

S2: E113: The Branding Secret No One Tells You

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 to this episode of the Your Legacy Brand Podcast.

I want you to imagine for a moment that you're out at sea on a foggy night, surrounded by nothing but water and darkness. You know you need to get back to land soon and you're searching for a guiding light, a lighthouse that will show you the way to safety. But instead of a strong steady beam, all you can see is what appears to be faint flickers of candles scattered across the shoreline. Which one do you follow? Probably none of them, right? So instead you're left drifting, unsure, and wondering how you're going to get back.

This is exactly how people feel when they encounter a forgettable brand. The truth is our world is full of noise and full of distractions. If your brand doesn't stand out with clarity and confidence, it's simply another flicker lost in the chaos. And let's be honest, people don't have time to stick around and try and figure out what our brands are all about. So my question starting out for you today is does your brand feel like a lighthouse or a faint flickering candle? Are you able to guide people into the work and the genius that you offer? Or are they left floating about wanting support, but not sure where to get it?

First, let's cover a few signs that your brand might be forgettable. Maybe people struggle to describe what you do or why it's special. Heck, maybe you even don't know how to describe what you do. Maybe your messaging feels inconsistent. One day it's X and then the next day it's Y. Perhaps your audience isn't growing and the ones who do find you seem to move on.

The thing is, this is really common, and it's probably not your fault because you're not a brand strategist. You haven't been trained in this work. You oftentimes, as I always am known for saying, is you can't see the label from inside the bottle. You are so close to your work, and it comes so naturally to you that it makes sense you would have a difficult time describing it, especially in a way where people are magnetized to it. But here is the good news. If any of this resonates, you're not alone and it's 100% fixable. In fact, again, it's so common because most business owners, there's so many things for us to be

thinking about and we build the plane as we're flying it. I get it, there's a lot happening when you're building a business.

And no one tells you that if your brand's not on point, all those beautiful marketing and sales tactics that you're trying aren't going to work.

So today I want to talk all about the concept of magnetic branding and push and pull marketing. Because when you get this clear, if you've been following me for a while, you know I prefer personally to be social media optional. I'm off of Facebook. I'm primarily off of Instagram. I'm leaning into LinkedIn right now because it feels good. Maybe I'll stay. Maybe I won't. I'm not relying on these tactics because I have a solid brand strategy in place. And that's what I help clients do because when you can position yourself and have a magnetic brand, you're no longer having to push content out. You're able to pull people into you and magnetize them. Now as I stated last week, which by the way, if you didn't hear the episode,

I shared my top 10 brand predictions for 2025, and I've had so much amazing response about how it's sparking new ideas in people and really helping people start to take action in shifting things towards a better path, not only for their brand and their business, but for themselves. So make sure if you haven't listened to that to...

Either pause and go back or finish this episode and go back because that will help also give context to what I'm talking about today. So again, I want to talk about what it looks like to be the lighthouse. And this doesn't mean not being visible at all and simply manifesting and sitting on your couch eating a bag of potato chips and things coming to you because you're manifesting. I do believe in manifestation, but you also have to take action.

So this means finding your blend, your juju, your special sauce, how you specifically brand yourself and how you specifically market yourself. And once you find that magical magnetic conversation that people are drawn to, the conversions will start happening way easier than you ever imagined. And you're like, I never knew it could be this simple. And I'm saying that because

Even for myself as a brand strategist, I found myself consistently doing all of the shoulds that we're told to be doing and things would ebb and flow in the business. Now that I found my secret path, my special sauce, my flavor, and really doubled down on it, things are just magically unfolding. A magnetic brand doesn't flicker, chase, or blend in.

It stands tall, shines brightly, and guides the right people towards it without any manipulation. It draws people in even through the fog of distractions, shiny trends, some trends are really useful, some trends not so much, and competition. Now maybe you're like me and I'm like, I don't really believe in competition. I believe there's enough for everyone and people will find the people that they're meant to work with. We all have to agree that there are people doing the same things that you do. So I'm calling that competition because it's the easiest way to label it, right? Doesn't mean that you're out there

battling for the work because there is enough to go around for everybody. So I wanna talk to you today about the three key elements of a magnetic brand. Clarity. A lighthouse is unmistakable.

