

S2: E120: Why Now is the Time to Make Your Message a Movement

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's episode is a big one because the doors to Legacy Brand Foundations are officially open. So we're going to be talking about why now is the time to make your message a movement and I'm going to be giving a lot of amazing actionable takeaways that you can implement today, as well as we're going to hear from some of my clients who had incredible results, not only after going through the program, but during the program.

If you're not familiar, Legacy Brand Foundations is the program that has helped hundreds of entrepreneurs clarify their message, position themselves as a category of one and create a brand operating system that leads to more impact, so much more revenue, profit, and ease in their business and before I dive into what's inside, I really want to talk about the fact that this is not a typical course with hundreds of people in it.

I've been running it for five years and so the hundreds of people that have gone through it are handful of people at a time. We typically don't have any more than 20 people going through it at any one given time because I personally am doing it with you. I give every person if they request, it feedback along the way I guide you through the process and so I want to make this clear it's not one of those programs that there's thousands of people in and you're like a fly on the wall and now I want to talk about, like I said earlier, why now is the time to shift your message from simple marketing into a movement? And then we'll get into what are the elements of a movement making message. So you know what those elements actually are.

So we can just look around at the world right now and It's quite sad, right? There's more division than ever. There's more uncertainty than ever. And I just want to acknowledge that. I'm not going to be toxically positive and say like, it's all fine and da da da. But the thing is, that's actually why we need to be leaning into our brands and our businesses more than ever. I actually had a colleague reach out recently and she's like, "Do you want to have a call?" She's like, I noticed that you're still posting and you're still online. And she's like, I've really been hesitating because I don't know what to say. I don't know if I should be talking about what's going on. And I don't know if I shouldn't be talking about what's going on. I don't know what to

talk about. I feel weird trying to talk about my work. And I was like, I get it. It is a weird time. And that's why those of us who are here to make an impact in the world need to be speaking up now more than ever. Now I personally don't share all my political views and go into that online because it just creates more division and that's not what I'm here for. I'm here to make a ripple effect and help other people make their message of movement, whether that's 50 people at a time or 5 million people at a time.

And so when I first came into this space and I thought, well, How can I make a difference? I just do branding. Like that's not doing anything. But then I realized the more people that I help make their message a movement, the more people they're going to reach. And I work with incredible humans who are changing lives through coaching, through so many different avenues, through services like accounting, through, you know, speaking, through book writing, all of the things. And the truth is no politician is going to come and save us. No religion is going to come and save us. No one is coming to save us. And so I truly believe that us as entrepreneurs, we are the fabric of the world, not even just the United States. We're the ones who are creating new ideas and new ways of thinking and being and doing and having and shifting the way and the results that people are getting. And so the more people I can help do that, the better. And the more people you can help do that, the better. And the way to do that is to make your message a movement, to stop throwing spaghetti at the wall, to stop trying harder.

So based on that and why now is the time to actually lean in and serve on a deeper level than ever before, I want to talk to you about the three layers of a movement making message. So obviously this is your invitation to join us in Legacy Brand Foundations. There's, I'm not going to surprise you at the end of this episode and I want you to walk away with a clear understanding even if you choose not to step into the container or maybe I have a lot of past clients listening and you've already gone through legacy brand foundations this is a great episode to listen to of like oh yeah like I can dive back into my brand manual and I can revive You know what I went through in the program, even though you're already using it every single day. So the first thing that I want you to think about when you want to make your message a movement is what you're saying. Now, clarity is everything because a vague, confusing message will never cut through the noise. You need precise, compelling language that instantly resonates with your audience.

And yes, this might seem obvious, but I see so many business owners fumbling with how to explain their work, especially if it's slightly spiritual or if it's not commonplace, like say accounting. That can be a really big issue. Or if it is accounting or you're a brand strategist like me, how do you stand out from everyone else? The language might be fairly simple.

But it's not easy to have a category of one brand that sounds unique and really positions you as a thought leader. And it's common that people struggle with their message because as I always say, you can't see the label from inside the bottle. It's really hard to have an objective view about your business, your brand, your offers, your naming conventions, everything in your brand ecosystem which is why I serve as a mirror for my clients to reveal their essence and their genius in a succinct and compelling way. It's also why I tell people they should never create

their messaging in a silo alone. And it's also why I say you should never use AI to create your brand foundation and your messaging because it's simply scraping the internet. And we'll talk a little bit more about that in a few minutes.

