

S2: E116: The secret behind my client's success (and my own)

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're diving into what I believe is a critical topic that can truly make or break your brand and ultimately your business.

That is language, the language we use is actually way more powerful than any logos, colors, or fonts in your brand. Yes, that's important too, but truly we need to think about all of the invisible things below the surface that most people don't actually realize is part of their brand. Because if you want to truly turn your message into a movement, which is the goal I have with all of my clients, you need messaging that stands out, positions you as a category of one, and solidifies your thought leadership at the top of your industry. So I want you to take a moment and think about the brands that have made the biggest impact on you.

Maybe it's Patagonia and the coats that you're wearing. Maybe it's Apple in the simplicity and the sleekness. Maybe it's the car you drive. Who knows? But whatever that is, I want you to think about what do good brands have in common? It's so much more than aesthetics. Good brands have a clear, compelling, and consistent message.

Their words spark emotions, create connections, and ultimately inspire people to take action. Your brand messaging is more also than just a tagline or an elevator pitch. Again, those things are also important, but ultimately it's the soul of your brand. If your messaging is generic or forgettable or just bad, you're going to blend in or stand out in the wrong way. But if it's intentional and unique, you will own your space.

So I wanna first talk about how to truly stand out in a saturated market, because the world we're living in right now is so noisy on so many levels. Not... to get into all of the details and the politics of what's happening, especially in the States. I know I have listeners across the world, but I'm sure you're top of mind of what's happening here. But ultimately, I truly believe that's happening all across the world. It's also hectic on social media and just life in general is busy and people don't have a lot of time.

So to stand out in that market and to stand out from others that are doing similar work to you, your messaging must do four things. The first thing that it must do is, as I've already said, differentiate you from others. But let's go a little bit deeper on that because you're not just offering what others do.

So for instance, myself as a brand strategist, I have a completely specific framework that I've developed. I have very different viewpoints from other brand strategists. So think about what is that for you? What makes you so unique and really double down on that? Really talk about that deeper. And that's one of my favorite things to do is help people craft their signature frameworks that really positions them as a thought leader and differentiates them from everybody else doing similar work to what they do. Because you bring a unique perspective that no one else can replicate. And maybe you find yourself thinking, do I really though? Especially as coaches, which a lot of my clients are coaches, there's a lot of people out there doing similar coaching.

But the truth is, we all have magic within us, even if we went through the same certification program is a lot of other people. Or if you're a service provider offering a service that a lot of other people are offering, say you're a copywriter or an operations manager, whatever that is, or a spiritual guidance facilitator in some capacity, you have a magic sweet sauce because as I always say, you cannot see the label from inside the bottle. You don't even realize what that is. So I want you to think about that. And if you truly are not sure how to uncover that, stay tuned because I want to invite you to a special platform, a workshop coming up where we're actually going to dive into some of these things. So next up is showcasing your expertise.

Okay? And that's similar to what I just said, showcasing your special sauce, but also your expertise. And again, if you've been following me for any sort of time, you've heard me say that there's no magic fairy that's going to come down and boop you on the head and say, oh, you are now deemed an expert or a thought leader. It's just not going to happen.

And it can feel a little bit scary or who am I to claim myself as an expert or a thought leader? But the truth is, nobody else is going to do it. And so we need to shift our mindset into allowing ourselves to give ourselves permission to be a thought leader and an expert just watched somebody else coaching somebody once and are gonna call yourself a coach, okay, no, don't do it. Don't position yourself as an expert and a leader yet. You do have to put in the work, right? I'm not telling you just to deem yourself that with no credibility. But so often I have, especially women, but also some men, because I work with men and women, come and they have so much expertise and credibility and they still struggle with claiming it because they don't wanna boast and they don't wanna brag. But again, if you don't give yourself that permission, somebody else with way less experience will give themselves permission and then you get to see them being successful and knowing that you have way more expertise and you can help people way better and that's not a fun feeling.

