

S2: E119: The Art of Brand Magic

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. Welcome back. I'm super pumped about today's episode, which is all about magic. The kind that unfolds when you build a business in complete alignment with who you truly are. Because the more I lean into my own brand vision over time, the more magic reveals itself. To the point that my new mantra lately has been, you can't make this shit up. Now before you have a conniption, and I don't think most of you will because you wouldn't be listening to me if you weren't comfortable with the word shit.

I did want to call out that I normally don't swear on the podcast. I do in real life sometimes. However, when things continue to unfold in ways you can't explain, I think it calls for it. So one of the challenges that I've been giving my clients over the years truly, but especially lately has been to be just so authentic really peeling the layers off ourselves, pulling off any masks that most of the time we don't even realize are there. And I've been doing that right along with them. Of course, I always feel like I've been authentic over the years. And the more work that we do, right, as entrepreneurs, the self-development, all of the work that goes along with it, the more we realize that maybe, hmm.

Maybe there are things that I'm not sharing. Maybe there are things holding me back in sense. Like I didn't share until last week that I was NLP certified because I was honestly afraid of how that would be taken. And I've received so many messages from many of you. Emails came in, people messaging me, like past clients like, oh, now I know why it was so magical working with you. Or that just makes me want to work with you more or thank you for sharing that. I've been afraid to share something that I do behind the scenes and now I feel comfortable that I can share that. So part of the reason I feel a tiny bit nervous about this episode is, you know, the world is an interesting place and it always has been and it always will be. And there's such a dichotomy right now. There's a group of people that really believe we're going into the dark ages and there's a group of people that believe that we're going into the golden age.

And maybe we're somewhere in between. And that's not what this episode is about. But I know there are people struggling. I know that I'm blessed in some ways that other people aren't. And I've been in spaces and places that have been dark. And I didn't come from money. I've built this business. It's not been easy. So I say that with context for I'm not being toxically positive during this episode. This comes from a place of truly finding my own way for the magic to unfold. And some of you may be thinking, oh, we didn't need this context. You don't need to go into that. But I felt I did. And that's me being authentic. So if you don't like it, you can go listen to a different and I know because you're here that you want that authenticity for yourself. And so I've really challenged, like I said, not only my clients, but myself to step into it. So much so that I was on a call with a woman, one of my clients today who has a Stanford MBA.

She's smart as a whip. She is incredible. And she shared with me that she is also in modalities of energy healing and all these other beautiful things. And some of her Stanford classmates questioned her on like, what's the validity of this and why are you doing it? But she knew deep down that it was valid and that that work blended with her actual scientific work would make magic, right? And so we were having the conversation about this and I won't go into all of the details, but there's a lot of things that, you know, especially as women, but I think it affects men too of like the witch wound and things like that. And I by no means do not dabble in like black magic. I do not consider myself personally to be a witch or anything like that.

But unfortunately, when you go into the subtleties of psychology and NLP and energy healing, even though it's a proven fact that it works and the world is waking up to this, you can still be labeled a certain way. And For instance, I have a Christian client who started teaching yoga and got blasphemized for that, you know, so it can be on all these different levels. And so whatever you believe in.

I don't know, I just felt like going on that tangent before setting up this episode. So I would love to hear your thoughts on all of this. And if you are enjoying this type of conversation, I would love to talk about it more on the podcast. However, that's really not what this episode is about specifically. What this episode is about is the magic. And I'll get into some stories later what's been unfolding.

And there's so many things that I can't talk about all of them. But that's exactly what I want for all of my clients and for you too, a business built on ease flow and alignment. One that's fun specifically despite any circumstances in the world. And before I dive in fully, I want to share something that one of my clients, Tina recently posted in our legacy brand foundations group chat. Take a listen.

Tiffany, Tiffany, your nickname should be Epiphany. I've had epiphany after epiphany going through your legacy brand foundations course.

You are so clear. You are so sincere. I can feel a tear running down my cheek. I no longer feel weak. I feel strong and I'm ready to bring my brand on. That was just the download on the spot. Oh, I'm so inspired. Thank you.

Tina was compelled to share this, I believe, she actually didn't give me a specific reason other than she was compelled to share it, because like so many clients, she's seeing the magic unfold in real time as she starts to align with her brand and steps fully into her power. And before I share some of my own magical stories, like I promised, I want to first talk about a powerful concept, which is the idea that the magic you are looking for is actually in the work you are avoiding. I wanna say that again because it's so powerful. The magic you are looking for is in the work you are avoiding. Because magic happens when you step into your power. Like the universal law as above, so below, your outer reality begins to shift when you have full clarity on your brand and message.

