

S2: E117: The Power of a Strategic Rebrand

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, hey, welcome back. And I'm so excited to be with you today. We are talking all about rebranding.

And you may have heard me say this before, rebranding is not about the visuals. You may already have also heard that branding isn't just about logos and colors, and that's true. But what you may not know is that rebranding is actually a transformational process, if done right. It's not about changing how your brand looks, although that can be part of the process. It's truly about aligning your business with your evolving vision and the impact that you want to create. And I've been talking about these ideas a little bit in the last few episodes, but today specifically, we're going to talk about why rebranding is such a powerful tool, when it's the right time to rebrand, and five key things you must consider when rebranding so that your new brand aligns with that big vision. Because yes, the new logo, the updated colors, the sleek website, those are exciting, but the real power of a rebrand lies in the foundation. Your message, your language, your offers, your signature framework, your tagline, how you're going to talk to people eloquently about all of those things.

Because if you don't get those right, a pretty new logo won't do anything for your business. So rebranding is a lot like the transformation from a caterpillar to a butterfly. At first you might feel stuck in a brand that no longer fits, just like a caterpillar is confined to crawling when it was meant to fly.

The cocooning phase of rebranding can feel uncomfortable, but it's necessary to shed the old and emerge fully aligned with your next level self. So when you do it right, your brand becomes a beautiful, expansive expression of who you are, ready to soar with confidence and clarity.

Also, a well-executed rebrand isn't just about looking good, it's about becoming the next level version of yourself and your business. When done right, rebranding allows you to do these four things. Truly step into alignment because your brand should reflect who you are now, not who you were when you started your business because you've evolved, you've changed. And of course, for those of you listening and you just are starting your brand now, all of this is so

important because you can start the right way from the beginning. But most of us, we've done some work and we now have outgrown our brand. And the thing I think you need to think about as well as you don't wanna rebrand for where you are at now.

Even though you have evolved, what I always tell people is you want to brand for your future vision. You want to think about where are you going to be in three, five, ten years? Where do you want to be? And then we reverse engineer from there so you can brand for where you want to go, which allows you to grow into the brand, evolve into the brand, and manifest your goals so much quicker. I've seen it time and time again not only with myself but with so many of my clients.

Also, rebranding allows you to clarify or reconsider your message because you need messaging that speaks directly to your ideal clients and of course positions you as the leader in your space. And so often when we only focus on the visuals for rebranding, we miss this core component of clarifying our message. It also allows you to attract higher caliber opportunities. The right branding and the right messaging helps you confidently step into new opportunities, whether that's speaking gigs, media features, book launches, or podcast guesting. You really need an amazing brand to be seen as the leader and get those high level opportunities. And then of course, One of our favorite things is money, right? We can't have a business without money. And I am all about the impact. I am an impact-driven business, as are most of my clients. However, we also need to have money for ourselves, for our families. And the more money that we have in our pockets, the more impact we can make on the world. And we all know that we need it now more than ever. So. Ultimately rebranding the ROI helps you increase your revenue and your impact. When your brand and messaging are clear and compelling, people instantly get what you do and are eager to work with you. It no longer becomes a chore to try and get new clients. So this may be all great. You might be cool, Tiffany. I like all this. It sounds good.

When is the right time to rebrand is the next question. And it's especially common when you're at a pivotal point in your business. Some of the most frequent times I have new clients coming in to rebrand include pivoting your offers or ideal clients. So maybe you started serving one audience when you started your business, but now you've outgrown them or evolved to serve a new market.

So a lot of times when people start their business, they're serving people who are a little bit lower level in their needs, right? And then they evolve, and then they serve higher level clients. That is super common. And so you need to shift your brand when that happens. When you're preparing for a book launch or a podcast launch, a solid polish brand makes your message stronger and more cohesive across all platforms. I also have so many people who come in and they're like, I wrote a book, it's gonna launch in a couple months and I just realized that I'm gonna have all these new eyes in my brand and I'm embarrassed for people to go see my website. Pretty good time to rebrand. Maybe you're just feeling disconnected from your brand. Maybe you cringe when, like I just said, someone goes to your website, that's a big sign to rebrand and or... when you just don't feel energetically aligned to it. And maybe you never did, but you've evolved and you're ready to truly step into what I call your legacy brand, the brand

that you want to stand the test of time. And also another one that's really common as you're ready to really scale your business.

