

## S2: E118: From Business Owner to Thought Leader

Hey there and welcome back. Today's episode is a deeply personal episode because on this very day, March 4th in 2018, I was lying in a hospital bed, completely unaware that my life was about to change forever. I had been having terrible back pain for weeks, but like many of us who pride ourselves on being high achievers, I ignored it.

I pushed through, I told myself, it's fine, I can handle this. And I have a ridiculously high pain tolerance, something I later confirmed by giving natural childbirth. But by the time I finally dragged myself to the doctor, it was almost too late. I was on the brink of kidney failure and death. To this day, the doctors don't know why it happened. There was no explanation.

It came out of nowhere. But I know, it was my wake-up call. At the time I had left corporate, but instead of going all in on my own business like I had intended, I had taken a consulting job with a virtual and augmented reality company. They were cutting edge, it was fun, I loved the work, I really loved the people, but deep down I knew it was an excuse.

I was avoiding stepping fully into my purpose. And so God, or maybe you call it the universe, gave me no choice but to listen. I was literally laid flat on my back so I could finally see the truth. And that's when it all changed. I promised myself to go all in on my business, and I did shortly after recovering from the experience.

So today, as I revisit this experience from my own life, I wanna turn it over to you. What's the big dream you've been holding back on? Maybe it's writing the book, maybe it's launching the podcast, maybe it's stepping onto bigger stages, or maybe you've already taken the leap, but your brand, the way you're showing up, isn't truly reflecting that next level version of you.

If any of this is hitting home for you, I want you to take a deep breath and really sit with this question. If not now, when? Because what I know for sure is we will get nudges upon nudges. And if we don't listen, we will eventually get a major wake-up call like I did. Maybe you won't end up in a hospital bed, but... you're going to get bigger and bigger nudges. I've learned now to take action on the little nudges to avoid the major events. Joseph Campbell once said, if the path before you is clear, you're probably on someone else's path. That line hits, doesn't it?

Because if things feel predictable, if you're following what's comfortable, you're likely not on the path you were truly meant for. And let's get even more real for a second. The world feels tenuous right now. There's no doubting that. There's a lot of fear, uncertainty, and noise. And I've heard more and more people leaning back in their business because they're afraid of what's to come. And I get it. But here's the thing. That should actually encourage us even more to get our work out into the world. Because the world doesn't need more fear, it needs your voice which is why I love this quote. Do not let my ears be deaf to all the hymns of gratitude that the world is singing under the sound of fear. We need to be a light in the world during this time.

There is still so much good that's not being shown all over the news. So much opportunity, so many people waiting for your message. The question is, will you answer the call? If you've been holding yourself back, today I want to share three powerful ways that you can move forward, because we all get stuck from time to time. And believe me, I've been there plenty of times myself. And so I really felt called to share this message today, whether it helps one person listening, or it helps a ton of people listening.

And ultimately, I hope it creates a ripple effect because if it helps five people and you get your message out, that's going to affect a whole nother handful, maybe even hundreds or thousands of people, right? So the first powerful way to move forward, if you've been called to something bigger and you're feeling stuck,

or maybe you're in freeze flight, one of those three, is to think about taking a clarity check. Take an honest look at what's been stopping you. Is it fear of failure? Fear of being seen? Perfectionism? Identifying the block is step one. And if you're not clear on that,

Find a trusted guide to help you through it. There's so many amazing coaches out there. And little known fact, I mentioned that I do NLP work. I've been doing tons of breakthrough sessions for clients and actually non-clients too lately because a lot of people are finding themselves a little bit frozen on how to move forward.

Typically though, I found that most people actually are aware of the blocks. They're just not sure how to move through them.

Now, maybe you already know the block, that's not a big deal, you just don't know how to take action. That's super common too. So step two is commit to taking one bold step. Whether it's finally launching the thing, reaching out for that speaking gig, or simply declaring your vision out loud, commit to one courageous action today. I was actually on a call today with a client who was feeling a little bit of this frozen energy and we decided her first step could be to simply set the date for an event because she wasn't clear on what the offer should be. In rebranding her business, she's creating new offers, she has so many ideas and Part of it is that feeling of overwhelm of when you have so many ideas how to take the first step. So we have to take action and then the clarity will follow. Then the next right step will unfold. The next right step will unfold. And then last, I'm a little biased, but of course, you know, I'm going to say brand alignment because of course we're talking about branding here ultimately.

If you've already made a leap, maybe you've already committed to some bold steps, ask yourself, does my brand truly reflect where I'm going? Or is it still playing a little small? And of course, if the answer is the latter, I can help with that. Because so many people come to me and to my team when they're stepping into their next level. They're ready to go from business owner to thought leader, from solopreneur to CEO, but they don't quite know how to position themselves in a way that really reflects their full expertise and not just where they're at now, but where they're heading. So you've probably heard me say this before because it's one of my famous phrases is, We help you look at where the vision is you're going and reverse engineer it.

So you have a brand that you evolve and grow into because when you do that, you will manifest that vision so much faster. It will be more effortless, full of ease, and you can evolve and shift without reinventing the wheel every time that you make a tweak in your brand and business.

And this is where I really help people by positioning them as a category of one brand. So they stand out from the noise and install what I call a brand operating system into their business. This is a strategic foundation that catapults them into true thought leadership. And it takes so much weight and pressure off their shoulders because they have a path to follow. They have something that a team can help execute.

