

S2: E125: If You've Ever Felt Like You Don't Fit...

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 Times 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. Hello and welcome back. I'm thrilled to introduce you to our incredible guest today, Jessica Fearnley.

Jessica is a business coach who helps women build seven-figure consulting firms. She specializes in the transition from six to seven figures in turnover and is an advocate for earning more by working less. Jessica has a bachelor's and master's degrees from Nottingham University and a career background in project management, business planning, and business development in both the public and private sector.

In December 2019, she was named as one of the LinkedIn Top Voices for Entrepreneurship and Small Business, and she is passionate about closing the gender pay gap for women in consulting. Jessica, thank you so much for being with me today. Thank you for having me, Tiffany.

Absolutely. And as a side note, Jessica has been through the legacy brand process with me, and we are going to be focusing mostly on her new upcoming book that was just released. I guess I shouldn't say upcoming because it was just released.

Her book called Too Much is incredible, and I can't wait to talk more about it. And it leads back to everything I just mentioned in her introduction, which is women being too much, the gender pay gap, and so much more. So Jessica, I'd love to start out and really jumping into a little bit more about the work that you do, and then we'll move into the book.

So who are those women that you serve mostly? And then for the book, who is that for specifically? Yes. So I work with women consultants, and sometimes women thought leaders as well, who might already have like a speaking portfolio, and they're looking to create some consulting offers to sit behind those big keynote opportunities that they get. But my core audience is women B2B consultants who are ex-corporate senior leaders.

They often have done like a decade or two in a sort of high profile corporate career, and they are looking or have already turned it into a consulting business where they do high ticket consulting for a corporate audience. And so it might be in kind of communications, corporate marketing, leadership, team coaching, executive coaching, those kinds of development areas.

But I help them go from the low six figures towards seven figures, because that's a really key pivotal time in a business where we often need to shift from that selling your hours for money model to starting to leverage the value in the business and really understand how to get the maximum revenue from the minimum effort.

So well said, so true. And I think there's so many women out there that are, like you said, already doing that, and or they're in the online world and they want to add that to the repertoire or shift or what have you. So it's so incredible that the work that you're doing.

Okay, so now how about the book? I think the audience is obviously pretty much the same, but let's talk a little bit about the audience, but also what does too much mean? Because we could read into that and be like, oh, too much could read a lot of different things. So it doesn't necessarily mean what we think it means, right? Yeah, so the audience for the book is definitely like my core audience of consultants and thought leaders. But I actually think there's a lot in there for all women entrepreneurs and actually women in corporate jobs as well, and possibly broader than that women everywhere.

Because if you have felt like too much, and often, I mean, this is a concept that when I was originally planning the book, it's been a two year process of researching and writing. It wasn't something that was in the original sort of concept outline. But as I was kind of going through this process of doing the research for the book, I was realizing that not only was I seeing a lot more memes online, kind of being, you know, like, if I'm too much for you, then go find less, all that kind of stuff.

But in conversations that I was seeing and having with women entrepreneurs, there was a real theme of like, oh, yeah, we're the ones we're too much. And I was like, oh, my gosh, that really resonates for me. I have been too much since I was born, I think.

But you know, I have always felt like I had to slow myself down for other people. I got in trouble in various jobs for working too fast. Not because I wasn't good at working fast, but like, people just couldn't keep up with my pace.

And so the message came to me, you know, consistently through, you know, the first half of my life. Could you just be a bit less? Could you feel less? Could you be less sensitive? Could you slow down for everyone else? Could you give time for everyone else to catch up? And one of the key ideas in the book is that we feel and often have felt for a long time like we're too much and that's a bad thing. And we feel a bit ashamed about it.

And like, you know, we don't fit, we don't belong. But the argument I'm making in the book is that it's the best thing in the world to be too much, because often it stems from us being academically gifted and intellectually gifted. And so actually, there's a sparkle and a brightness that we have, which makes us really good at what we do.

And I know for me, being an entrepreneur, I've been an entrepreneur for the last decade. It's been the first time in my life that I felt like I could run as fast as I wanted to. And I didn't have to slow down for other people or wait my turn or whatever it might be.