A lot of my clients start out and they're like one-on-one coaching or they start out with a smaller amount of clients and they find themselves ultimately overworking. And so they want to evolve and scale their business. So they don't have to work as hard, but they're still making a massive impact and they're reaching more people. So when you're moving from solopreneur to CEO, your brand needs to grow along with you. So I've seen firsthand how rebranding can open doors and create incredible opportunities.

So I'm gonna give you a few inspiring examples to just show you what's possible. So my client Liz had a dream of working with leadership icon John Maxwell. We made that vision, and she did not have any ties to him, she didn't know him, she just loved his books. We made that vision a core part of her brand messaging, positioning her in a way that aligned her expertise with what he taught as well and named her company the Luminary Leadership Company. Two years later, she's actually consulting for his business and that's the power of branding with intention. Another person is my client Ashley. And Ashley came to... me really struggling to unify her passions. She ran a fairly successful publicity agency, she was a life coach, and she had written a book about her personal health journey.

So it felt like she was being pulled in different directions and she didn't know how to have one unified brand. So through our work together, we uncovered what I call her golden thread, the common theme that in her business into a strategic cohesive brand. And today she serves powerhouse clients. She has a bestselling book. She's been featured on the Today Show and so many other places. And it's just made a massive difference in her business.

I will also just share my own quick story. You know, when I left the corporate world, I had all the credibility of a thought leader, technically, by the companies that I had worked with, like Adidas and Burt's Bees. Yet I showed up into the online space and I felt like a kindergartener. I was so nervous. It took me a little while until I finally realized that I was the only one that could give myself permission to show up as an expert. And luckily I had the skills to build a really powerful brand. And I did that. And within two years I was featured on Forbes, on the cover of Stepmom magazine, asked to be a writer for Entrepreneur magazine on so many podcasts. And I couldn't believe my own results, which is really how I developed my system to get those same results for other people. So if you're thinking about rebranding, I want to now share with you the five most important things to get right. So of course, I would love to serve you. I'll talk a little bit at the end of an upcoming workshop that you can attend to start to get some of these pieces together.

But this is true whether you work with me or you find somebody else to work with, okay? So I really want you to walk away with the value today regardless of if we work together. So the number one thing is what I call your brand foundation, right? We talked about at the beginning how important foundation is. So this is your vision, your mission, your values, your overall brand strategy.

The way that you talk about it, your signature framework, all of those things and more must be solid before you touch the visuals. So many people go to a rebrand, get the visuals done, and it doesn't make an impact. And they wonder why. They're like, I rebranded, and I thought this would help my business take off. Nope because your brand has to be an authentic reflection of who you are and what you stand for. And if you don't do the brand foundation first, all of the visuals are not going to be aligned. Now part of the brand foundation, the second thing to consider when rebranding, but I'm making this its own instance because it's so important. And if you want to know more about this one, go back to my last episode, because I talked all about messaging and language and why language is so important. Because the way you talk about your brand is everything. If you don't have clear magnetic messaging, again, your visuals will not save you and people will not convert as easily.

And so one way I like to think about this is so many of my clients, when they come to me, they're like, I just don't get it. I'm in a room. If I'm in a networking room and I talk, people get it and they sign up to work with me. But when they go to my podcast or see my posts, that's not happening. And that's because you haven't truly captured your essence and your voice. And if you don't do that, then you're just throwing spaghetti at the wall. Right?

It's going to have the same effect as you do when you're in person. And that's the beauty. The third thing I want you to think about, and again, this is technically all part of number one, the brand foundation, but there's certain parts of the brand foundation that are really, really important. So that's why I pulled them out into these five pieces. Number three is your signature framework and your offers.

