

S2: E121: Should you use AI in your Brand?

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. Today we are diving into a conversation that's more relevant than ever, AI. Artificial intelligence is revolutionizing the way we do business. There is no way around that.

Some people are embracing it fully, while others are resisting it altogether. So no matter which camp you're in, I do think it would be super valuable for you to listen to this full episode as I walk through both the pros and the cons of AI, especially as it pertains to your brand. And the thing is, it's an incredible tool when used correctly.

The secret to success isn't choosing between AI and human creativity, but rather knowing when to use which and how to blend them strategically. And I've seen this firsthand myself. Before starting my own business and after being in the corporate world as a creative director, I was a brand and marketing strategist for a marketing company that specialized in augmented and virtual reality.

I love the tech space. I've even worked for space companies and a lot of really amazing companies. So I got really into AR and VR. I even helped to found a virtual reality program when I was a professor at Kendall College of Art and Design. We developed cutting edge tools, virtual reality training for surgeons, virtual furniture showrooms, even a driver's training in a fully immersive virtual world. It's pretty cool. Now, again, just like everything, VR is amazing and it also has some potential hazards and some things that are scary, right? So it was exciting to be at the forefront of this technology, but I had mixed emotions. I could see the potential for transformation, but I also saw the risk. A world where people might become too dependent on technology forgetting how to be present in the real beautiful world around them. Fast forward to today, because that was a good eight years ago at least, I feel the exact same way about AI. Since its inception, I've used AI extensively in my own business, in my personal life, and I've seen it radically transform my clients workflows, saving them countless hours and thousands of dollars.

And I've often seen people misuse it, losing their authenticity, relying on it too much, and even accidentally stealing content without realizing it. So how do you navigate it? Let's dive in. Think of your brand like a house. AI is a power tool. It helps you build faster and more efficiently.

But if you don't have a solid blueprint first, you might construct something quickly only to have it collapse later. Before AI even enters the picture, your brand must come from you. It needs to reflect your soul, your values, and your unique human essence. AI cannot create that for you. If you've been following along on the podcast, you know that a legacy brand is built on your brand identity, who you are at your core, your magnetic messaging, what you stand for, how you communicate it, and the why behind what you do, your unique signature framework, the process or philosophy that stands you apart, your ideal clients, the people you serve and the transformation you offer, And then ultimately, for a lot of my clients, we also do the visuals. And also, your offers are included. There's so much to think about. Pretty much everything in your business ties into your brand, right? So these are the way that people perceive and interact with your brand. So AI can help refine and implement these elements, but it cannot create them from scratch.

If you let AI build your brand foundation, you're simply recycling what already exists on the internet. And that's the opposite of a category of one brand. I want you to think about AI being a mirror, not a muse. So let's shift perspectives for a minute. It reflects what is already out there as a mirror but it doesn't create something new from your soul, right? And branding is an act of originality. Your voice, your perspective, your lived experiences, these are things that AI can never generate. It can help you structure, enhance, and refine, but it can't replace the human spark that makes your brand unforgettable. So here's a question for you.

Have you ever read something and instantly known it wasn't written by a human, that it was AI? What gave it away? Was it the lack of warmth, the absence of personal stories? That's the difference between AI-generated content and content infused with true human essence. And the thing is, there's a lot of myths surrounding AI and branding. So I want to break those down today for you as well.

A lot of people are worried that AI can replace human creativity. And again, I would say no, it can support creativity, but it cannot innovate in the way that a human can. If your brand is built purely from AI generated content, you're simply repackaging what already exists.

Some people say, well, AI saves time, so I don't ever have to write anymore. Yes, AI speeds things up. But without your input, again, it spits out generic content that lacks depth and originality. So even if you have it assist you, you always need to refine it and really put your final touches on it. And last but not least, AI makes branding easier. Yes, it does, but only if you've done the work to develop a strong brand foundation first. Otherwise, it's just guessing, like trying to bake a cake without the recipe. You can put a lot of mumbo jumbo that sounds kind of cool together with AI, but you have to have the foundation done first to really get good results. So I'm curious.

Which of these misconceptions have you believed? Or have you run into any challenges using AI that surprised you? Next up, I want to really think about your brand foundation. And once it's set, then AI can be a powerful support tool. But again, it should never replace your genius. So another way to think about it is AI as a sous chef in the kitchen. You, the chef, You're the one creating the recipe, crafting the flavors and making sure it's unique. The sous chef, can never say that word, sous chef, say that five times, which is AI, can help prep the ingredients, speed up the process and enhance efficiency, but it can't replace the artistry of the true chef in the kitchen.

Based on that, think about a new way to look at the 80-20 rule. I love the 80-20 rule, the Pareto principle. It really does apply to most things in our life. With AI, AI can do 80 % of the hefty lifting once you get your brand foundation in place, right? So my clients walk away with a brand operating system outlined in their brand manual.

Once you have that, then we train AI for you. AI can do 80 % of the heavy lifting, brain-stammering ideas, creating outlines, refining concepts, drafting a basic copy for you. It can save you so much time once you train it. But still, there's still 20 % that must be your genius adding personal stories, injecting soul, and ensuring that the final product truly represents you. And skipping this final 20 % is where people go wrong. They let AI take over completely, and their content becomes generic, lifeless, and indistinguishable from everyone else's. Plus, it's usually filled with a bunch of dumb emojis. And I love emojis. Don't get me wrong. I use them. But we've all seen it. If you use AI, it's like emoji every other sentence. And I'm like, nobody needs that many emojis from.