And I know that was such a liberating realization that there was this, there was this calling for me all the time, kind of in school and university and in my corporate career, where it just felt like, oh, why am I like this? Why can't I just be less? And then you become an entrepreneur and you're like, oh, this is what it's for. Exactly. And that's something that I've definitely noticed other women having that same exhale of like, oh, it's not that I just don't fit anywhere.

It's that I wasn't living. And the thing is, it doesn't necessarily mean that everyone has to be an entrepreneur. But I do believe if you feel like too much, it's not that there's something wrong with you.

It's that the thing that you're living out in your life, in your career, in your business, it's not enough for who you actually are. So we can look at that and be like, oh, you know, this isn't enough for me. But the thing that that prompts us to do is not just sit there and not enough.

We have to go and find the thing. We have to be able to articulate what our enough looks like, what our big looks like. And we have to go and find it ourselves.

So it's this kind of massive, I think, reassurance of like, it's not wrong to be too much, but we probably haven't understood what it means. And accordingly, we are not living life and doing our businesses like big enough, because what we need is more. Oh, my gosh.

There's so many things I could say right now is one thing is I remember like friends, even a boyfriend of mine and different people saying like, why? Why are you so driven? Like ridiculing me because I was always working. And now again, there is a balance because we can tend to be overachievers and drive ourselves and work too hard too. Right.

But at the time for it too, it's like, I got so much for being like, I don't understand why you're so driven and feeling bad for it. And it's like, that's ridiculous looking down on it. Right.

So if you're listening to this podcast episode, you're feeling that exhale to like, no, you're not alone. I think this happens to so many of us. And then the other thing that comes up is I say this a lot on the podcast and on my workshops is there's no like fairy godmother that's going to come and give you permission to do to like become the thought leader to do the thing that you want to do.

And I feel like that kind of feeds into what you're talking about is we have to own it. You know, like nobody else is going to be like, okay, you had now have permission. Right.

And that's what I love about your message. Yeah. Is that it's like, it's okay.

Just just own it. Exactly. Because that's the thing.

I think we often, well, firstly, women tend to anticipate a hostile audience to anything that we do or say. And that's part of our programming. Something I've definitely noticed the real correlation between women who end up being entrepreneurs and consultants and trauma, either little t or big T. And that trauma can create that feeling of too muchness because you've had this exposure to things that a lot of people in life haven't.

And so it creates like a completely different way of perceiving things. It can feel very isolating. But I think it's always really important for us as women to just be very ready to ask for what we want, because that's the thing.

It can feel like people don't want it for us. I know when I started my business, my family didn't understand at all. They were completely baffled.

Like what on earth? What has happened to you? Why are you doing all of the things that you've been doing, working towards? Yeah. And it's so risky. And like, you know, as entrepreneurs, we create things that don't exist.

I remember feeling myself like, what is a business coach? Do I just like become that? And the answer is, yes, you do. You start. You just start doing it.

But like, it's incredibly weird, isn't it? To be able to start up these businesses that end up being very lucrative and very successful. But I think often we kind of hold ourselves back because we're like, oh, I don't have people's approval. People think I'm weird for doing this.

But the thing is, when you just get on and do it, they don't care at all. They're often happy for you. And we're waiting for someone to give us that permission, like you said, Tiffany.

And when we realize that actually being too much is a responsibility to live out a calling that is true to ourselves, most people in our lives, even if they don't understand it, they will really celebrate when we start to get the fruit of that decision. So true. And if they don't, that's on them, right? So that leads into the next thing.

Another item that we very much agree on and that I am all about as well, which is the world needs more wealthy women. So I'd love to hear your perspective on that. Yeah, I mean, that's a key chapter in the book.

I think it's chapter five or so where I'm literally making that case. The world needs more wealthy women. And there's so many places where we could enter that conversation because it's a huge, huge issue.

But I think because we know that 2% of women entrepreneurs end up getting to seven figures, that can feel like a really small minority because it is. If 98% of women entrepreneurs are not getting there, it's something that feels very exceptional. And then it can create all these like silly questions that we end up kind of stuck in like, oh, is it realistic to think I can do this? And the answer I always want to give to that is like, let's make it realistic.

Just get on and do it. I've heard people say in the last couple of years, particularly, oh, you can't make money as a coach. It's impossible.