Confidence soars, opportunities flow, things happen you can't even explain. Your reality aligns effortlessly with your vision. And let's get real for a second again. Most entrepreneurs struggle because they are stuck in a loop of indecision. Constantly tweaking their brand, their messaging, their strategy, waiting for the perfect time to show up.

And that waiting, that's resistance. That is fear in disguise. And the truth is, you can only focus on love or fear, not both at the same time. And our world is 100% focused on fear, the majority of the time. We need to pull ourselves out of that in order to experience the magic.

Another example of this is last week, an amazing woman booked a call with me and she admitted she was ready to close down her business. She was exhausted, burnt out, stuck in the masculine hustle culture, pushing, forcing and disconnected from the work she truly loves and she was called to do. I won't get into the details, but when she told me that I almost was in disbelief because her work sounds so incredible and I could tell she was so good at what she does. And it's not her fault. Like I said, she's amazing at her craft and she's had some success in her business, but the joy was no longer there. She couldn't imagine not helping people, but she was feeling tired and defeated.

After just 30 minutes together on the call, which was a clarity call, she was seeing her business through a new lens. The joy started to seep back in. She saw that with a brand operating system in place and simply restructuring her offers, she wouldn't have to hustle to succeed. She could realign, refine, and finally build the business and life that she envisions. So I can't wait to start working with her soon.

And that's the shift we're being called into in 2025, I truly believe. Unlike last year where urgency dictated so many decisions, this year is all about discernment. It's about moving with wisdom and stepping into your true calling. This is the time to recognize and own your worth, your value to trust your inner guidance over the noise. Because the world needs your work now more than ever. So today I feel called to remind you of your power.

When you take the time to build the brand and business you are truly called to, you enter a magical flow of opportunity. Not by ignoring reality or engaging in toxic positivity, but by staying grounded and becoming the light for those who need you most. Branding, especially rebranding, asks us to slow down to speed up to center ourselves, reclaim our power, and show up as the leaders we were meant to be. So, before we dive deeper into more examples, I want to gift you three ways to invite more magic into your brand and business.

The first thing that you can do is do a clarity exercise. Take a few moments today and journal on what you've been resisting in your business. What have you been hesitating to take action on? What part of your brand do you know needs your attention, but maybe you've been avoiding? As I always say, awareness is the first step to transformation. Next up, Think about an energetic shift. This is one of the unseen parts of branding that people don't talk about. Because if your energy is off, people are going to feel that. So you can have the most beautiful brand images. You can have the best messaging. But if your energy is off, like can't attract like.

So choose one action today that aligns with your vision. Maybe it's sharing a message that's been on your heart. Maybe like I shared today and I was a little bit nervous to share it. Maybe it's reaching out to a dream collaboration partner because when you take a lined action, the universe responds in kind. And last,

Create what I call a magic tracker. Pay attention to the synchronicities. Keep notes in your phone or journal of moments that feel too perfectly timed to be a coincidence. Whatever your beliefs are, I truly believe that this is God orchestrating for me. Some of you may feel like it's more of a scientific phenomenon, and I'm not here to judge your beliefs.

But the more you acknowledge and appreciate what I call the magic, the more it shows up in your life and your business. This has been such a game changer for me personally. I can't even describe the difference in my life from a few years ago till now and the ease and flow that I've been working with. And the more I recognize the synchronization of life unfolding, the more magical it gets. Not to say that we're not going to have dark times, but even during those dark times, you still have a sense of hope and that the magic is there waiting around the corner.

And in alignment with this, I always trust that clients arrive in divine timing. I never forced the work on anyone. I'm NLP certified, as I mentioned, and they teach you how to make sales basically strategically and what I call manipulation. And I refuse to do it. I will use it in other ways to help people create magical breakthroughs to live the life that they want to live. But forcing work on anyone who's not ready or isn't excited about it just doesn't land with me.

And so focusing on that divine timing, it never fails that it's always the exact right time when somebody is ready to bust through their upper limits, release a powerful book or podcast into the world, step onto bigger stages, or simply step into their next level as a business owner and CEO. The magic, it's already in motion. You just have to trust it.