These all need to be a cohesive ecosystem, what I call a brand operating system. And that's what I help people create in their businesses. That is my proprietary naming convention for what I create for people, which is a brand operating system. When you have that dialed in, it runs behind the scenes like the operating system of your computer. You no longer have to think about it. Your team can help execute it if you have a team or as you grow and hire a team, they will automatically know how to support you in your brand. Because your offers need to align with your brand and your messaging, and a successful rebrand should support your business growth, not just look good. And your signature framework really needs to position you as an expert, and really just by showing somebody your signature framework,

They should have a really clear compelling reason of why they should work with you and that in itself should convert. Then we get to number four. All of these things have no relevancy if you don't have alignment and understand truly who your perfect ideal client is. And if you were to work with me, I do ideal client completely different than anybody else because I do not believe in the give this one person a name, her name is Sally Sue and she's 42 and she has a white picket fence and 3.4 children. No. Yes, it makes it a little bit easier to talk if you're thinking about one person, but that is exclusive. You do not want to exclude a huge part of your audience. We want to be inclusive.

So there's a whole methodology I have to get clear on the ideal client more based on their psychology and their psychographics more than demographics. And that is really the beauty of finding the sweet spot and finding who your true ideal client is. Because your branding should speak directly to your next level clients not who you've been serving up until now. How many times have you maybe had a client and you're like, oh, I can't handle this person, right? That means you're outgrowing your brand. And it doesn't mean that you don't, you dislike them as a human, but they're just not the type of client maybe that you'd wanna be working with. Or maybe you are getting perfect fit clients, but you want way more of them, right? So.

We want to think about who are you calling in and how do they need to feel when they encounter your brand. That is the beauty of ideal client alignment. And then number five, visual identity is important. And we do do that at your legacy brand. I have a small boutique agency where we have a designer, developer, copywriters, all of the things. And we make a lot of beautiful brands. You can check those out on our website.

However, that is the aftermath of doing all of the foundational pieces first. Right? I always say it's the icing on the cake because if you're not clear in your messaging, your brand foundation, your signature framework, your offers, your ideal clients, how are you going to create a visual brand that speaks to all of that? You're not. You're just going to make something that looks pretty but doesn't actually mean anything.

So once the strategy is set, then you update your brand visuals, logos, colors, website, et cetera, so they match your new powerful foundation. So as we wrap up today, if you are considering a rebrand or you're just feeling misaligned with your brand, and maybe you love your visuals, but the messaging isn't working, I invite you to join me in the up brand clarity workshop series. This is where we're gonna dig into your messaging, your brand strategy and positioning, so you can begin to confidently create or refresh a brand that fully aligns with your next level vision. And the truth is the world is a crazy place right now. And unfortunately, I see more and more people giving up. Really what we need to be doing is doubling down and reclarifying who we're serving so we can make more of an impact because the world needs us right now. It needs you right now to step up as the leader you are and help guide others. So I have a mission statement in the business for your legacy brand of course which is to help people make their message a movement but my personal mission statement is to be a light and show others that it's possible, that success is possible, that loving your life is possible. You know, we all have hard days. I've been through a lot just like you have, I'm sure.

But ultimately, we're here to be a light in the world and to provide that light to others. So if you're ready to do that in the next level and truly be a leader, go ahead and check out in the show notes. There's a link to the page to sign up and it is a \$97 workshop. It's actually worth way more than that. But because you're listening here today, I want to gift it to you for just \$7 because that is, like I said, I want to help as many people as possible make their message a movement my ripple effect becomes your ripple effect and that goes out into the world. So use the code legacy. We'll also put that down below in the show notes. Legacy all caps when you're checking out that will bring it down to seven dollars and I can't wait to work with you and

workshop with you live. So sign up let's get you set up for branding success and business success in the future and until next week.

Keep creating your legacy and we'll 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 Tiffany Newman, creative. 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?