You can never charge above a certain point. And honestly, it's had me thinking, and I've posted this on Instagram like, oh dear, I had built my business to multiple six figures before I realized that was the case. Coaches can't make money.

It didn't bother me whether it was plausible. I just got on and did it because I saw the potential. So I think that's a really important thing that even though we are often in the minority as women making serious money from our businesses, we do need to sort of aspire to that.

And I mean, this is a huge, huge area. And I'm so glad you asked me about it, Tiffany. But the thing that it comes down to is that women need to get used to what it is like to create money, to create wealth and hold it, to wield it, to invest it, to create that generational legacy, even within your own family.

But when we are building our businesses, we're able to hire other people. They in turn increase their wealth. They change their family situation.

They hire more people. I really do believe that it creates this ripple effect. And this is not kind of the conventional workplace.

This is not corporate workplaces. Sometimes it's not even brick and mortar businesses. These are all virtual online businesses.

We are creating this new ecosystem. I find it such an exciting thing. But I go into this in a lot more detail in the book.

But it's a huge area of starting to become the thing that we can't see in the world. Wealthy women. We need to not kind of shy away from that.

And I think it's very often something that I see my clients and other women entrepreneurs just struggling with. Like, am I allowed to do this? Like, have I actually done this? Am I as successful as I think I am? There's all these kind of mindset and real kind of, you know, who am I? Like, the existential crisis. Like, if you have a narrative that says, I'm someone who will never have money, and then you start a business and you create a ton of money, like, what does that mean for that narrative? We have to change everything often about how we view the world and how we view ourselves.

So it's, in a sense, it's very simple. Create a business, like, make money. But all of this kind of infrastructural change and the way that we view ourselves and our role in the world and what we're capable of doing, I've always found that to be a fascinating process.

So that's definitely a big part of the work that I do. And like, a lot of that is in the discussion of this in the book. So good.

And I think 100%, everything you just said, it's our time to really rise up right now. It is an exciting time. And I know, especially, you know, we're in different parts of the world, you being in the UK and, you know, being in the States, you know, there's a lot happening right now, especially in the States, but especially in the world.

And so it can be, like, I just did another podcast episode about this recently, is like, there's a lot of women like, oh, I don't even know what to say. I don't know how to show up. I don't even know if I should be promoting my business right now.

It doesn't feel right. And I'm like, no, this is the time we need to lean in. We need to stand up because exactly what you're saying, if we're going to make any change, you know, be the change in the world, that's the only way we can actually create it.

And sometimes we may think like, oh, I'm a coach. I'm a brand strategist. How am I going to make a difference right now? Well, just standing up and having more wealth, where you're investing your dollars, like you said, the ripple effect, that all adds up.

And the more of us that lean into that, the more difference it's going to make, which is so amazing. I love it so much. So the next thing that I wanted to talk about is if there's women listening and they're like, I'm on board.

I've been that too much person. I'm ready to give myself full permission. First of all, you definitely have to get Jessica's book, obviously.

You know, their understanding that it's okay to be a wealthy woman, that it's actually our birthright. How would you say, and obviously this is much more than we can cover in a 20 to 30 minute episode, but what would you say for women who are like, okay, I understand. I want to go from six to seven figures because I have to admit, I have a lot of women too when we're in the branding.

And you know, because you've been through the process, which we'll talk about in a little bit of like, what's your vision moving forward, right? And a lot of women will say, well, I used to think I wanted like a million dollar business, but I don't even think I want that anymore. It just feels like too much work. And sometimes it can be.

And you talk about making more with doing less, which also is speaking my love language. I also talk about that. So what would you say to somebody about like the first steps, how to build that seven figure business or to hold space for that big business goal? What would your advice be? Yeah.

Yeah. I mean, so part one of my book is about kind of the too much and like, there's also a chapter on trauma and how it kind of comes into our business. And also this chapter, the world needs more wealthy women, but part two and three of the book are really practical.

And I lay out like a three-step process basically of like, how do we do these big things? Because I'm sure you've had this experience, Tiffany, like I started my business with such small

aspirations. Like my first year goal was \$6,000 and guess what? I managed it. But then over time, like my business kind of evolved into something else.

