. And that is a big secret that not a lot of people are talking about. The old bro marketing way of doing things is, you gotta talk to their pain points and you've got to use persuasion tactics. Like I don't want to be persuaded. I don't know about you. I want to be guided. I want to be inspired. I want to know that the person I'm working with is the right person. I don't want to get on sales calls and actually have them be sales calls. I'd love them to be invitation calls is what I call them. And no longer are those tactics working anymore either, by the way.

I'm adding lots of extra random predictions and tips in here as well, if you didn't notice. So I'm not going to go a lot deeper on that one because again, I will be having a workshop series coming up fairly soon in the next month or so. So stay tuned for more on beliefs and we will get back into that. Next up is, and this one is so important you guys, I probably should have put it first.

Anchor your brand in uncertainty. Okay. Because in a world that's shifting, it's like shape shifting. I don't know if you've noticed, but it's like with, especially with AI, which I love AI, don't get me wrong. I, again, I'm always up on the trends. I've been using AI since day one. It's phenomenal. And there's a lot of people hesitating and there's some scary sides to it too. It's just like the, there's always two sides to every coin, right? Money. You put money in the hands of someone amazing like you, it's going to do amazing things, which is why you deserve a lot more money. You put it in the hands of somebody evil or who just doesn't care, or as a narcissist, not so much, right? Same thing with AI. It's no different. There's nothing we can do about it. And that's fine. Although we can implement rules and we're working on that. However, because things are shifting so much, it's like the advent of the internet times 10. It's going to take off and feel almost uncontrollable. It already has, it already will. You almost can't tell the difference between what's real and what's not already, right? And I don't mean this to scare you because I think our attitude towards it, if you go towards it in fear, it's not going to serve you. But because the world feels kind of shaky right now and everything's shifting and moving and changing, your brand needs to be a steady anchor. Similar to what I talked about, when you can be calm and confident, people are going to feel magnetized to you. Clients will look to brands that provide stability, clarity and direction.

So you want to show up as the guide that helps them navigate through uncertainty with confidence. And that applies to pretty much any type of business, whether you're a marketing strategist or a service provider or whatever, a coach especially, right? And that's why there's so much potential this next year. People will still be investing because they feel like there's so much unknown they want to feel supported. It's just a matter of they're gonna be more choosy with who is supporting them. So this is the time to really think about really dialing in your brand, really getting that clarity and being the calm, confident messenger in how you can support people. And yes, we all have self-doubt, we all have those beliefs that creep up.

We all have those things and I'm here to tell you, we all have it. So you are not a unicorn. You need to stop second guessing yourself and go all in on believing that you're here for a purpose for this moment. And I know that's easier said than done, but I feel called to say that because if you don't anchor and ground in,

you're going to be just like most people and fearful and scarcity and flighty and that's not good for business. Just being completely transparent here. So that leads to the next point which is leading with positivity. Now I think I said this at the beginning. I'm not talking about toxic positivity.

and rainbows and unicorns and pretending everything is okay when it's not, personally or in the world. And it doesn't really matter what your beliefs are politically or any of that stuff because at this point I've just turned off all the news and you know, not even going there. The thing is we need to think about is not bypassing right so they talk about that spiritual bypassing when you're like oh everything's fine and and no it's not like we still need to be here we still need to be of service to people we know still need to stand up for our what we believe in whatever that may be and we need to show up as that guiding light people want and create direction and myself included like i consider myself a guide a lighthouse being that person and I strive to do that, not in a masculine, like I'm trying harder way, but in a, like I strive. I really believe that those of us who stand up during this time are going to make a massive impact. The government's not gonna save us. Nobody's coming to save us. We need to create businesses that are on fire to help in some sense save humanity, I guess, is my belief.

Maybe that's taken a little too far. You might be like, Oh, here she goes crazy person. But that's the way I truly feel. I feel like it's, it's like a big deal right now. And so like I said earlier, gone are the days when focusing on pain points was the most effective strategy, right? No more of this, you know, deep diving, turning the knife, persuasion and basically making people feel bad so they work with you. Now, I was just talking to my clients in Legacy Brand Foundations about this again today. We also need to make sure that we don't completely not share those pain points

