

S2: E123: Why Your Voice is Your Most Powerful Brand Asset...and Celebrating 3 Years!

So, three years. Three years of sharing stories, insights, breakthroughs, lessons, and amazing stories from other thought leaders. Three years ago, on April 11th, 2022, I launched this podcast on my daughter's birthday. It wasn't a marketing strategy, it was symbolic, because she's a part of my legacy. She's also the future CEO of the company, if you ask her, and honestly, she might just take it over someday. She's even made a few appearances on the show, so we'll replay a little clip at the end in honor of our co-founder in training. Today, I wanted to celebrate and share with you some of the lessons I've learned in developing this podcast, as I've talked so much about being social media optional, and the last few episodes were specifically about how you could use a podcast to grow your legacy brand. Launching this podcast wasn't about checking a box, it was about giving my ideas a place to breathe. I always say a brand is a living, breathing entity, and for me, this podcast is where my brand really came to life. Over the past three years, I've grown as a podcaster, I've honed my voice, sharpened my skills, and hopefully gotten better at speaking to what you, my listeners, most want and need to hear. It hasn't always been easy to stay consistent, that's very truthful, but what's kept me going is knowing that even if one person finds value or wisdom in each episode, it's been so worth it. It's really helped me grow, and it was never my goal to amass millions of followers, it's really my goal to nurture the audience that is going to get value out of that. And if it grows into thousands of people, and as it grows, that's amazing. The magic, though, is when I hear from you. When something resonates, when you message me that an episode led to a breakthrough or helped you see your work in a whole new way, that ripple effect is everything. So thank you for those of you who have reached out and shared with me. Because here's the truth, branding and messaging alone won't change the world. But when you align your voice with your mission, and when I get to support you into bringing that to life, that's where I see my ripple effect starting to take place. We don't always see the full scope of our ripples, but they are always in motion. This show has also given me space to showcase incredible clients and colleagues, like my client Jessica, who just released her book *Too Much*. Helping her clarify and craft her message, then weave it seamlessly into her current brand was so powerful and rewarding. So I pledge to share more stories, especially of my powerful clients, as we continue to grow and lean into this podcast. So I'm really excited to say she'll be on the podcast soon to share her story, specifically about how we are labeled too much as women sometimes, as women entrepreneurs specifically. It's so powerful. We already recorded it, so make sure you watch for that one. And the women who joined me in my Signature Talk program and retreat earlier this year, watching them write and own their talks,

one brave sentence at a time, was such a reminder. Legacy is not built in one moment. It's built one brave act at a time, launching, speaking, writing, claiming our space in the world. And that got me thinking again. I started this podcast on the whole concept of legacy, and I wanted to revisit that today three years later. What does it really mean to build a legacy? Not just the big philosophical idea, but in the everyday moments of building a brand and business, a life, whether you have children or not, you still can absolutely create and leave a legacy. So something I want to share with you today is something I've been working on and exploring more deeply, something I call the four layers of legacy. This is actually the first time I've shared this, so I'm really excited and I'd love to hear your feedback at the end. So the first layer of legacy is a personal legacy. This is who you are becoming. It's your inner growth, your values, your evolution. It's not just what you do, but who you are in the process of doing it. It's why I say your brand should always reflect your wholeness, because we're multi-dimensional beings, not just your highlight reel. The more fully you show up, the more you invite others to do the same. I don't mean showing up on social media and being everywhere because you know that's not my jam. I'm saying how you show up energetically, when you do show up and where you do show up, being there fully, present. So today I want you to ask yourself in this personal legacy layer, what values do I want to embody daily, whether or not anyone's watching? And what version of me am I becoming through the work I do? Now I forgot to mention at the beginning of this episode, this is actually an interactive episode. So if you haven't already, grab yourself a piece of paper or your journal, come back. You may want to just rewind and literally ask yourself those questions and journal on them. And you'll be very surprised at what comes out. Okay, so next up is the relational legacy layer. This is about the ripple you create through connection with your clients, your team, your collaborators, your community, of course, your family and other people in the world as well. But we're keeping this somewhat in the context of your business. It's how you make people feel, whether that's on a Zoom call, a retreat, or simply through your presence in your brand. Sometimes your most meaningful legacy is in the moments no one else sees, like the quiet encouragement you offer or the way you hold space for someone's breakthrough. Ask yourself, what story do people tell me after they've worked with me? Or maybe even just interacted with me? Second, ask yourself, how do I leave others better than I found them? This can be through the work you're doing, or even those small interactions. Next up, the third layer of legacy is impact legacy. This is the body of work you're creating. Your podcast, maybe your book if you have one or you intend to have one in the future, your content, your offers and your programs. It's what continues to serve long after you've created it. It truly leaves a ripple effect. This is the part of your brand that outlives a launch and carries your message into the world

over time. For this layer, I want you to ask yourself, what am I creating that will still matter in five years? Maybe you want to say in 20 years, in 50 years, after you're gone from this worldly location we're at in the moment. Next, how can I build a brand that offers lasting value, not just short-term results? Maybe you're already doing this, but how can you double down on that? How can you expand that? Last but not least, the last layer is generational legacy. I think this is the one that's closest to my own heart, although the first three layers are absolutely why I'm in business and why I wake up every day excited and can't wait to get on the call with my clients and serve and support them. But this is the legacy we leave for the next generation, our children if we have them, but our communities and the women coming behind us. It's what we model, not just what we say. For me personally, it's about showing my daughter that she can build a life and business that reflects her values, that serve her life, that make her happy. She doesn't have to be in the hustle and grind of a job that she doesn't love, that she can choose between being creative and being successful. She doesn't have to choose, I meant. And that leadership can be built with integrity, heart, and impact. So much more, like money is easy. Money flows effortlessly if you serve with an open heart. The things that so many of us didn't grow up knowing or realizing and had to work really hard and still are working hard to accept and to receive. So whether you have children or not, you can absolutely leave this generational legacy. So today I want you to ask yourself, what am I modeling for that next generation of leaders, women or men? I'm saying it from a woman's perspective since I'm a woman. And how might the way I build my business influence those who come after me? That's why our mission has always been to help our clients leave their legacy through their brand here at Your Legacy Brand. Whether it's content, a book, a talk, or a message that moves people, your voice matters. You don't have to be everywhere to make a massive impact. You don't need to niche into a box that erases your brilliance and multi-passionate efforts. You simply need to build something meaningful and show up bravely in your truth. That's the heartbeat of a legacy brand. And speaking of what's next, I've got something big coming this fall. It's going to be one of my first bigger in-person events. I say bigger, but I'm not meaning hundreds of people in a room. Usually my events are my small VIP clients, group of clients, my small mastermind, or my speaking retreats, which are less than 10 people in a room. So big, but still intimate. It's transformational. That's the main point. And if you've been craving a deeper connection to your voice, your work, and your impact, as well as ensuring that you leave behind a legacy and really breaking through to the next level of your thought leadership, you've probably heard me say that you can have the most beautiful brand, you can have the most engaging content, but if your energetics are not on point, none of that's going to work. So this is one to mark on your

calendar, and I'll share more soon. So for now, just know something amazing is coming. And if you've been here, whether since day one or you just found this show, I want you to know how much I appreciate you. Thank you for being part of this legacy brand journey. Thank you for being part of this living, breathing brand itself. And I want to leave you a last few questions to carry into your day. What legacy are you building? How are you using your voice and your work to shape the world around you when we need more positive influence now more than ever? And what story do you want your brand to tell when you're not in the room? Thanks again for being here. Thanks for being a part of my personal legacy. And I'll see you next week. Bye. Bye. Bye.