And I think probably if I look back, I'm like, yeah, I always wanted it to be the size that it is now and bigger, but I wasn't really able to have integrity around holding that. I felt, I found that a very crushing goal in the early days of my business, because there was this real kind of doubt of like, what can I actually do? Is this viable? Can a person just become a business coach? But what I've definitely seen is that like, we need a way of holding these big goals so that we're in integrity with the goal. And we are kind of, you know, if we're being, if we feel like too much and we're being called to more, we need a way to be able to be like, yeah, I am called to that big thing, but I also have some bumps in the road that I'm going through.

And in the book, I talk about mindset whiplash, which I've experienced many times and also observed in a lot of clients where, you know, we can be going great guns in the early stages and just be like, yeah, I'm going to do everything. And we feel very bulletproof. And then suddenly like something that we're planning just doesn't go the way we think it will.

And this huge amount of resistance kicks in and we're like, oh my gosh, I was completely wrong. I have to quit my business. And so I think that's the dynamic that can be there.

But my three-step framework for how to, how to do this kind of growth in your life and in your business, I call it connecting, dealing and feeling. And that is step one, connect to abundance. Step two, deal with the inner critic because resistance is always there and we need to know how to handle it and how to understand it so that we don't get the wrong messages.

And then step three is feel for seven-figure aligned actions. These kind of intuitive actions. It's not about following someone else's list of rules because over the time that I've been in my business, I have noticed many people are all too quick to be like, there is one way to build business.

I'm going to tell you the rules and the thing that I found, exactly. And it's kind of, you know, people are creating like a framework with rules so that you feel like, oh my gosh, I need this. Because a big part of being an entrepreneur is being like, actually, I'm doing something that there isn't really a pathway for.

I've never done this before. I wonder what I can do. And I know for me, I had this kind of just breakthrough at one point being like, there are no rules.

Like I can find my own path. I don't need someone to tell me how to do it because there is no map for where I'm going because this is me. This is my life.

No one has ever been me before. And so I think it's really important that we learn to trust our intuition. And within all of that, there is a lot of room for calling it wrong, getting it wrong.

You know, not doing the thing that we know is aligned and falling into resistance and then dealing with that and then coming out of resistance. Like this is why it's it can be such a bumpy

road because, you know, wouldn't it be great if it was just like, oh, I'm going to build a seven figure business. And then 30 days later, exactly.

And it was so easy. I'll just tell you exactly how. But we're all on this unique path and we all have our own baggage, our own trauma, our own narratives and our own patterns that we need to sort of be able to observe and know how to overcome.

I often say to clients, look like being an entrepreneur is like running into danger because when we're out of our comfort zone, we just we get the strong message from our whole body. Sometimes like this is unsafe. I am unsafe.

And I found that can be so paralyzing. But the whole process is learning to rewire the way that we see everything so that we can always see the opportunity and so that we can learn to run into danger, jump off the cliff and know that like, actually, I can trust myself. I will know what to do, even if I don't know what to do today.

I will know what to do when I need to know it. Well, and it's so trite and said all the time. But, you know, the whole Edison quote, it's feedback, not failure.

And all of that ties into it is we just have to go that route. But I have this discussion sometimes with colleagues and clients. I mean, we've probably had it before as far as like there are days, you know, it's like, oh, this is hard and I don't want to do this anymore.

And at the same time, you can't imagine doing anything else. Right. And so I feel like that is such a beautiful gift that you're giving women in this book is like, accept it, accept that you're too much and how the actionable steps of actually how to get there, because it's sad.

It's sad, especially right now in the world. I've seen multiple people leaving their businesses and saying, oh, maybe this isn't for me. And again, not everybody is meant to be an entrepreneur.

But if you truly. Yeah, sometimes it's a thing for a season. Right, exactly.

So, yeah, it feels like an actual like toolkit that people can use when the world is like, no, we can't. Yeah, right now. It's so beautiful.

Amazing. So I'd love to shift gears a little bit more to talk about, you know, obviously the book was already in your ecosystem, like in your mind, you've already been writing it before you came in to do the legacy brand process. But for those people listening, how that actually fit in, because you already, you know, like you said, you've been in business for 10 years.