So. If you need some support with that, I'm here to help you claim your expertise. Next up, the third piece that will help you stand out in the saturated market is to make an emotional connection. So often, especially on social media, and if you know me, I don't love social media. I'm not on Facebook. I'm not on Instagram. I have a presence there, but I don't engage really. I check it like once a week. I do love LinkedIn these days. Who knows if that'll change or not. But especially on social media, the people who really are successful, the reason is because they're making an emotional connection. And I see so many people sharing their message from the how of what they're offering. So I will help you by doing this. And the truth is,

People, your ideal clients, truly don't care about the how. They really don't want to be educated for the most part. They want to know about the outcomes and the results. And so that's what we really focus on in the branding process, is to get clear on what those outcomes are, get clear on the problems that you're helping solve, and use that as the basis of the messaging.

And when you do that, it really creates an emotional connection. The other thing that I'm sure you've heard people say before, but it's so, so true, is storytelling. You can do a lot of educational content, but you just sound like everybody else giving that same educational content. When you weave in stories, however, personal stories, stories about clients and other things, that actually gives it a personal context and emotion baked in. That is the huge difference. And people remember how you make them feel more than what you say. And then last but not least, you need to be repeatable and recognizable. Your audience should be able to quote to you. So for instance, I said, You can't see the label from inside the bottle earlier.

That is a saying that I started saying a few years ago and so many of my clients, and not even clients, just people who are colleagues or who tend to follow my journey, know that saying and repeat it back to me and to other people as well. So you really wanna think about what are those sayings that are quotable?

and don't hesitate to repeat them over and over. And yes, it can get a little bit boring, sounding like a broken record, and I repeat a lot of the same things on my workshops, and I do a ton of podcasts, but that is a good legacy brand. If you think about, I always say, if you think about Target, they're not just gonna change from a red logo to a purple logo one day. If you think about Levi's jeans, they're not gonna change they're read on their logo either, right? If we think about Apple, their logo has definitely evolved over time, but their messaging is always on point. It's aspirational, it's about innovation, it's about making a mark in the world, it's about being different.

So you really need to lean into that. And the beautiful thing about being repeatable and recognizable, is once you have what I call your brand operating system in place, you no longer have to keep throwing spaghetti at the wall and keep trying to figure out what to say and spending all that time and effort and ultimately money on trying to come up with different things to say. You repeat yourself in different ways and in new ways and, but when you keep consistent, That's how people will continue to get to know you, get to know your credibility, and

really ultimately leads them into working with you. Because when somebody hears something often enough and it's a service that they actually need, they're going to choose you over someone else because you are so clear, you're consistent, right? That's what we said at the beginning clear, compelling, and consistent message. So this is all exactly what I do with my clients through the legacy brand method, because the words you choose, the language you use, and how you communicate your value are just as, or I even hesitate to say it, but more important than your visuals.

I think there's a lot of brand experts who would totally disagree with me and say like visuals are everything because the truth is you have seven seconds to capture someone's attention. Visuals are important and we do that in my company as well. But honestly, you can have beautiful, gorgeous visuals. And if your language is not on point, nobody's going to buy. It's really easy to have good visuals these days. So

A perfect example of how using language shapes identity is my own personal journey as a bonus mom. So that's the term I use instead of using stepmom, which can sometimes carry a negative connotation, as we all know. So I made the choice to use the term bonus mom and I have a bonus daughter my stepdaughter and how I saw my role in our family and also how she viewed me. It went from feeling like something secondary to something special rather than, oh, you're my stepdaughter or my stepmother. You're my bonus mom. I get an extra mom and I have an extra beautiful child. Right? Now again, that has nothing to do with branding or... your business, but it shows the power of language and how we can create reframes, how we can tell stories. So this same principle does apply to branding. The words you use define the perception of your brand, not only for your audience, but for you and how you show up energetically.

Are you calling yourself a coach when reality you're a transformational guide? Do you refer to what you offer as a service when it's truly a high impact experience? Again, language shapes perception and perception determines value in the eyes of your audience. So If you want your brand to create a legacy, you need a message that moves people. And again, this is where I talk about making your message a movement, which is my tagline and how I help people. So we're going to do another set of four here. I'm going to actually walk you through how to create the message that moves people a little bit deeper right now on a high level. Of course I could talk you through it, but you don't want to be here for four hours and neither do I. So the first thing that you want to do is to get clear on your core message. Think about what is the one thing you stand for above all else. So for instance, for me, it's your legacy brand. Now I don't, not everything revolves around legacy, but that's what's not only important to me.