That's my humble opinion. So the other thing is, and I mentioned this on the last episode, if you listen, there's so many trait titles happening with AI. Like it's she powered or create her empower her with a capital H. It's so chat GPT. It's so following the trends. I've seen like 10 summits with the same name. I actually had to turn down being in a summit. get asked to be on summits and in bundles and on podcasts and people asking to be on this podcast all the time. And the number of people I see with empower her over and over. like, I'm not going to take part in that because it's the same naming that 20 other people have right now. And I don't want you to get stuck in that rut so much that it's

It's frustrating to watch and people don't even realize it. And they're like, oh, that's such a good idea. You have to pay attention to the landscape and you have to still infuse yourself and you have to train it. So you also have to do your due diligence to skip the cheesy suggestions and really train AI to craft elegant solutions. So as I've mentioned, AI, when you strategically can be a game changer. So I want to talk about now five ways that it can absolutely revolutionize your brand and business. So this is whether you've never touched it before and you're like, I'm a little nervous. Don't be, you're missing out. Jump in now. You'll be glad I told you to do it. Maybe you're somewhere in the middle and you're like, I dabble with it, but I haven't really gone in. Or maybe you're like, I use it every day. I couldn't live without it. And are you using it the right way? So the first way is content ideation and research. AI is awesome at generating content ideas, suggesting topics and conducting research in seconds. So

absolutely use it for that. The thing you have to make sure of, and I've taught my clients very clearly is AI makes shit up sometimes.

So I had a client and we were working on her brand manual and part of it I teach people well and actually also in my signature talk training for one of my clients it was the same client and she was it was actually in the signature talk training now that I'm thinking back to the specifics and I teach people to have some for credibility reasons some statistics in their talk because when you talk about statistics it really captures people's attentions it positions you as a thought leader and it captures people's attention. So she went on chat and she asked for statistics and I was like, oh great, where are those from? Because you want to make sure to cite those. So she asked ChatGPT, oh, where did you get these statistics from? Because I want to cite them. And ChatGPT is like, oh, I made them up. So don't get yourself in trouble. It's like a high schooler making up stuff on a paper. You're eventually going to get caught make sure you're legitimately researching things and that you are fact checking because it will make stuff up and so you have to be careful of that. But it is wonderful for ideation. Second, it's amazing for enhanced productivity. You can automate repetitive tasks like drafting emails, creating social media posts, and writing initial drafts of blogs, writing show notes. There is so much. So if you're not doing that yet, I'm telling you, you're missing out. And if you are, shout out to you. You're already on the path. Just make sure that you have your solid brand foundation in place first. Next up is brand consistency. So this is all what we're all about in Legacy Brand Foundations.

Training AI on your brand manual to ensure all messaging aligns with your tone and voice, with what your trending words are for you, not trending words are in the world because you want to avoid trends normally, really thinking about training it to know what your offers are, who your ideal clients are, so it can really speak as you. And a lot of people will say, oh, you can train it on your own. And yes, you can. But if you don't want to take the time to figure that out, we've done that for you inside Legacy Brand Foundations. You can also really use AI powered analytics to understand audience behavior and refine your brand strategy accordingly. So we also have what we call brainstorm buddies built into legacy brand foundations. So as you go along the journey, we're never getting the straight answers from it. That's coming from the humanness in us, like we talked about earlier, but you can do research and really look at you know, percentage of women who do XYZ in this country or, you know, children book readers, you know, I'm just making this stuff up, but you can do a lot of research that can help give you more information to craft your brand. And then last but not least, number five is you can scale your brand faster. AI can help you expand your reach so much faster, ensuring your messaging is consistent across multiple platforms easily. So once we train it, we can say, okay, I need an outline for an email, a social media post, and a blog post all from this piece of content from my brand manual. It will spit that out. And then if Ken, you need to do the 20 % and refine it, but you've done the heavy lifting in legacy brand foundations by creating the brand manual, by creating your brand operating system.

And then you can really let AI do a big chunk of the work afterwards. So again, it's investing a small chunk of time and investment upfront for exponential support and good results with AI on

the backend. So when you use AI as a tool rather than a replacement, it really becomes an asset that empowers you rather than dilutes your brand.

However, as I've mentioned, if you're using AI without having a brand manual and training it, it will dilute your brand and you'll sound more and more like other people. So if you've been resisting AI because you're unsure how to use it correctly, or if you've been using it but it doesn't feel quite right, I have something that will change everything for you.

As we've talked about before, and if you listen to the episode last time, we're currently enrolling for Legacy Brand Foundations. So I'd love to invite you in. This is where I work hand in hand with you to create your message into a movement so you can easily attract your ideal clients. And so you get lifetime support with me in the program with monthly calls with Training AI. And as we create more and more and AI is only going to get more sophisticated. I've been on the front end of evolving technologies, also doing market research of how to use it wisely, but also not to use it, not to let it take over basically. So you're in really good hands for long-term support if you join us.

So the invitation page is in the show notes. Again, the investment is pennies compared to the long-term support and everything that you will get inside Legacy Brand Foundations. I would love to welcome you in and as always keep creating your legacy and we'll see you next week. 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](https://www.instagram.com/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?