You knew the book was coming and you're like, how do I kind of take this new thing and plug it into something that already exists and make a cohesive brand and outcome? So I'd love to hear a little bit about that for maybe people who not only want to go and learn from you and get the book, but maybe they're thinking, too, like, I want to take that next step as far as having speaking on stages or having the book or starting this new podcast. Would you mind speaking a little bit about that process as well? Yeah, definitely. I mean, it was always like on my wish list to

work with you, Tiffany, because we met probably, I don't know, I want to say three or four years ago.

Is that is it? Has it been that long? I feel like it has. And it goes so quickly. Well, exactly.

But I remember just being like, oh, my gosh, Tiffany is so cool. Like and when I get to the point where I want to sort of really kind of nail down what my brand has evolved into, like I was very sure, like I will I will be calling Tiffany. And but I I really kind of struggled.

I remember in the very early days of my business, you know, when you're just like, oh, I need to create business cards. What should they have on them? I have no idea. And I created this very random little template.

I shared it on LinkedIn actually recently. It was very funny. But it was just, you know, just feeling completely all at sea with that.

And so my first website I built myself was terrible. My second website that I built after a year in business, I felt really proud of that. And when we wrote the copy for it, I was almost putting into words something that I didn't know how to articulate because I hadn't really evolved into my own brand at that point.

You know, and you kind of go with like, what is what's our best educated guess? Anyway, we ended up using that wording for nine years and there were there were moments where I was like, oh, I should probably like tighten up this wording and change it a bit. And but I think it was really clear to me that I was on this like arc of evolution with my own messaging and my own values. And I was like, I don't want to commit to something in the brand until I feel like I'm ready.

And it was the same with the book. Actually, I always I've always wanted to write a book since I was about five years old. You know, I definitely saw myself becoming an author as an adult.

But like as a business coach, I was like, I don't want to do what I've seen other people do, which is commit really early to a book concept and then be like, oh, no, I don't do that anymore. So when when we kind of got in touch and I was like, yes, let's do this. It was very much a thing of like, I mean, this wording I've I've so much outgrown is ridiculous on my website.

And I think it was wanting to kind of formalize what is this evolution I've been through? Because like my six elements of the seven figure consulting business framework had kind of evolved into that at the time. There was also like a lot more talk about energetics and how to how to actually do these things, because the strategy is something that I love to go through and develop with clients. But the biggest thing that I noticed is like they need to know the strategy, but they also need to understand why they're not doing it when they get in these kind of phases where they feel very blocked and they feel very stuck.

And what I've realized notice is that very often the underlying issue is trauma. So that kind of trauma informed nature of my work, I've I've done various kind of certifications and training on that as well. But like that was something that had really come into it as well.

So as well as that kind of general brand evolution, the book had then sort of come into being. It wasn't finished at that time. It was just like a like a blank manuscript with words, but no pitches.

And so it's really exciting now to see it with like a concept and a front cover. But we had none of that when we were first talking. So it was a way to kind of make the book stand on its own two feet and look the part and reflect what it needed to, but also fit within the brand and the visuals of the website and have common wording and copy between all of those things.

So I came to you, didn't I, Tiffany, just being like, help. Yes, and it was it was such a fun project to work on, and it turned out just beautifully. I recently shared your book on LinkedIn as well, just celebrating you and coming out.

And I received so many. I actually received one message. The person messaged me off of LinkedIn for some reason, and she was like, that's such a powerful book cover, you know.

And so, yeah, it's so cool how it all it all came together. And you were working, obviously, with the book team and me. And so like that can be a really interesting time when it's like, OK, I'm having all these different.

You know, opinions and things coming together. So how do you make sure it all it actually all works out in the end? So it was such an honor and a pleasure. Yeah, well, and I'm excited, too.

That's the thing, because I'm a words person. Yeah, like I'm a words person and I'm not a visual person really at all. And I had this picture of like I kind of like I know what I want the feel of the book cover to be, but I don't actually have a picture in my head at all.

And I still remember the call where you brought some concepts that we could kind of look at in terms of like the vibe of it. And it was really challenging to be able to say to like my designer, I kind of want this because I was really like, I have no idea what this should look like, but I know what I want it to feel like. And I think you were brilliant, Tiffany, for filling in a lot of those significant gaps and just making it like something that could be communicated.