The beauty of legacy brand foundations and the beauty of making your message a movement is that you also have colleagues that serve as market research during the process. Big brands like brands I used to work with in the corporate world like Adidas, Stolivodka, and Burt's Bees would spend millions on market research every year. But you receive it as part of the package when we work together.

Now again, like I said, this is not a course, it's a done with you program. So I will be working hand in hand and actually giving you feedback and advice and helping you craft your message. And you'll be sharing it within the group. So people can say that makes so much sense. I would sign up with you tomorrow or no, it's really not cutting it. I don't understand what you're saying. And you need that honest feedback to make your message a movement. And the beauty is the community oftentimes ends up working together. People find clients, people partner with each other, and you make lifelong connections.

The second layer of making your message a movement. And I like to think of layers instead of components because they really do kind of layer on top of each other. So number one, like we talked about is what you say. Next is how you say it. Because did you know that only 15 % of how you are showing up and how people react to what you're saying? is actually based on the language and the words that you're saying. That is mind blowing. If I say something to you right now, only 15 % is actually based on the words. So the words are so important because there's only 15 % that people are going to focus on. But the other 85 % right now you're not getting all of it because you're not seeing me.

But if you're literally talking on zoom on a sales call, on a workshop, people are also looking at your tone, your timbre, how you're showing up, your facial expressions, your body movements. Well, why does that matter? Cause we're talking about your message, which is the language, right? Which is the first layer and the most important, but your energy and your confidence matter just as much as the words themselves. If you don't believe in your message, no one else will. And that's why the what is first, because once you get clarity, your confidence will soar. And that's when you truly become magnetic. So you also get to practice in the group saying it out loud and practice how you're saying it. And the last piece is why it matters. This is what takes a message from simple plain old marketing into a movement. It's not just about what you do, how you do it. It's about why it matters and how it connects to a bigger vision. You've probably heard about Simon Sinek's favorite TEDx talk, The Power of How. Well, there's a reason it became so famous. Yes, Simon is incredible, but the whole idea around why does matter especially in the world we're living in today. Audiences are more careful about what and who they invest in, and they are willing to invest for the help they need still. But they need to know why you are passionate about your work and know that they can fully trust you. Because the world is more sophisticated now. We all know what marketing is. So that's where you need to show up and be transparent. I always am transparent because people can see and feel right through that, right?

And you really need to weave the message of why in, especially in the online space. So many of us have invested in courses or people that we really believed could help us, but it was only because the marketing was good. And so this is where I only work with heart-centered, amazing, mission-driven entrepreneurs that I know are not only going to, if I help them craft their message into a movement, they're going to back it up with value and heart and soul. And that is so important to me because, again, there's a lot of people that don't necessarily do that. And I think we've all been there, done that, where we invested in something and then we didn't get what we were expecting or what was promised and...

That's frustrating. And then it's hard to know what to trust in the future. And so that's why I help everyone who walks through the program and that I help create a category of one brand ensure that we focus on the why and that so people will truly understand and want to work with them.

For example, my client, Catherine, a financial coach and accountant, we developed her money storytelling brand operating system, which helps clients rewrite their financial narratives to create lasting wealth. So I want you to go ahead and have a listen to what Katherine had to say about our branding experience when she went through Legacy Brand Foundations and how she made way more than the investment back during the program.

But at the time I really struggled, I did not have the language for it, was really having a hard time even just naming what it is that I do. This is pre-money storytelling. I was just working on my first framework and I didn't even know what that was called. It was just the framework of how money is more effective. Like what? And I knew that this paid off when I was about halfway through and we had just done a session like where we would work on like naming all the different pieces and parts. And I come up with a name for my framework. And then I helped me clarify all the different steps and what it is people were getting. And that week I closed like \$30,000 at work, like the work just from like naming it and figuring out like, oh, these are all the pieces. And then I just was like in failed felt talking about it. And every single person was like, yes, full price, full package, go, go, go, And I was like, okay.

You see inside legacy brand foundations, we go deep into those three layers of movement making, message and so much more. We refine your message so that it doesn't just communicate what you do, but it positions you as the go-to expert in your field. So when the words come out of your mouth and you can stand and talk about it confidently, you are seen as the go-to expert. We ensure that your brand resonates at a deeper level, attracts the right people, and naturally creates demand. And the cool thing is, that recording from Katherine was five years ago, right after she went through the program. The way that she's evolved and expanded since then has been phenomenal. She's also added two children to her business and her life, mostly, not her business. And in that time, she wanted to work way, way less. And the beauty is with her brand operating system in place, things are functioning behind the scenes. She no longer has to think about what she's gonna say or how she's gonna say it. So she has saved so much money, time and effort in the long run, in the last five years. No more investing in shiny objects, really just focused on implementing, engaging and then serving people. Also like me, she's not really on social media.