And one game-changing element that we work on with all of our branding clients is developing their signature framework or method. This is the missing element that provides context for their work and makes them stand out as the leader in their industry. One example of this is my client Chen Chao and her Unearthed Way framework.

This is also the title of her upcoming book, which is a memoir. She's the founder of RealSpace, where she helps corporations with team and executive coaching. But she also has an incredible, very moving, and powerful personal story. So we wove both of those things into her brand. We took all of her background, expertise, and blended it into one cohesive brand operating system under the unearthed way which is also the name of her upcoming signature program.

This is what Chanchal had to say about her new brand operating system.

*So I have worked with Tiffany for a little while now. I worked with her on my branding for my overall coaching business. And just as she said, you can't see the message from inside the bottle. I found that to be very true with her. Her process was a lot of fun. It had me reflect on things that I don't think I would have if I hadn't been working with her. And she was able to sort of pick out all the different things that we spoke about and really capture my message beautifully so that when people speak to me and they see my website they see my offerings, everything seems aligned. And people aren't really confused about what I do and who I am and what I offer. So I loved that. And now I'm writing a book. And I've been able to work with her again on looking at what my book is and my message and my book cover. And it's not just the colors and the fonts and all that, although she does that beautifully as well. It's been that message. And again, she's finding the essence of my book and the message of my business. and tying it together seamlessly. I've worked with a lot of branding experts in the past. And while there's been good things about everyone I've worked with, honestly, there's just a way that works with her where the message just starts to pop out of the page and really, I think, start to speak to your customers. And that's the thing I love about Tiffany. She makes it super easy, super clear. And honestly, if I ever needed branding again, I would always come back to her. And she's someone that I highly recommend, regardless of what your business is.*

Similarly, my client Jessica, known as the seven figure consultant, recently launched her book, Too Much. Like Chanchal, she already had an established business, but wasn't sure how to

integrate her book into her brand cohesively. So I helped her up-level her brand, tie in the book, and developed her signature seven figure consultant journey framework along with messaging that blended her genius with the book's concept, culminating in the tagline, step up and own your ambition without apology.

Here's Jessica's feedback about our work together.

*So I actually had working with Tiffany on my vision board for some time before we started working together. I didn't change my web copy for nine years and I knew that it was long overdue, but I also wanted to wait until it felt like my brand had kind of organically got to a place where it made sense to anchor it down and capture it in words and change the visuals and make it all make sense. So when I was ready to do that I reached out to Tiffany. And it was an exciting time because my book was kind of under development as well. So we created this new brand, which was really a process of documenting what had already come there, but with Tiffany adding in her insight and sort of really capturing things in a way that we had never quite done before. And it was really exciting going through that with the book as well, because we wanted to weave the book into the existing brand. but up level everything. So it felt like everything really fit together. I really appreciated Tiffany's expertise and her experience in designing high level luxury brands. I knew that she was a very safe pair of hands for this project. We are so thrilled with the result. It's been such a great experience working with her.*

These are just a few examples of business owners who went from simply CEO to thought leader by using my legacy brand method. Truly ensuring that they walk away with a brand operating system and a clear strategy to make their dream vision a reality. Now these examples are women who are stepping into authorship, but as I mentioned earlier, it may be that you're starting a podcast brand new program. Maybe you're just stepping into a business after being in the corporate world for years and having that expertise.

Whatever that is for you, if you're truly ready to step into your vision, to walk your talk and embody the author, speaker, thought leader you know you're meant to be, my famous brand clarity workshop series starts next week. This is where I'll be walking you step by step through a process that shows you exactly how to make your message a movement without relying on social media and outdated bro marketing tactics that don't work.

We meet Monday, Wednesday, and Friday, each for 90 minutes. It's best to come live because I'm literally workshoping with you on the call, and everyone on the call, if they ask for it, gets feedback. But there will be replays if you're not able to make it live, because I know you're a busy entrepreneur. And this is not your typical quick workshop where someone talks at you. These are deep trainings.

I typically reserve for my clients and actually doing the work. So in this three day workshop series, we'll dive deep into your business to redefine the way you approach your messaging, marketing, and even sales, which are the most important core elements in your brand operating

system. Now, of course, in three days, we can't completely do your rebrand, but we're gonna really dive into the top three categories, which is gaining clarity on your vision and the core of your brand operating system. And this is really focused on defining your purpose, your brand purpose.

Day two, we're going to talk about understanding your people, crafting a bridge belief and developing a clear understanding of your ideal client in a way that you've probably never looked at it before. This specifically is a game changer for all of my clients. And then last but not least, on day three, we're going to perfect your pitch. Not necessarily the sales pitch, but developing the concept for compelling aligned lead magnet that effectively will pitch your brand to the ideal audience. Really ensuring that they take action on what you have to offer.

So. If you come, you'll be ready to better showcase your expertise, engage your audience more meaningfully, and boost your conversion rates. If this speaks to you, I invite you to check out all of the details and sign up via the link in the show notes. The value is \$1,197, but the investment is just \$97 because I truly want to help as many people as possible make their message a movement.

And because you're a loyal listener, I'm going to gift it to you for just \$7 because you've taken the time. You're here today. You've listened to me. And if this speaks to you, I want to give you a gift. If you know me, gifts are my love language, so I can't help myself. All my clients know I love giving gifts. So sign up today. We'll dive in next week, Monday, and let's make your message a movement. And until...

Next time, keep creating your legacy. Hope to see you there.