Similarly, your brand needs crystal clear messaging. What do you stand for? Who do you serve? What is your identity? What transformation do you offer? Because when you're clear, people don't have to guess and they will know almost instantaneously that you're the right guide for them.

Number two is consistency. A lighthouse doesn't turn its light on and off all the time. Daytime it might be off, but in the night it's on. It shines brightly. And your brand can't afford to either. Your brand cannot afford to be on and off and inconsistent. Because consistency is what builds trust. And as I talked about last week, trust is the new currency.

No longer are people signing up for high ticket programs after going through a 60 minute webinar just to get sold to. People need to trust and like and really know that you are going to be there for them. That you're going to provide the results that you're promising.

So you need to show up in the same way, with the same voice, across every touch point. From your website, to your emails, to the way you're showing up on workshops, podcasts, whatever your way of getting the word out that could be social media. And by the way, I say this all the time, I prefer to be social media optional. I don't believe you need it. And...

Some people love social media and that's their jam. So by no means will I ever say that social media is bad or wrong either, just to be clear.

And then the third touch point, key element of a truly magnetic brand is authenticity. I say this all the time. This one is pretty, all of these actually are pretty straightforward and obvious, but we just assume that we're doing these things without actually stopping to take a look. Am I actually being clear? Am I actually being consistent? Am I actually being authentic? Because people, like I said, are looking for brands that they trust, brands that feel real. And if you are trying to be everything to everyone, your light won't shine bright enough for anyone. Or if you're niching down too small, you're never going to make the impact that you're capable of. So be unapologetically you, and the right people will resonate deeply. And I was on a call with some of my brand students slash clients last week and somebody asked the question because we were talking about this authenticity and like what does that actually mean and truthfully it's finding out what is my identity and the the light speed that the world has been shifting and all of the labels we have especially as women but men have them too not always mother, usually always daughter, right? We're all daughters, siblings, corporate person, not corporate person, right? Like we have all these labels on us. And one day you might wake up and say like, who am I really? It's so easy to lose touch with ourselves and we're going through different phases in our lives. And so we really need to come back periodically and get back in touch and reconnect to our true essence.

And that's what most brand strategists don't talk about because if you're not clear on who you are, how do you know if you're actually showing up authentically? And I like to tell a story of a few past clients to

show how this could be showing up. So I responded to this client who asked this beautiful question with the story of two clients and.

If you've really been following me for a long time, you may have heard these before because I have shared them from time to time. But one is my amazing client, Philippe, and he's from Europe and he has this beautiful accent. However, he found himself as a kind of nomad. He started traveling around and living the entrepreneurial dream. He found that he was attracting a lot of people from the U.S. And so he thought...

wow, well, if I'm allowed to get more people in the US, I have to fit in, I have to be one of them. So he changed his name to Phil, and he started showing up, trying to kind of rid himself of the accent as much as possible, and showing up with all this energy and kind of Tony Robbins-ish, if that's a word, and kind of like a bro marketer, to be honest. And...

Instead of growing his business actually started to kind of fade out and shift and he also had niched down too far which I'll talk about in the future. I actually am not a person that believes you should niche too deep like we're taught. I believe you actually shouldn't be everyone, everything to everyone and you're a multi-dimensional being. And if you are called to do multiple things, that's fine. You just have to find the common golden thread. So with these issues, Phil came to me and was like, I don't know what's happening. I know it's something with my brand. I don't know if it's the messaging. I don't know if it's that, this. So once we got through the process and he was going through Legacy Brand Foundations, we uncovered that he was showing up as not himself, not authentically. And he in the back of his mind knew this, but it was very subconscious. He did not realize how much he had actually shifted. Now us looking in, hearing the story, we're like, well, that's pretty obvious. He even changed his name, right? But he was doing what he thought he had to. And I was like, Philippe, first of all, switch your name back, start using that beautiful, sexy accent because we all wanna hear it, and show up as you were sweet, kind, sort of demure self. That alone, and of course we worked on his messaging and we worked on all of the rest of the brand, but just that shift back to his true essence and him being unapologetically himself made a massive difference. After that meeting and he went back out and switched his messaging and his demeanor on social media and actually told the story and talked about it and people were like blown away and loved the vulnerability that he shared Things shifted immediately for him So that's one example. Another example is my beautiful client Ina who was from South America originally and she was living in the States and she's this firecracker, sassy, just amazing, beautiful human. However, when you looked at her social media or you looked at her website, her website was literally like a baby's room, like a nursery, pale blue, baby pink. She was dressed in like sweater vest or something like that. Very, very like motherly. And when she posted on social media, it was very calm.