For example, my client Shannon recently did a VIP day with me. She came in feeling overwhelmed by the complexity of her launch strategy. Together we reworked everything to be simple, repeatable and effective without a heavy lift. Because launching is part of your brand strategy. She just completed her first launch with the new strategy and not only did she probably quadruple her signups. I don't have the exact numbers, so I just want to be transparent about that, but massive numbers compared to where it used to be. She also increased show up rates and had more enrollments for her membership than ever before. I'll be having her on the podcast soon to share more about her magical experience and how this shift along with reworking her message and legacy brand foundations completely transformed her brand and business. Okay, so now let's talk about my magical story that recently happened. One of my clients, Krisha, is an intuitive coach and she does card readings. And I've never really been into oracle cards or anything like that in the past, but I've been because I've been working with her and she's amazing at what she does.

She had pulled a card for me and it was amazing how accurate it was. But what happened next was even more surreal. Another client and friend of mine, Danielle, who came to my recent Make Your Message a Movement retreat where I help women craft their signature stories from stage, she flew across the world to be there. So she's super smart and since she was already in the US, she decided to hold a one-day event the day before for some of her US clients. She rented this really eclectic Airbnb and she invited me to join in since she knew I would be in town. I was kind of exhausted for my travels and I wanted to rest a little bit because I knew I had my event the following day. And so I got there early and she was like, hey, just take a pause. Why don't you go lay down in one of the bedrooms so you can get fit a little nap in? Well, I thought it was a good idea, but I'm...

Honestly, not a napper. So go upstairs looked around and I noticed that one of the bedrooms was peacock blue, which is my brand's main color, my favorite color. I was very drawn to this room for some odd reason. And of course I was laying on the bed, couldn't sleep. So I was looking around the room and for some reason I felt drawn to look inside the closet. And the funny thing was there was all these stacks of Oracle decks and different games and books and I think just things to keep occupied while they stayed there. So something nudged me to pull a card.

So I kind of rifled my fingers over the stack of cards, grabbed one without really looking at it, pulled out the cards, shuffled, pulled out a card. My jaw dropped. It was the exact same card that Creesha had pulled for me just one week earlier. What are the odds of that? Probably a trillion to one? I don't know. I'm not a statistician, but the fact that it was even the same deck, the fact that it was the exact same card, you can't make this shit up, right? But it gets even better. Later that night, I arrived at the hotel where I was hosting my retreat, and I was telling this story to some of my clients that I met down in the lobby. We did a little meetup, getting ready for the next day, super excited and I was telling them the story and they're like, that is so magical. Yes it is. So I asked for the key to the room there I would be hosting my event in the next day.

The first day I don't have a lot of setups, so I didn't need to do much, but I needed to set up a few things. I walked down unlock the door and guess what was the name of the room? The name of the room was literally magic. Now these are just tiny examples of what unfolds when you fully live your brand and live your life through the lens of experimentation, curiosity, expecting miracles.

Not just for me, but for my clients too. The thing is, what I haven't shared very often is inviting in magic is a core part of the legacy brand method. This isn't something that you get with any other branding method. I don't just help you create a brand. I help you install that brand operating system. You've probably heard me talk about before that aligns you with your highest self and your highest vision. It's not about the fonts or the colors. It's about tapping into your power, amplifying your message, and stepping into success more effortlessly. So if you're ready to build your brand your way, stop watching what everybody else is doing. Stop chasing the shiny objects.

Stop thinking you have to follow a certain path that somebody else told you worked for them. If you're ready to step into full alignment with who you truly are and invite in the magic, I have great news for you. It's not too late to join the Your Legacy Brand workshop series where we're talking all about how to make your message a movement without relying on social media.

Even if you're just hearing about it now, you get lifetime access to the workshop itself, so you can easily catch up and implement everything at your own pace if you can't make it live. Because the truth is, this podcast is released on a Tuesday and we started yesterday. But you can still sign up, jump in tomorrow, jump in later, and start making magic in your brand.

You can learn more by clicking the link in the show notes. And until next time, keep creating your legacy and let the magic unfold. And one last little thing, if this really resonated with you, please connect with me on LinkedIn or just shoot me an email, tiff Put that in the show notes as well. And I'd love to hear because...

As I step into my truth and really guide my clients to do the same, I'd love to hear how it resonates with you. Have a beautiful rest of your day 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 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?