

S2: E126: You don't need a new strategy. You need *this*.

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.

Welcome. Today, we're going to dive right in. I've been on a little bit of a tangent lately. Last episode was all about giving ourselves permission. So if you need a pick me up to keep going in your business, go back and listen to that episode. But today, I'm going to continue that. In a sense. And I want to start with the idea of you don't need a new strategy. You don't need to follow the latest trend. You don't need to reinvent yourself to be relevant. What you actually need is to remember who you are. Today's episode is going to feel a little bit different. We're going deeper. into the truth behind a magnetic brand, a meaningful business, and a life that actually feels like yours. Because the thing standing between you and your next level, it's not the strategy. It's not a follower count, and it's not even clarity. And you know me, I love some clarity.

It's noise. It's masks. It's a slow forgetting of your own power. But today, we're going to remember.

Here's what no one else tells you about branding. It isn't about adding more. It's not even about value. It's about revealing what's true. When I work with clients, I don't hand them a brand. They already have one.

I hope them remember it, claim it, speak it with clarity and courage. But in order to do that, we have to slow down. We have to pause the scroll, silence the comparison, and remove masks that we've collected over time.

You might be asking what masks, what is she talking about? Well, for me, it was a corporate mask, the good girl brand mask. Maybe for you, it's a trend follower mask. We all peel that back layer by layer until what's left is the splendor of your originality. And that is where a real brand is born. And as I always say, you can't see the label from inside the bottle. So that's my mission is to guide people back to their own essence and help them bring that forth into their brand. Because you are a unique individual. Your uniqueness is beyond competition.

Trying to copy someone else will never make you a leader. Trying to sound like someone else, and most of us, by the way, do that completely unconsciously. You're probably thinking, I would never try to copy someone else or try to sound like someone else. But what do you think all that scrolling does? What do you think to all those podcasts you're listening to do? Now, of course, I listen to podcasts too. But subconsciously, we end up copying, we end up sounding like other people if we're not drowning out all that noise. And I talked about breaking the rules last episode, trying to follow the rules will never create a movement with your message. You'll succeed not when you repeat what has worked for others, but when you fully embody what makes you unlike anyone else.

When you stop apologizing for who you are, when you stop shape shifting to meet expectations, and when you stop outsourcing your identity to industry trends. And that is when the world will take notice. This is exactly why my legacy brand method and my brand operating system I've developed aren't just about strategy.

They're about truth. It's a soul level process. And because of that, every single client experiences breakthrough. And some actually have life-changing realizations. I've had clients change their names. I've had clients walk away from entire bodies of work to step into the work that they're actually meant to be doing.

And when that happens, they succeed wildly. Because clarity doesn't come from hustling harder. It comes from tuning in, from listening, from remembering.

And here's when things often get stuck, because the heart desires the experience. It speaks in dreams and images and feeling, but the mind speaks in logic. It wants plans, frameworks, proof. And when those two are in conflict, your dream stalls out. Your heart wants to speak on stages, but your mind says, you've never done that before, or maybe you've done that before, but you haven't gone on the stages you dream of before. And then the dream gets shut down, not because it isn't real, but because it wasn't logical. But logic doesn't birth a masterpiece. Devotion does, energy does, alignment does.

And this is where I want to bring in one of my favorite mindset principles. When your heart and mind work together, they create something bigger. The power of outer intention. The energy that magnetizes, that calls things in, that open doors that you didn't even know existed. But it only happens when you stop asking, is this realistic? Is this right? and start saying, agree to have it. So let's take a moment. Let's take a deep breath.

And with the last couple episodes, as I've been guiding you through, I invite you to grab a journal and pause for a moment or just reflect as you listen. And I have a few questions for you.

What masks have you picked up to say safe, fit in, or play the part?

And what would happen if you laid one of them down today?

Now based on our last episode when we talked about permission, where are you still trying possibly to earn permission to be who you already are?

Here's what I want you to know. Your true self isn't too much. It's just enough to create something extraordinary. The thing is, you don't need more content. You don't need more credentials. You don't need to be more like that person you admire. You need more of you, your essence, your voice, your magic.

And when you claim that, that's when your brand will align with your truth. Because your message just doesn't sound different, it will feel different. It will resonate and it will ripple. This is the deeper work that really creates a magnetic brand. And it's the work that I'm leaning all the way into this year.

As I talk about the masks and permission, I'm not just saying this to make you feel good or to try and make it an important message. It's from experience of what I've been walking through.

So the other news is in a few months, I'll be opening up a space for a small group to gather with me in person to do this exact work. The intersection of mindset, brand, identity, and intention. I'll be sharing more about it soon, but for now just know the invitation is coming and it will change everything.

So to loop back to the beginning, you do not need another strategy. You don't need to fix yourself or heal yourself.

You just need to slow down, block out the noise, tune in, and remember who you really are. Because when you build brand from that place, your voice becomes magnetic, your brand becomes undeniable, and your legacy becomes unstoppable. 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 [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?