either because that is how people will realize that we have empathy, we understand what they're going through, right? So we need to be mindful and share that we understand those things, we know what those pain points are. For instance, in my case, as a brand strategist, I would say, I know what it feels like to be scrambling right now and not know what direction to take and not know how to talk about yourself. Or maybe you are having an identity crisis or maybe you know how you need to pivot but you don't know how or you don't know where to start. And that's okay. Right, so we still share these things and we want to also stick with positivity for most because today's audiences are tired of being reminded of their struggles, right? It just dives that wound deeper. It's just like going to counseling every week and talking about your problems over and over. It's not gonna solve the problem. What people need now is breakthroughs. People need a light at the end of the tunnel. People need transformation and if you can focus on empowering solutions, opportunities, and a brighter future that you can help them create, that's what's going to nurture people and invite them into a space where they want to feel supported and they want to feel positive. We are such in silos in this entrepreneurial space it can be really lonely and it can be really scary if you're not in a good place. And so, and then if you are in a good place, sometimes you feel crazy and guilty about it, right? And you're like, well, I actually feel good and all these people don't, like, who am I to deserve this? Well, first of all, you do, and kudos, I happen to oscillate between both of those things to be completely transparent. And so having a community around you that feels the same way, that you can share the highs and the lows, but ultimately are keeping high vibe, that's where it's at.

Number eight is over delivering on your promises. This is a key, and this is a business strategy that's been around for ages, right? Like this is nothing new, but I feel like we lost our path. And I'm saying we as a collective, some of you might be like, I always believed in that. And I've always believed in it too, but I think now more than ever, when you can add the personal touch, when you can...

Add a special gift when you can just give to forgiving sake and be kind to people and answer their messages personally and take the time to be mindful and kind. it's going to set you apart. exceeding client expectations exceeding your viewers expectations or your listeners expectations. Now, this does mean keeping your promises realistic because I know myself, I'm a giver and I will like promise the world and then I'm like, oh shit, now I have to own up to that. And which I love doing, but you do have to be mindful of what you promise. But it's not about overworking either, right? It's about creating an experience that feels thoughtful, intentional and memorable.

And then just thinking about those little moments where you can over deliver or give back. And I know there's been a whole lot of people too, that say like, never give away anything for free and you know, don't over deliver. And, you know, everything has to be high ticket and all of these things. Well, that's the way things were and things are shifting. And in my opinion, if you still hold on tight and don't let people in your community or have, you know, you're the one selling everything but then you have coaches that are actually providing everything and you're not actually delivering on your promises, your retention isn't going to be that great. So over deliver but also make sure you have boundaries.

Number nine is be authentic. Now we hear this all the time. I know it sounds trite, be authentic, da, da, da. So I want you to think about this from a little bit different angle, because you're listening to this, you're a smart person. You're probably already being authentic in a lot of ways. And there's layers to an onion, right? And sometimes we're not even aware of who we truly are anymore. For instance, you might, like me, came from corporate. You're a mom, you're a wife, you're all the things. I'm a Girl Scout leader. You know, like you have all of these facets to yourself and you tend to only show some of those online. Now, there's people on social media that are gonna show all of those layers of the onions and that's cool. I'm not saying you have to do that if you're not comfortable with it. Like for instance, I did not love showing up on Instagram and dancing. I didn't want to show that as part of me. Do I love dancing? Yes. I just didn't feel like it needed to be there. So be authentic. Also have boundaries. I'm not saying you have to, you know, show every piece of yourself. However, clients and audiences BS meters are high, right? We know that there's a lot of actors out there who've made it big online because they're good at acting, not really so much in the delivery. We know that there's people that are out there just to make a buck. They're not actually out there to serve people. So people can see through inauthenticity more than ever and so on the flip side, they're craving transparency and honesty. And if you're one of those people like me, they're like, duh, like, why would you not do that?

Obviously, okay? So I'm not saying any huge shift needs to happen here if you're already showing up in that way, but what I want you to think about is the loyalty and connection that comes with that. Just like the fact that I rarely edit this podcast and sometimes I've even had people emailing me back saying, like, Tiffany, you said in your podcast episode, please cut that out and then it didn't happen because.

My team is human too and they don't catch everything. So at one point I was just like, screw it. Unless I really flub, which sometimes I do because I tend to talk fast and get excited and trip over my words, you'll hear me kind of mess up and then just keep going because I'm a human.

Nobody's perfect. I'm sure that Oprah and all the people that we look up to and Mel Robbins and I don't know.