Well, thank you.

So on that note, everyone, you have to go check out the book, buy the book. Where's the best place? I'm assuming Amazon, Jessica, or your website for them to grab the Yeah, both are good places. So if you search for Jessica Fearnley, and don't forget the A, because I think if you don't put the A in my last name, then Amazon can't find it.

But Jessica Fearnley Too Much, you should find it. You can also put that into Google, and it will take you there. But my website, jessicafearnley.com, that's got all the details of the book.

And you can sort of click through to Amazon from the main site as well. Perfect. So yes, go grab the book.

Give yourself permission to let your too much out. Let it shine. And then you can also see the beautiful cover and and just how we brought the brand together and everything else.

So any other final words of wisdom, Jessica for ladies and men listening to you know, I do primarily work with women, but men also, you know, chime in and listen. And I do work with some men, but this episode is mostly just due to the nature of your work and book are is geared towards women. So men, I just want to give you a shout out if you're listening, it's not to, you know, keep it super exclusive to you.

But that's just the nature of this. But yeah, any final thoughts that you would like to leave the audience today? So I think really, something that I've really noticed and experienced myself, like, like I shared, I've always felt like too much. And I actually left my corporate career 15 years ago, because I had really bad burnout and not the kind where you just take a week off and then you feel okay, like, I couldn't go back to my corporate career.

And I probably had a period of two to five years where I was just severely energy limited. Now I can look back and be like, oh, my gosh, that's because I was too much. And I was trying really hard not to be.

And I kind of, I hear a lot of burnout stories from women that I work with. And by the way, I also work with men. So if you're listening to this, and you're a man, please don't feel like it's just for women, men can feel like too much too.

But like, I see women all the time who've gone through burnout. And actually, when you when you take it back to what the original cause the underlying cause to all of it, so much of it can be rooted in childhood trauma. And so much can be rooted in the fact that we feel like we don't fit, we feel like too much, we feel like we don't belong, we feel like who we are in our bones in our DNA is not compatible with what people expect from us.

And I know for me, I didn't know what to do. So I just went through burnout. And I would always say if you're listening to this, and you really resonate with that, like it is such a powerful thing to honor your true self, to not kind of allow people to put the label of too much on you and just be like, well, that's kind of it.

For me, I'm just too much. I'm always going to feel like this. There's nothing I can do about it.

It's completely understandable. If you feel like that. I know I spent probably the first two, possibly three decades of my life feeling like that.

But the really powerful thing is, you absolutely can do so much about it. And it's about intentional living. It's about being honest with yourself about who you are and what you want and where you deserve to be in the world.

I think that when you start to honor that, like I said, I've been in business for 10 years. The story of my business is really the evolution of me as a person. I am not recognizable.

And now compared to what I was then I actually showed some of my clients for years ago, I showed them a photo taken from my corporate job, and they didn't recognize me. And I think that it's, it's not just a small thing to feel like too much and start to live in a way that does something to address that. And the journey of the book is like, look, let's take this too much.

Let's make your life and business feel like just the right amount. You don't need to live with this for your entire life. So I hope that feels actionable that that would be the wisdom I'd want to share.

So valuable, because I can just, you know, sense so many people out there just nodding their heads and, you know, really resonating with everything that you shared today. And so again, make sure you go grab the book and follow Jessica on LinkedIn or Instagram will have the all of the links down below in the show notes as well. So or like she said, just search Jessica Friendly too much.

And then final question that I always have to ask every guest because we're all about legacy here at your legacy brand. What does legacy mean to you? And why is it important? Yeah, I mean, I love that question. I think that legacy to me is about commitment.

I know for like quite a few years in my business, I was playing this game with myself of like, will I still be in business this time next year? Like, I don't know. And the year that I finally just was like, look, can we just stop this stupid game? Because you are doing this forever. Like you don't want to do anything else.

Like you're successful. This doesn't make sense to be uncommitted to your own business. So I think for me, like legacy is about making that commitment and just being like, my business is a real thing.