So this can work whether you want to impact millions and be on social media and be all over the place, some people actually enjoy that and that's amazing too. I have plenty of clients who are doing that. Or if you like being social media optional like myself, this methodology allows you to not have to be dancing on TikTok all the time. So next up, I want to talk briefly about the three biggest mistakes that I see business owners engaging in that really is hurting their brand. Because if you resonate with any of these or all of these, this is again, really time to think about making your message a movement because it will shift everything. If you've been feeling any fear around business or not sure how to continue or not sure what offers you're doing or just not sure about anything really, this process really helps you refine and get confident and getting the message and getting the entire framework down. And that works for people who've been in business for 20 years all the way to people who just have started their business in the last year.

My client Shannon actually had her business for 20 years and she increased her revenue just in the last two months. She's made as much as she did in all of last year. And she was like, this is what I needed. The whole 20 years of business. And now that I finally have it, I'm finally taking off. And it just hurts me so much to see people who've spent 20 years in business without seeing the results that they've always dreamed of.

So once you know these mistakes, you can change it. And that's the biggest thing. Awareness is the first step, right? And I share these too, not to put shade or shame on anyone, but so you can recognize it if it is you. And whether we work together or not, you can start to step into changes that can lead you in the right direction.

Because I know if you're here today, you are meant to make your message a movement. You're meant to serve people on a higher level. You are meant for more. You're meant for the joy and the peace and the money that you deserve. And the thing is, is right now it can feel a little bit guilty to want all that with everything that's happening in the world. But the truth is we need more women, especially, but know, heart-centered men as well to have the money in our pockets to be able to serve and shift and make the changes on planet Earth.

So if you are constantly tweaking but never launching, if you're endlessly perfecting your message but never actually putting it out there, you're delaying your success. This is common both with newer business owners who hesitate because they want everything to be perfect before they go all in, but also with seasoned entrepreneurs who've been in business for years but they haven't taken the time to revisit and uplevel their message. So they might still be launching, but they're not seeing the results. And oftentimes, like Shannon that I mentioned earlier, it's simply because what used to work is no longer working. The world is shifting so quickly that we can't even keep up. And so we need a process when we can... fine tune and revisit our messaging and measure it and say, it working and shift it when needed. And sometimes that's a major overhaul and sometimes that's minor tweaks that make all the difference.

So if any of that resonates to you, again, I want you to know that it is so, so common because we build the plane as we fly it as entrepreneurs, right? And we want things to be perfect. But the truth is, we need to look at progress over perfection. We need to look at feedback over failure.

Next up is following trends instead of owning your genius. And you might say, oh, I hate trends. I don't follow trends. I don't either. However, oftentimes that's subconsciously without even realizing it. And as we know, the most powerful brands never chase trends. They create trends by fully owning their unique gifts and perspectives.

Because gone are the days of a one size fits all approach to messaging and marketing. Gone are the days of bro marketing and Becky marketing. To truly stand out, we need to lean into our individual genius. And this is the only way to become magnetic in the current marketplace. Now you, like I said, may be saying, well, I don't follow trends, but do you? This is where AI comes in.

Because if you're utilizing AI to make your social posts or your emails, in a sense, you're following trends because AI scrapes the internet and it regurgitates what's already out there. And it regurgitates the most popular information. So have you seen like summits or podcasts or naming conventions for offers of like create her or, you know, own her ship, that type of thing?

Like you'll start to see patterns and you can tell that people are using AI. So that is one way that you may be following trends or you may hire a coach or a mentor that is like, well, this is what worked for me and you need to do it too. Or the, this is the way that I do ads. I've, don't do ads, so I wouldn't know this, but, and so that's way you need to do it. I truly don't think that we should ever be copying people or using the same tactics as anyone else. Now, if their business is similar and it just feels like the right energy and it feels the right way, do it. But when people are selling you something and like, this is the way to do it, this is what works, nine out of 10 times it worked for them, but it's not necessarily going to work for you, which is why every single one of my clients, we completely do custom work for nothing is ever the same. The way I walk them through it is the same, but none of the results are ever the same.

