

S2: E115: The biggest branding mistake I see in 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 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. Today we are diving into a powerful concept that I see as the foundation of all great branding, identity. Your brand is not just about pretty visuals, it's about stepping fully into who you truly are and allowing that to be reflected in every aspect of your business. Too often I see people thinking they just need to grab a new pretty logo and call that good when they're rebranding. But at the core, branding is really about creating a new identity, one that aligns with who you are becoming and how you want to be seen in the world. The power of identity is the strongest force in human personality. Think about it, we define ourselves in so many ways. Maybe I'm a fan of a certain sports team.

For me, I don't eat gluten. Maybe I will drive a XYZ car. These identifiers shape how we move through the world and how other people perceive us. And while they might become less important as we evolve, our identity plays a massive role in how we show up, especially in business. So when you rebrand, you're not just changing colors or getting a sleek new logo.

You're aligning your outward expression with your inner truth. And when that happens, your whole business transforms. I had a client once describe their branding before we worked together as space junk floating through the atmosphere because nothing felt grounded or cohesive. Their messaging was fragmented, their visuals were inconsistent and they struggled to articulate what they truly did. After we worked together, something magical happened. Not just on the surface, but within them, they gained clarity which led to confidence. And suddenly they could articulate their work in a way that made people instantly get it. And more importantly, instantly want it. That's the power of branding when done right.

It integrates all the floating pieces of your business, aligns them with your true identity, and allows you to stand powerfully in your truth. One of the biggest mistakes I see entrepreneurs making when they show up how they think they should. They contort themselves into an identity that doesn't quite fit.

Maybe because a mentor told them they had to do certain things in a certain way, or they imitated someone else's success formula. The thing is, oftentimes this is very subconscious. We don't subconsciously follow and copy other people, but we often look externally for people to guide us through the process. And the truth is, we need guides. I serve as a guide to my clients and serve as a mirror to help them reflect their identity and actually put that in their brand. However, there's a lot of gurus out there also saying you have to do it this way, right? And I know this struggle firsthand myself. When I was launching my Legacy Brand Foundations program, I met this man at a networking event who told me that models will never work. He insisted I should run my program a certain way.

More like a traditional course without personalized support. Just people can do it. He's like, you're going to burn yourself out. Just give them the course. They just need the information. They can do it themselves. That's the way, you know, this all works these days. And at first I actually listened because I thought he had more experience. Now, looking back, I was like, I should have taken that at face value and known it's what I should not do because the thing was he was not an ideal client, nor was his business anything like mine. So we all do it, right? I realized it didn't align with me once I started the program that way, because a branding program without hands-on guidance makes zero sense. As I always say, you can't see the label from inside the bottle.

Again. He was not my ideal client. He had a completely different type of business and perspective. So it was like asking a master chef to take advice from someone who only microwaves frozen meals. Not aligned. Yes, they both involve food, but the depth, the skill and the experience required are completely different. So I course corrected and added the high touch support that felt authentic to my work. The result: A program that not only ends up filling up and continues to serve countless entrepreneurs, but actually creates incredible transformations for my clients. So much so that I honestly have a 100% completion rate other than a few people that had to step away for health reasons or something like that. Every single person who's gone through the program completes it and is excited about the work. Now, if I would have just left that of course, I'm pretty sure I'd be hanging up on a lot of people's shelves and just collecting dust. So the lesson, stop listening to what others tell you or think you should do and start feeling into what is true for you.

Okay, let's talk about fear. Because I fully understand you may be listening to this, you may be nodding your head, but deep down you're like, that sounds scary. Because stepping into a new identity can be scary. Or perhaps you're already going through an identity crisis. I have so many people who come to me that are like, I'm not even sure who I am in my business anymore. Maybe you need to change your business model. Maybe you need to change the way you show up.

Right? And that can be a little tricky. And the truth is, it does require shedding layers of who you thought you were. But it also is beautiful because you embrace who you're truly meant to be. One of my clients recently went through this shift in the most profound way. Through the

branding journey, she realized she had outgrown not just her brand, but even her name, like her personal name.

Honestly, that's not the first time it's happened when I work with clients. Now, of course, rebranding doesn't mean you have to change your name by any means, but it can happen because the transformation is so deep, so real that people feel called to align their entire identity, not just their brand. So just stay tuned because I'll share more about her journey in the upcoming months.

The thing I want to think about as well, I love this analogy, I share it fairly often, so it's a little trite, but I want you to think about it. Think about a butterfly. The caterpillar doesn't pretend to be a butterfly, it becomes one by undergoing the process of transformation. Branding is the same way. You don't have to force yourself into an identity.

You just have to shed the old layers that no longer serve you, step into alignment, and allow your brand to fully emerge. So today I want to leave you with a brand identity reflection exercise. If this resonates, if you're like, yes, I know I meant for more. I'm being called to more now, which I'm hearing from a ton of people, especially with the chaos of the world especially women who know that they're here to help lift consciousness, we are all being called to more. And of course, if you're a man listening, that's the case for you as well. But I'm saying this as a woman, I truly believe as feminine leaders, we are meant to rise up right now. And so I want to support you in doing that. Now, of course, without going through the whole

The transformation won't happen fully, but this exercise is very powerful to at least begin to reflect on it. So number one, I want you to write down three words that describe how you want to be perceived.

Number two, I want you then to compare and journal how that compares to how you think others actually currently perceive you. And then three, notice where there's a gap. What needs to shift to your external brand to truly reflect your true self? And that is the perfect place to get started because a simple reflection can reveal powerful insights into whether your brand is aligned or if there's a disconnect that needs attention. Your brand is your identity.

It is your essence, your energy, and your unique expression in the world. When you align it fully with who you are, your business stops feeling like hard work and begins to flow with ease. So I want to ask you, are you fully stepping into your true brand identity, or are you holding onto an outdated version of yourself?

If today's episode resonated with you and you're feeling the pull to step fully into your brand identity, I want to invite you to my brand clarity workshop series that's coming up in a few weeks. This is where we take everything I talked about today, identity, messaging, alignment, and apply it to your brand in a powerful, strategic way. If you're ready to stop playing small, and to create a brand that truly represents who you are becoming, this is your next step. Go ahead, check out the show notes and I'll have a link to the workshop series. Because you're a trusted listener, it's

normally \$97. Also in the show notes, I will give you a code so it will be only \$7. And go ahead, sign up and let's craft your legacy brand together.

We'll see you next time we're gonna continue this conversation and talk about why language matters so much. See you next time. 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 [tivi](#) 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](http://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?