But what I know is important to my clients because ultimately they want to create a ripple effect of impact in the world. So legacy doesn't mean having a statue that's named after you or buildings named after you. It means the impact that you are leaving behind or like my client, Selena Sue with impacting millions. It was the publicity program, but ultimately what she was doing was impacting millions again, through the ripple effect.

So that's just a few quick examples. But again, what is the one thing that you stand for? Your message should be distilled into a singular powerful statement that speaks directly to your audiences, desires and challenges. Not so easy to do, but it's very, very possible. And once you do that, it makes it so much easier to talk about your business in a clear and compelling way. Second, we touched on this, but I'm gonna take it a little bit deeper. You want to infuse your messaging with emotional language. So not even just adding stories, right? Cause we said facts tell, but stories sell. That's huge. But your...

Brand messaging in general, the language that you're using should evoke emotions, whether it's excitement, empowerment, or inspiration, so people feel connected to your brand on a deep level. Now we talked about that earlier, but oftentimes, people are not thinking about this when they're creating content or writing their website. So they're thinking more about, what am I gonna write about today? Or what, even if they're thinking about storytelling, they're not necessarily thinking.

How do I want people to feel? Because like I said earlier, people remember how you make them feel. So next time that you're working on your brand or you're writing a post, I want you to ask yourself first, how do I want people to feel when they read this post? Then I almost can guarantee it, the feedback and the virality of that content will be a lot deeper. Next up, you want to repeat your message consistently. So these are kind of recapping what we already talked about on a deeper level because I really want it to sink in. So often we are so focused on what's going to be in my offers and what's my next launch going to be and all of these things about marketing.

But the truth is, if you are pouring all of your money and time and effort into marketing efforts and your message and your communication and your language is not clear, nothing is going to convert, right? And so these are the core elements that you really need to dial in to make sure that messaging converts. So again, the more you say it, the more it sticks.

Your brand message should be woven into your website, your social media, your emails, speaking engagements, how you show up and talk to people on calls so that it becomes synonymous with your name. So of course not everybody knows me, but those people that do know me, legacy is going to come up, right?

I have a client, Amanda Walker, and the brand that we created for her is best damn coach. So people are automatically going to think about that when they think about her. I could name off so many clients that when you get to the core of that message, it will be so clear that people will automatically think of you when something else is brought up. Right?

And then last but not least, you want to make sure to align your words with your actions, right? Because everything I talked about here today is not relevant if you're not walking your talk. And that's one thing that will really throw people off energetically and give them that feeling of like, something's a little off. I don't know if I can trust this person.

And we have to admit that there's been a lot of that happening over the past three to five, well, it's always happened. It's we're humans and it's life, but people not actually providing the value that they claim. Right. And so if your words are not aligned with your actions, people may then sign up to work with you, get in the program and leave or talk badly about you if you're not in integrity obvious, but it's so, so common. And that is why I am so selective in the clients that I take on because the clients that we work with also is part of our reputation. And so it's really important that you work with people that are of integrity as well, because that is a reflection of your brand. So not only do you want to align your words with your actions, you also need to make sure that you're aligning yourself with other people who are in integrity. And your language should match the energy of your brand always.

This means ensuring your visuals, your offers, your message, everything are congruent so that your brand feels authentic and aligned to every level. Now, something I don't talk about barely ever, but is actually a huge part of why my messaging strategy is so effective is that I'm a master practitioner of NLP, neuro-linguistic programming. So the reason I share this, and I'm actually a master trainer so I can actually certify people in this, I have not done that yet because I'm so focused on the branding work, and there's a whole backstory of why I got into the work because I saw so many of my clients having blocks.

And of course, I had blocks too. We all do, right? We all are always working through them in our self-development. And NLP is such a powerful tool based on the psychology of language and how it influences human behavior. And while it's not always perceived as brand related, the truth is it's all about language, how we use words to shape perception, break through limiting beliefs, and to create impact. Now, I wanna be real for a moment, as I always am and transparent. NLP has sometimes gotten a bad reputation because like anything powerful, like money or power, it can be used for good, for transformation and abundance, or...