They're just the people that came to my mind, whether you enjoy them or not they're highly edited when they need to be, but if you sat around a kitchen table with them, they're not perfect. No one is, right? And so you don't need to be either. And I think there's this such a strong hold of perfectionism holding up women especially and overthinking because of the strong rooted perfectionism. And this might be subconsciously you're very conscious of it, but you don't know how to shift it. And we need to get past that. And I raised my hand to that. And I've gotten to the point where I'm just going to fail fast. Like, what's the point of trying to be perfect all the time when we're only human, miraculous humans at that. So I shouldn't say only human cause we're pretty fricking amazing. So if that speaks to you, again, total side note, but I do offer transformation sessions and breakthroughs. I am a trained coach in that way. It's not my main focus. I don't ever actually talk about it or share it, but specifically today I do feel like sharing that because now more than ever, as I mentioned earlier, I've been noticing people who are really struggling in that capacity. Like the brand is important and you have to nail that. So that's what I'm usually talking about.

And if you are struggling with perfectionism, overthinking, not taking action, whatever that is for you and we all have it on some level, I'd be happy to support you. Just let me know. We can talk about it or find someone else. Because once you get past that, you're going to fly if you follow these strategies. For real. All right. And our last and final trend prediction for 2025 is to think about refining your approach. And that's just in general. And I know it's kind of like a recap of some of the things I said earlier, especially the marketing piece. Maybe it's your offers, but it's not always your offers either. I think there's so many people talking about, you know, oh, you got to shift your offers. Well, if you've put a ton of time and effort into creating a course or creating a program, you don't always want to throw the baby out with the bathwater. Maybe it's just the way you're promoting it. Maybe it's the structure of it. Right? Like, so for instance, I changed my program, legacy brand foundations from a cohort model, which worked really well for a very long time. It was a 12 week program, high touch done with you, but I found it wasn't working as good as it did. Not the results people were getting, but actually having people join the program. And because, and based on all of these 10 things I talked about today, I realized that people wanted longevity, they wanted long-term support, they wanted a community. And so I opened it into a lifelong program now, where you get calls with me every month, pretty much forever until my business ends, which I don't see in the foreseeable future for at least 20 or 30 years. You also get so much more. You get AI support with a whole AI as I build that out over the years. It's so robust already, but you will have access to that for longevity. And so I've noticed since I've added that people are way less hesitant of joining because they're like, wow,

this is a long-term container that I can be in and grow in and maintain and keep getting value over and over, right? And I'm not telling you, you need to do this for your offer. It's an example. Just like I have an example of a woman who had only high ticket containers, one of my clients, that served her for a very long time and she only worked super high ticket. Well, that's shifting a little bit and she still has those containers for the people it fits for, but she realized she also needs some stair-step offers to lead people to those higher tickets because people needed to get to know and trust her more first. She's a phenomenal human. It's not like they couldn't trust her, but before you drop 30 grand to work with somebody, you usually want to test that out, right? And so maybe it's adding in some stair-step offers. And obviously the all of those things are things that we talk about when we develop your brand. So

Maybe it's your offers, maybe it's your marketing strategy, maybe it's your approach in your energetics and your daily life. Now I said this was going to be focused on business, but I want to mention this briefly. As I mentioned earlier, the positivity piece, if you are starting waking up your day scrolling on social media and worried about what's happening in the world and all of those things, which I know it's easier said than done. However, there are ways to keep your energetics higher. And I know this gets out there for some people and you can just ignore this part if it doesn't speak to you, but I have noticed 100% when I was more in my own scarcity in 2024, even before I shifted, after I shifted it didn't matter, that makes such a big difference.

And now that I've been in such a transformational space and guiding my clients through transformational spaces, it's been like a 180. And so that's why I really believe branding is deep work. It's spiritual work, it's identity work. All of those things need to apply. You can't just throw up a new pretty website and expect things to change. You can't just change your tagline, expect things to change, right? So, really think about your energetics. How are you showing up? How are you feeling? Get the support you need and then also listening to your audience is a huge key. Paying attention to what's working, being willing to pivot if necessarily. I know a lot of people got really burnt out on the word pivot during 2020 because we all know what happened then. I won't even talk about it. Unfortunately, five years later, we're kind of at that point again, but it's in a different respect. And I don't think it's gonna be as drastic, but it's going to be more long-term and life-changing. And I ultimately believe I have strong faith that it's going to lead us to beautiful places in the future. Truly, I'm not just saying that, but really flexibility is key to staying relevant and resonant. I want you to think about those two words, relevant and resonant. Because when you can implement these 10 strategies if you want to call them predictions. The ultimate thing that you want to think about is staying flexible so you can ride the wave and surf as I like to say. So you can stay relevant. That is what our job is right now is to stay relevant amidst all of the changes resonant. We want to resonate more than ever and become magnetic to our ideal audience. So this was a little bit longer episode than I usually do

because I really wanted to dive deep into these 10 predictions. I really wanted to give you a clear explanation of what they meant. If you have any further questions, don't reach out to me on Instagram.