And then number three, the biggest mistake that I see business owners and entrepreneurs making is lacking a brand operating system. And this is my trademark system that I developed because so many entrepreneurs are lacking the solid foundation of a brand. Because without that solid brand foundation, every launch, every offer, every piece of content feels like you're starting from scratch. It feels like you're on a hamster wheel. It feels like you're just going in circles. But with a brand operating system in place, everything flows effortlessly. I first saw the gap in the corporate world when I was working with big brands who again were spending millions of dollars on campaigns, but they were starting from scratch every time, even though they were massive brands. By creating a cohesive ecosystem that can be maintained, you will save countless hours, dollars, and headaches for yourself and or your team or eventually a team over the years.

Even if you have just a VA. You can hand over your brand manual once we create your brand operating system and they can do most everything for you. It literally saves so much time and money in the future. The thing is, you can have a brand operating system even though you don't have millions to invest. And that's why I've created Legacy Brand Foundations. Now, as we wrap up today, you've probably heard the saying the definition of insanity is doing the same thing over and over and expecting different results, right? I'm pretty sure that was Einstein that said that yet. So many business owners say stuck in a loop, chasing shiny objects that promise instant success, whether it's the next hot social platform, the latest sales funnel hack or a coach or a course that promises to fix everything.

The truth is. Nothing will work if you don't have a solid brand foundation in place. You could put money into ads. If your messaging isn't on point, it's not going to work. You could have sales conversations. If you don't have a brand messaging system, you're not going to convert. Maybe you'll convert, but you're not going to convert nearly as easily or as often as you would once you get your brand operating system in place. So that was my client, Justine. Go ahead and take a listen to what she had to say about Legacy Brand Foundations.

Definitely a passion of mine. I never thought I would be talking about money for a living. And I absolutely love it. Prior to working with you and doing Legacy Brand Foundations, I had really hit a plateau in my business. For three years, I was consistently making the same revenue really kind of just spinning my wheels on what to offer to my audience and really was lacking a sense of direction. And it was through talking with one of my peers in the personal finance industry who said, I don't know if this is the right fit for you, but this amazing woman, Tiffany, is running a workshop and is talking all about messaging. And at the time I thought, well, I'm pretty clear on who I serve but it wasn't until I attended that virtual workshop and some sort of spark lit that I did not know was there. And my intuition said, this is the starting place for you for this year in order to scale. Cause really that was the vision for my business was scaling to the next level, not just revenue wise, but just really stepping into that CEO position and really owning that. That's where Legacy Brand Foundations kind of gave me the permission to think bigger, to take that vision beyond what I was seeing for myself and really thinking, oh my gosh, I've been thinking really small. This program helped me see bigger than that. I was the plane that was grounded and you were the runway to get me lifted off so that I could actually get some air and elevation. And so that's how I viewed Legacy Brand Foundations. And since then, think also one of the things too is hiring mentors and coaches to help me break through that plateau was the best thing that I could have done for my business. And I was really, as you were saying with personal finance, even with my business, I was hesitant to like let go of my business money and really invest in myself. And I'm so glad I took that leap because now it's coming back to me and I can see just that abundance and you've really helped me create that abundant mindset. think the mindset piece is huge.

Okay, I think the biggest takeaway for me really was any time that I'm talking about my business now, especially to people that I just met, it is so easy for me to explain what I do and who I serve. There's no hesitation on that. I recently went to a conference and was introducing myself

and my business and it was so succinct. It didn't take me three minutes to nail this down. It was like 20 seconds, here's what I do. And people were blown away by how just succinct I was. And they just were like,

That was amazing. Have you practiced that before? Yes, I have. have practiced this in my Legacy Brand Foundations cohort. And really, I think that's another takeaway, if I can share a second one, was not only being really clear and concise about how I'm talking about my business in person, also the value of the group that I was in really helped not only cheer me on, but give me valuable feedback.

We can't, and you said always like you can't see the label from inside the bottle. And because they were not part of the debt free millennials realm and I was so stuck inside, they could actually give me the outside perspective that I needed to help me continue to craft it so that it was really just the right and perfect messaging for my brand. That was so valuable. In fact, we're on an email thread now to kind of get together again virtually just to catch up, which is awesome. I find talking out loud, some of my, just where I'm at with my business is so nice just to verbalize and kind of talk things out loud. So if you are on the fence, I highly suggest booking an invitation call with you, with Tiffany so that you can kind of talk those things out loud and also listen to that intuition. If it feels like a full body, yes, that's how you know you're moving into the right direction. If it feels scary, but also a little exciting, that's how you know you're moving in the right direction. We won't know growth until we go into that unknown. So if this feels a little unknown, book that invitation call and talk things out loud. You never know what you're going to find.