It can be used for manipulation. I just want to be very clear on that. So if you are somebody who's like, Ooh, NLP, I've heard that bad things about that. Yeah. I will be the first to say that it has been used by certain people in the wrong way.

And my goal is to ensure that I only use NLP for good and I only use NLP in copy for good because some people use NLP and sales tactics to pressure people into decisions by making them feel inadequate or like they have no other choice to buy and that is disgusting. So my commitment is I only use it in messaging and really to guide people towards the right solution only if and when it's truly aligned.

Okay, so that's the beauty of knowing when and how to use the right language. Because I believe in empowering people to make choices from a place of confidence, not fear, like who wants a client to show up and be nervous and like, worried that they're going to get ROI. I want my clients to show up and be excited and like, hell yes, I'm ready. Let's do this. I'm so excited.

So when used right and ethically, NLP can help us craft messaging that naturally resonates, making it easier for the right people to say yes, not because they feel pressured, but because

they genuinely see the value. So I hope you understand the importance of that and how that differentiates my process a lot of people who use tactics that are not ideal, right? Like the bro marketers. I'll just say that. I don't want to get too deep in it and shame anybody. But that's the truth. Okay. So now that we've explored how language shapes perception, and again, this is the perception of our audience, but it also shapes how we perceive ourselves.

Once we complete websites for our clients, they are so proud of like, wow, look at this masterpiece. And that creates confidence and clarity. So it shapes perception in so many different ways. So now I wanna take a moment and reflect on your brand messaging with an exercise. And this is truly just to guide you through of where you can make some improvements because as I told you earlier, there's those four steps that you can start to implement right after this episode. So my goal isn't just to educate you, it's also to give you tools so you can begin implementing right away. So ask yourself, if someone heard my messaging without my name attached, would they know it's me?

Next question, do my words reflect my true level of expertise and value? Because maybe you're playing small, just gonna put that there. And am I using language that excites, inspires, and resonates with my audience? Yes, we do have to talk about pain points a little bit. You know, everybody talks about the pain points, but you don't need to dig knives in people's sides and make them feel like you know what. It's much more important to elevate them, excite them, inspire them, and have them be really excited to begin the journey. And if not, if you say I'm not sure or know somebody wouldn't know this is my messaging, it might be time for a messaging upgrade. So I really... wants you to then go back and think about those four things we talked about earlier, which I'm going to recap quickly, to stand out. How do you differentiate yourself from others? So what is that unique perspective that you can, like your unique angle that you can focus on, showcase your expertise, give yourself that permission, make a truly emotional connection, and make sure you're being repeatable and recognizable.

And those are the first steps that you can start to think about and implement today. So your brand messaging is the heartbeat of your business. It's what sets you apart, creates connection and drives action. So I want to challenge you today to take a look at the language you're using. Is it positioning you as the industry leader that you truly are? And is it strong enough to turn your message?

into a movement because your words hold power. The language you choose shapes the perception of how people view you if they can trust you and ultimately say yes to working with you. So please start taking action today. And if you're like, I'm not quite sure where to begin and you want to really refine your messaging, and make sure that it positions you as a category of one leader, I want to invite you to join me in my upcoming Brand Clarity Workshop series. This is a three-part series, three days, 90 minutes each day, where I do a super deep dive to walk you through the foundations of building language that people will resonate with.

We will uncover your magnetic message and ensure your brand speaks directly to the hearts and the minds of your ideal clients. So go ahead, sign up for that today. It's going to be down in the show notes. And because you're listening to this podcast, I love giving gifts. If you don't

know that about me, it's one of my love languages. So the workshop is \$97 because I give so much value because you're listening, I want to offer it to you for just \$7 today. So if you go down to the show notes and sign up for \$7, just use the code legacy, all uppercase. When you check out, it will ask for a code, pop that in there, it will bring it down to \$7. And I cannot wait to see you there. And any questions, you can also shoot my team a message. The email is down there below as well.

I hope you have a beautiful rest of your week and we'll see you next Tuesday for another episode of the Your Legacy Brand podcast. 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. 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?