And it's not going away the end. But I also think that it is about this thing of like the ripple effect, the ecosystem that we're creating with online business, and really just being able to say, look, what we see available in the rest of the world in brick and mortar in corporate workplaces, that's not good enough for me that doesn't fit my life. And I what I love about businesses like yours and mine, Tiffany, and you know, so many clients that I've worked with, and women entrepreneurs that I see and speak to, we have, without really knowing we have taken what didn't work, and we've created something that is completely defined on our own terms.

I know for me, like in my corporate career, I probably could have not burnt out if I'd have been allowed to work remotely and work from home, they wouldn't allow me to do that. And so the path that I have ended up on is kind of inevitable. But we do have this like amazing ability to create this like legacy of this is how work can be done.

This is how money can be created. We can't look back easily and find examples of women who have done this on a large scale. Like I feel like if nothing else, future generations of women who maybe they're girls at the moment, maybe they're not born yet.

But they will be able to look back and be like, Oh, hey, there was this like crazy movement of like women across the world who redefined work who said, Look, we want to be working from home because we've got kids and we don't want to never see them. And I think, and just stopping, having to ask for a pay rise, deciding I am my own pay rise. So I'm going to be asking for the money that I actually need to live an abundant life.

I hope that that's something that future generations will look back on and feel so much more entitled to and so much more empowered to pick up and make their own because of the things that we have created in the last sort of 10, 15 years. Yeah, I couldn't have said it better. That is so beautiful, Jessica.

And it paints such a beautiful vision. And again, going back to some people who are looking at what's happening in the world right now through the scarcity lens. And yes, we don't know what's going to happen.

But I just love this viewpoint of, you know, that's really what we're here to create. And it and there are ups and downs and it's not always going to be perfect. But you know, that's where I think your book is so powerful to and everything that you stand for is because ultimately, we're going to make it right.

And and it's so much better to do it together as and like, do it as a group of entrepreneurs, rather than just feeling because it can feel like we're siloed, right? Just sitting in our offices. And yeah, beautiful to work from home. But there's also those like moments when you're like, oh, it feels so lonely, but no, it's not like we can really come together in this moment and create and create that and change, make a huge massive change.

Yeah. So well, exactly. And I think even with like, feeling like too much, sometimes, you know, you might have been the only person in your workplace or your team, it was too much.

And so, you know, we look at that. And we're like, I am the only person who's ever felt like this. But for me, when I became an entrepreneur, and I met other people who burned out work and felt like too much, I was like, Oh, there's like, actually millions of us.

It's just we're not all in the same workplace. So exactly. I think it's almost having that community.

I find it completely mind blowing that there are women like who live like a 12 hour flight away from me minimum. And like, they can read my book. And you know, I've had messages already, it's only been kind of five weeks.

But I've had messages from people who've been like, your book has changed my life. Like, it resonates so hard. And you just think, yeah, like, no experience is wasted.

We are not going through these things just as one person. There's like, there's so many people in the world, so many women in the world who have had such a similar experience. And we, we just need to remember that, I think, because it can be very isolating to feel like too much.

But actually, it's a, it's a brilliant thing. And it happens to so many more people than you might think. So, so true.

All right. Well, as we wrap up, Jessica, thank you again so much for being here. I'm so excited to help your ripple effect get the word about the book out onto the streets.

So everybody listening, again, don't forget to grab the book, follow Jessica on LinkedIn. If you're interested in if you are in a consultant or interested in becoming one, reach out to Jessica. She's really a genius at what she does.

And also, if you are looking at writing a book or wondering how to implement that into your brand at some point, reach out to me. And remember, if you're not consciously building a legacy, you're simply building a brand unconsciously. I really hope this discussion with Jessica inspired you.

Even if it's simply, you know, moving the needle 1% towards the direction of your legacy, taking a stand, accepting you are too much. That's what really matters. So, Jessica, thank you again.

Tiffany, thank you so much for having me. And I, I really want to say how wonderful it was doing the brand work with you and getting your expertise. Like I was so excited.

Like the moment when I saw the new website with the new copy and the visuals, the moment when I saw like the book cover, and just how everything blended together. I was so grateful for your expert opinion and insight into that whole process. And so thank you for, you know, helping me create the brand that I always needed, but had no chance of actually capturing myself.

Absolutely. My pleasure. Thank you so much.

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 Tiffany Newman creative. 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?