As you can hear, not only did Justine get more value from anything she had ever invested in before, which I'm so humbled by, she finally stopped spinning and investing in a ton more shiny objects. She literally told me this was three years ago when she recorded this right after Legacy Brand Foundations. I followed up with her recently. She also just had a new baby, which is funny too because a lot of my clients are older and their children are grown, but these two ladies that are sharing today just happened to be a little bit younger and have had babies recently. And she said, not only does she not have more time, but she wanted to work less. And so she didn't want to be investing in all of these things that thought she would move the needle for her. And so she hasn't taken any programs or done any investments since Legacy Brand Foundations, except for one, which she really aligned with and she's been able to just focus on making profit, serving her clients and being with her baby. How beautiful is that? And that's why Legacy Brand Foundations exists. It's not a course. It's not a course that's going to sit on the shelf and gather dust. In fact, so far we've had a hundred percent completion rate, which is practically unheard of in the online space.

It's a proven system that positions you for long-term success. And I'm in the trenches with you, guiding you every step of the way, giving you feedback, reviewing your copy, reviewing your brand frameworks. And you get to go through the process alongside an incredible group of like-minded entrepreneurs. So as we wrap up, a few more quick things, because I get it.

Making an investment in your business can bring up hesitations and especially in the world we're living in right now. So I want to be very transparent about this and talk about a few things that might come up for you because they're very common. One is always, I don't have the time, right? But what if you put in some time now to have countless hours and years of frustration wiped away once and for all. That's what we can promise with Legacy Brand Foundations because again, once you get the clarity, you don't have to keep guessing and reinventing the wheel. Also, it's designed to be done at your own pace so you can go through it as quickly or as slowly as you need to. Plus, Like I said, the work you put in now will save you years of frustration and wasted effort. Maybe you're thinking, I don't do courses or I don't do group programs anymore. I hear you. And like I said, this is not a course. It's a program with live support, direct feedback from me, and a tight knit community. The reason a group is so powerful in this container because I hear you. I don't typically invest in group programs myself anymore either.

When you're earlier in your business, it's really advantageous. Sometimes as we proceed, it's like, I just don't want to be in the group. I don't have the time. Not only are the people amazing to network with, so many of them become each other's clients, become business besties, become partners. This is the feedback that you need during the process. The market research, it's built into the program and you get lifetime access. So as your brand evolves, you can always revisit and refine your message and you have access to me for the long haul. Now I can't promise, you know, I'm 43 to be super transparent. I 40 years from now may not have this program anymore. So we don't know what lifetime looks like, but I do not see shutting this down anytime soon.

It's my whole soul has been poured into this one program. It's the main thing that I offer. It's not going to wait anytime soon. So you literally have access to me on the monthly calls daily in heartbeat for the lifetime, which is also unheard of. The last piece is investment. And I get it. People are hesitating a little bit right now, more than normal. The thing is, now is the time, as I mentioned earlier, to lean in, to make your message a movement, to create a ripple effect, to create change. And one, you get the clarity and the confidence and the cohesion that this program offers. Like all of my clients that I've said earlier, also, if you are interested, there's a ton of people that share their success stories on the Legacy Brand Foundation's invitation page.

The investment is pennies compared to the long-term effects that it will have on your business. And I did that specifically. Actually used to be \$500 more. I cut \$500 off last year because I really want to get this in more people's hands and I really want to make my own ripple effect in the world. We also offer a really incredible payment plan, a six-month payment plan, even though you'll probably get through the program in around 12 weeks.

You can pay it off over six months. And we had our past clients consistently tell us that they made their investment back and more often during or within months of implementing what they learned. Like Catherine, you heard earlier, she made \$30,000 in one week after just the first three sections of the program, which is 10x the price of the program. You can't make this stuff up.

So. Having a brand operating system equals more balance and more impact. When you build your brand operating system by going through legacy brand foundations, you create a business that supports your life, not a life that supports your business. You get more time for what matters, family, creativity, and making an impact, more profit because your messaging and positioning attracts the right people more effortlessly and more ease because you shift into working in your zone of genius. And as you grow, you can outsource the rest. And let's not forget the power of community. You'll be surrounded by aligned mission-driven business owners who are all about collaboration and making the world a better place.