Reach out to me on LinkedIn or email me. I'll put those links down below in the show notes. I'd love to hear from you. I'd love to support you any way that I can, but let's start with some action steps. If you're like, okay, these are all great, but like now my brain is a little bit boggled and I don't know where to start. This is all great, Tiffany. I it's awesome. I agree with you. You know, I want to take action, but what do I do? Okay.

I know the list can feel a little overwhelming and change can feel daunting. Some of us like myself, blessing and a curse. I love change. I'll change sometimes when I shouldn't change. Some of us like predictability. Some of us like, you know, our routines. And so either way, the change can be daunting. So here are three action steps you can take right now to ease into these shifts and to really create momentum in 2025. Because I don't want you to blow up your business like we see some people doing or be like, oh, screw it. This is too much. I gotta go get a JLB. No, you are not meant for that. You are here for a reason. You are here for a purpose. So start out by picking one of the trends to focus on. What resonates most with where you are now? Start small and implement just one change in your business or brand strategy. Maybe that's removing a marketing path that no longer serves you. Maybe that's taking a look at your client journey and ensuring it's a smooth process, whatever that is for you. Speaking of that, my next step is evaluate your client experience your client journey, whatever you want to call it. That is a big piece of your brand and it's an underrated part of your brand. We think so much about the visuals and the messaging and that's important, but your onboarding, what happens during the process, your offboarding, your nurturing, that is also an extremely important part of your brand. So take a fresh look at your systems, your delivery, and is there a gap that needs attention? and prioritize creating clarity and trust in that process. And then last, and I will always say this, this is always important, is to anchor into your why. And I use the word anchor a lot, I'm realizing, this episode, and I think that's because in the chaos, in the frenzy, the anchoring is so grounding, right? I just got some grounding sheets for Christmas, oh my gosh. totally off subject, but do yourself a favor and get yourself some grounding sheets. I have never slept better in my life because in Michigan it's cold in the snow and I'm not outside putting my feet on the earth. I'm not outside enough, nearly enough. It has been magic. So random thought that just came to mind, sharing that with you because I want you to think about how can you be

This is a weird analogy, but it's coming to me in the moment. How can you be like a grounding sheet for other people? Because when you, when I plug in that grounding sheet on my bed into the wall, my husband thinks I'm absolutely crazy until he slept on it and agreed with me. You're putting positive electrical charges. Actually you're reducing it, but we won't talk about the scientific piece here. You're basically grounding while you're sleeping, right? What would that be like for your brand, for your messaging to be that anchor, that grounding presence for people online where they can feel more comforted and more at peace, right? And the way to do this, the best way to start doing that is to anchor into your why. Because in a rapidly changing world, staying grounded in your purpose will help you guide every decision along the way. And decision fatigue is real, right? There's a lot of decisions we have to make as entrepreneurs. So by no means did I want to rile you up and be like, ah, too many decisions today because I did cover a lot of ground. Start small, stay grounded in your purpose, let it guide your decisions, and let your mission be your compass as you adapt.

All right, that is it for today. I hope you found this episode valuable. I am so grateful for you. I love pouring this information into you. I'd love to hear your feedback. And if these trends sparked ideas or questions, as I mentioned, and you're ready to dive even deeper into how to position your brand for 2025, I've created something for you. As I mentioned, I love giving things away.

So my profitable brand equation, private podcast series, takes these concepts further in a different angle and gives practical steps to implement into your business, very specifically around, how can you have a more profitable brand? So you can access it very easily just by clicking the link in the show notes. It is normally a paid offer. And just like my love notes I gave away at the beginning of the year, I feel called to give this away as well. And don't wait. Your brand is waiting for you to be that grounded anchor. Your potential clients are waiting for you. Your current clients are relying on you. And if I can do it, so can you. You're amazing. Thank you for tuning in.

And remember that the future belongs to those who prepare for it today. So let's make 2025 the year your brand becomes unforgettable. We'll see you next time and keep shining.

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 @tiffanyneumancreative

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?