

## S2: E129: Spaciousness is a Brand Strategy

Hey there and welcome back. Today's episode is going to feel like both a permission slip and a little bit of a wake-up call because I want to talk about something that so many entrepreneurs, especially brilliant big-hearted ones, miss when it comes to their brand. Your message needs space to breathe.

If you're rushing it, forcing it, or trying to get it clear, you might be sabotaging the very momentum you're trying to create. Here's what I've been seeing again and again. Women come into my world after months, sometimes years, of tinkering with their message or evolving or pivoting.

And that's okay. It's super common. They've tried templates.

They've rewritten their Instagram bio 17 times. They've updated their website copy and continued tweaking it, rebranded themselves using Canva, maybe hired a copywriter, launched offers. But they're still not seeing traction.

Why? Because clarity can't be crammed into a deadline. True clarity often needs space. Your message needs air, stillness, and integration.

The world is so loud right now and everyone's trying to speak faster, post more, and shout louder. But if your energy and messaging aren't aligned, you're just adding to the noise. I just wrote an article recently for Coaching Business Magazine.

They asked me to write about AI and the use of AI in business specifically. I'm going to be doing a podcast episode specifically around that sometime soon, so stay tuned. But the thing that I talked about the most was this just adding noise.

People are now using AI without training it properly and it's just increasing the noise so much. I'm sure you're seeing and feeling it too, right? And the thing is, going back to the idea of stillness, when I say stillness and letting your message breathe, it's not the opposite of hustle. It's not passive.

It's not waiting around and it's more about tuning in to the wisdom that's already there under the surface within you. Because when we're hustling and scrambling and keeping up, we don't have that connection. We lose that connection to our higher wisdom.

So this is a new concept that I'm playing with. I'd love to hear your feedback. Spaciousness is a brand strategy because when you try to name an offer before you're ready, you'll dilute its power.

When you try to squeeze your brilliance into sound bites that don't do you justice, what gets lost is the truth of who you are and the impact you're here to make. I was just talking to a client yesterday in a VIP day and she mentioned that she had been in this other program and this man, the thought leader, who had some really brilliant points. So I'm not saying that there wasn't any takeaways, but he was insistent that to be successful, she had to niche down into serving this one specific sort of client.

And I had to ask her, is that a head decision or is that a heart decision? When you tune in, yes, this man is suggesting this and yes, he is a mentor and a coach, which I'm her mentor and coach too. And so I always try to be very mindful when people have multiple cooks in the kitchen, right? Because I don't want to undermine someone else's opinions, but for that one, I had to fight for her. Because by narrowing her niche that much, not only was she limiting her capabilities of serving more people, she was also limiting her love and her passion around her work.

So what allowed her to make that decision, because she had been spinning for a couple months, was working together, me asking clarifying questions and her having the space and the guidance to come to her own conclusions. And that's a big part of the problem because there's so many pieces of advice coming to us, maybe from mentors, maybe from social media, maybe from your email. And when we hear that this is the magic that's going to change your brand, or this is the new shiny object, we get pulled in a thousand different directions and we have all these conflicting thoughts and ideas.

And then we lose track of what really will serve us. So this is what I mean when I say, let your message breathe. You need more focus, not more filler.

You don't need 10 new content ideas. You need one clear through line that lands like lightning. And this is the part that people overlook.

Clarity isn't just a brand asset. It's a conversion tool. It's what turns browsers into buyers and curious followers into booked clients, casual listeners into raving fans, but only if it's anchored in your actual voice, your truth, your timing, and your vision.

If your brand and messaging isn't converting, it's not because you're not good enough. It's not because you're doing something that people don't want. It's probably because the message is too rushed, too vague, or too heady to land.

And no funnel or post frequency can fix that. Which leads to another issue is if your brand's not on point, any type or sort of marketing you put out there isn't going to work. So this is why you need to regroup, come back to your brand, and make sure it's on point first.

So you might be shaking your head and being like, okay, Tiffany gets it. This is what I'm experiencing. Or maybe you're just learning right now, even if it's not totally speaking to you.

But I want to give you some real examples of what's possible when you give your message the space it needs, when you give your brand the space it needs, inside a container that's built to help you integrate it fast. So my client Greg had spent years behind the scenes running the business of a major thought leader, and he was finally ready to go all in on his vision. In just one VIP day, we mapped out his full brand strategy, clarified his messaging, named his offers, and packaged his unique method.

His response, this is nothing short of amazing. I love what you did with the unique method, the value ladder, and summarizing my brand pillars. I'm blown away at how you brought my vision to life, and your strategy on how to book new clients right away worked too.

Shannon was in a plateau. Her membership offer had stalled, and she wasn't sure quite how to bring in new momentum. During our VIP day, we built out a fresh new launch strategy, crafted the messaging for new workshop series, and made sure every piece felt aligned.

After she implemented it, she messaged me, completely lit up. She had more clients pour in from that one launch than she did of all last year. This is her exact quote, Tiffany, I ran the numbers.

I literally increased revenue a thousand percent. Even I am dumbfounded by that result. So these are just two examples of what's possible in a VIP day customized just for you.

If you're tired of long programs that you're not getting results from, and you have no support in, which by the way, I do have a messaging program that does provide you support if you like programs, but I think there's so many courses out there today that just leave you to your own devices, which has you continuing to swirl, right? And so that's why I'm making more room in my calendar for VIP days, because customized support just for you in the right time can actually

move the needle so much faster than anything else. So yes, if you'd like to travel and do it in person, we can absolutely make a whole experience of it. We can even wrap up with a beautiful dinner to celebrate what we created.

So currently I have space for just two VIP days. If you've been in a cycle of almost clarity or wondering what's next, or really wanting to make sure you have those ideal clients coming in, this is your moment to break free and finally land the message and the brand that opens doors. You'll walk away with a magnetic brand message that reflects your evolution, strategic clarity about what to launch, when, and how, and a renewed sense of confidence in your voice, your vision, and your power.

The link to apply is in the show notes, and if your body is saying yes, go ahead, check it out, and let's talk. Let this be your reminder. You don't need to say more.

You need to say what matters and say it in a way that only you can. Let your message breathe. Let your voice settle into something rooted and let that clarity carry your brand where it's meant to go.

Next week we'll take it one step further and we'll talk about the energetic layer that most entrepreneurs are not addressing, because sometimes what your business really needs isn't a new funnel, it's a frequency upgrade. Until then, keep building your legacy and we'll see you next week.