Oh my goodness. can't, I'm so happy about this process and how it helped me create the language of how they introduced myself. And what it really did for me was take what I already had in my head or what I was playing with and put it in a way that really spoke to me as a person and the work that I wanted to do. And that the process helped with that, because it was easy to do. Your process enabled us to do step-by-step really unfolding. How do we envision our lives? How do we envision the impact we want to make for people?

And then how do we start to break down what that looks like? What are the big ideas? What's the big transformational moment that you want your clients to have? And that process really enabled me to break down, okay, here's what I'm always striving for any client or any woman who encounters me to have when they meet me or when they go through my experience. So I just love how the process did it step by step.

And you don't see it until the very end where you're like, oh my God, mind blown, this is how it all came together. But I definitely believed what you always said, trust the process. And if you trust Tiffany's process, you are going to get the clarity and the ability to be able to speak how you transform lives in a succinct and powerful way.

I think with any brand, even with the work that I do, in order for you to really have the impact that you want, you have to start within. You have to get all of the inner stuff, that awareness, the intention. You have to get it out on paper, out of your head, so you can actually see it and put words to your dream. And I think that's what your process does very brilliantly is the whole process is basically internal awareness, right, and really tapping into what do you truly, truly want, and not being afraid to express it, but really say, this is what I want for me, my clients, and my life. And so that foundational work, when you're able to really get it out, partner with other people like Tiffany and the rest of the cohort, which is amazing, your own particular cohort on really rallying behind you to say, this is what you want, you should push for it. It's extremely important and it's necessary to give you that extra push to say, this is what I'm going to do, this is what I want to do. So it's very important because once you get that foundation down, you're going to have so much content to know how to speak to your clients, know how to speak when you're giving a workshop, presentations, a video.

It really is, it starts to become your own brand content Bible of everything that you can share that's going to really resonate with the work that you do and how you transform people's lives.

The amount of clarity, the amount of clarity I think is, has just, I can't even explain, know, just thinking about where I was before and trying to do the process myself. And you have a brilliant saying that you can't see within the bottle. You have to kind of be outside to see it. And I was so much in the bottle that I couldn't really trust myself to say, am I going in the right direction? Am I not going in the right direction? Then outside noise and then just the whole trap of comparison and should I be doing this or should I be saying this, you know, so being able to be in a container that allowed me to truly focus on okay here's my unique brilliance and how I want to show off was so important. And it completely eradicated those feelings of inadequacy because now they okay I have the language now to describe what I want to do.

That was Latrice, my beautiful client who went through Legacy Brand Foundations. She actually is a brand strategist and also does styling. But like I always say, you can't see the label from inside the bottle. She was having a hard time coming up with her own branding and how to make it different. So I even have brand strategists coming through the program around brand strategy. And as she mentioned, the community is worth gold.

So when you complete legacy brand foundations, you'll walk away with magnetic messaging that doesn't just market your business. It creates a movement. Whether your impact is meant to serve 50 clients or 5 million, you'll have the foundation to grow and evolve with confidence. And one last game changer. Earlier, I said how AI might be hurting your business, but here's the kicker. Once you have your brand operating system and your brand manual in place, which is a 20 to 30 page document that you'll walk away with after going through legacy brand foundations, you will get access to our custom AI content tool, which was built specifically for our program members and our clients in your legacy brand. It's trained on your personalized 20 to 30 page brand manual. So you can create content that sounds like you, not a robot. It doesn't do the scraping to make you sound like everyone else. It'll actually take your content that we took out of your essence, your soul, your magic to create content. So this could be social media posts, emails, landing pages, and so much more on demand. So the doors are open. Head to the show notes for all of the details and join us before enrollment closes this time around.

And if you have more questions, book a call with me personally and we can chat. I do not outsource my invitation calls. I would love to speak with you if you have any questions. And all of the details are on the invitation page, which are in the show notes. Or you can go to [yourlegacybrand.com backslash legacy dash brand dash foundations](https://yourlegacybrand.com/backslash/legacydashbranddashfoundations).

I hope you join us. And if you're listening and you've already been through the program, please give us a shout out. And if it's neither, I just hope that you have a beautiful rest of your week and until next time, keep creating your legacy and let's make your message a movement. 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 [tvineynewmancreative](#). 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?