serene and common serene is not a bad thing right but that it was not Ina and people energetically can feel that if you're not in your true element okay and so immediately once Ina got to know the group and I got to know Ina I immediately said Ina do you see the disconnection and she was like oh my gosh I had no idea

You're right. And we talked about it and the story came out that she, first of all, she was in corporate. So she had thought she had to turn out and be a certain way. And I went through that myself, being in the corporate world. You know, you have to shed those layers over time. But most of all, we really realized that it stemmed from her childhood because that little firecracker, Ina, was told, sit down, be quiet.

Stop being so loud, you know? And so over time, she was really shut down. But she would let that self come out. If you get her talking, you get her excited, you would see the real Ina.

So we shifted her brand completely into the true essence of who she is. And again, magically, everything shifted. So what I want you to think about on all three of these is, first of all, is your brand clear? Do people automatically understand who you are, what you do, how you do it?

Are you being consistent? And then third, look deeper because everybody on the surface says, oh, of course I'm being authentic, of course. But are you really? Think about Philippe and Ina. And those are some pretty, I don't wanna say severe, but those are some pretty obvious cases. Now there's a lot of us too, who show up one way on social media, but who are you?

When you're with your bestie in the kitchen cooking dinner, when you're out on a date night, when you're playing with your kids, right? We have these different multi-dimensional sides of us. So it can be difficult to say, well, like, how do I blend these all together and show up? And you don't have to show every side either. Like I don't, you know, some people say you have to be so vulnerable and they'll cry on social media. First of all, I think that's tacky personally. I would never do that. That's me. No shade if you do that. So again, it's getting back to like the core essence of who you are and are there pieces that you've been hiding that are maybe ready to come out and play? So that's true authenticity. So knowing all of this,

How do you move from being a forgettable flicker to a magnetic lighthouse? I want to give you some practical steps to get started today. Number one is to get clear on your brand identity. First revisit what I call your brand foundation. Ask yourself, what do I truly stand for? Who am I truly serving? Is that still serving me? A lot of people over the last couple years have found that the people that they'd serving because they evolved, their target market is no longer serving them. And in return, they're no longer truly serving their target market as well as they could be.

What transformation are you offering? Is it clear? Does it need to shift? Maybe the things that were working that you used to say are no longer working. And if you're unclear, your audience will be too.

Now another example of this is one of my clients, well initially when she came to me, thought her brand was clear, she thought her messaging was clear, and she came to me thinking, well things aren't quite working the way I want in my business, so I think I need a new logo. A new logo will help. It's so funny how many people I come and we talk and they think they need a new logo or new website, which sometimes people do. Sometimes it looks like the 90s or it's just really outdated and they're embarrassed and yes, they need an update. And most everybody, if they want to be seen as a thought

leader and a category of one brand, could use an update to their visual brand. However, that doesn't matter as much as your messaging.

And as a brand strategist and a visual strategist, and I love the visuals, it kind of hurts me to say that, but it's the truth. So once we dug in, her messaging was all over the place. She wasn't even clear when somebody would, she would have a sales call and somebody would ask, she would kind of fumble her way around explaining what she did and how she did it. Now, once she worked with clients, it was magical. She got people results. It wasn't like she wasn't good at what she did.

She just had a hard time explaining it. So once we refined her brand story and clarified her messaging, her audience started growing exponentially and she truly did become the go-to expert in her field. Of course, again, a nice logo can elevate your brand, but it's almost always the foundation and messaging that needs to be addressed to truly stand out.

Next up is once you get that foundation straightened out and very clear, then your visuals need to be addressed because the words that you're using and the visuals that people are seeing need to reinforce each other. So if you're saying you're high end and all of your offers are high ticket, but you're embarrassing, there's a disconnect. So your brand's vibe should match its promise. So again people will sense that mismatch and that energy and it may mistake people for the hesitancy in your confidence even if you're not. They're just gonna see and feel and hear that mismatch and they may subconsciously not know what feels off to them. But all of that needs to be aligned.

And then this one we've already mentioned in a sense, but I want you to think about the leaps that you've been dreaming of. What's the business and the brand that you've been dreaming of? You know, the ones that scare you a little bit, but you know deep down it's the right move. So as I mentioned a few episodes ago, my big bold move for 2025 was shifting to a static nine grid on Instagram.

And I've talked about being social media optional for a long time, and this was the next step in really living that philosophy fully. So for you, what is that big bold step? Have you taken it yet? Because I said this a few episodes ago and encouraged people to take a big bold step. But so often we hesitate. I wish I would have done my Instagram nine grid like a year ago and I hesitated and I own that and it's okay. Everything happens in divine timing. However, I encourage you to just go for it because once I did that, I felt like a giant weight was lifted and it freed up so much extra time for me. So you may love Instagram and I'm not saying that you should do the same big bold move that I did, but what does that look like for you?

Maybe it's finally sharing your personal story on a deeper level, switching up a lot of your offers, launching something completely new. Whatever it is, I encourage you to take a big bold step forward because it will do wonders for your brand energy and momentum. People notice just like Philippe and Ina, another one of my current clients, which I'm not going to say her name yet because we will reveal her brand fairly soon, actually went through an entire identity shift through the branding process and it

was happening. It was already in progress, but I'm super excited to reveal it to the world soon. And it's just so humbling and beautiful to watch what unfolds when people go through this process.

Let's refine the messaging and let's create pretty logos and websites. It's a spiritual process that actually allows you to embody a new identity. And when you do that, people notice and it will exponentially make a difference in your business. If you own it, if you show up, if you launch, if you make some bold moves.

Right.

I had so many new inquiries when I announced that I was leaving Instagram, for the most part. I still post stories and things from time to time. And that was unexpected. I literally hesitated to do this so long and it actually brought in a flood of new, beautiful work. And that's the thing. Now looking back, it makes perfect sense. People are magnetized to bold moves and they want to be part of that energy.

So if you're scared to make your bold move, let that be your encouragement.

So let's do a quick recap. The key elements of a magnetic brand are clarity, consistency, and deep authenticity, not just surface level. And some practical steps that you can take today are to get clear on your brand identity, align your messaging and your visuals, and make sure to take a big bold move.

Because the beauty of magnetic branding is that it doesn't just attract clients, it creates long-term loyalty and a deep sense of fulfillment for you. When your brand is aligned, it feels effortless. You're excited to wake up in the morning and do your work, and you're no longer chasing, you're calling in the exact people who are meant to work with you. A lighthouse doesn't wander the shoreline looking for ships, right?

It stands firm and lets its light do the work. And the same is true for your brand. So I want you to think about standing tall, shining brightly and trusting the right people will find you. So if you're ready to go deeper into these concepts and truly transform your brand into a magnetic lighthouse, I have something special for you. My exclusive profitable brand equation which is a private podcast. It really takes these ideas further and gives you more actionable strategies to implement in your business. Right now, it's completely free. It is normally worth 197, but if you go ahead and sign up today, I'm giving it away all for free before it goes back to the initial cost.

And it's designed to help you create a brand that not only attracts clients, but builds a legacy. You can grab access down in the show notes and start listening today. And I promise it will take you to your next level. So stay tuned as I have an epic lineup of podcast episodes coming the next few weeks, going deeper into marketing in 2025, the psychology of identity, work and branding, language and messaging, when to rebrand addressing AI in your brand, and so much more. I'm really excited about what's to come in 2025, and I can't wait to share with you. So stay tuned and we'll see you on the next episode.

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?