

## S2: E131: Your Business Doesn't Need a New Funnel—It Needs a Frequency Upgrade

Hey there. Welcome back. Today's episode is for the entrepreneur who's doing the work. You've invested in strategy mentors. You are amazing at what you do. You have some clients, but something still feels off. You're showing up, you're creating content, you're making offers, but maybe the momentum isn't quite matching your effort. And deep down, you know, the problem isn't tactical. Here's the thing. You can have the perfect funnel, the prettiest logo, and the most polished website, but if the energy behind your brand is misaligned, it will never land the way you wanted to. I know this not only from my own experience, but also from the experience of so many of my clients. I've been really curious about, even though we've created magnetic brands, some tend to thrive way more than others. And I've been doing the work to help clients behind the scenes quietly to really break through to their next evolution. And it's been absolutely incredible. So I am taking you behind the scenes today to talk more about this because the world needs us more than ever right now, and we need to show up and serve and be leaders right now.

So first I wanna talk about the fact that people don't just buy your offer. You've probably heard this before. They buy how you make them feel. And that feeling, that connection, the spark, that that magnetizes people to you, it comes from your frequency. So today we're going deeper than strategy and talking about the layer that most people overlook. We're gonna talk about what is frequency really, how do you know if yours is out of tune and what shifts when you finally upgrade it? And I don't mean raise your vibe and manifest clients while sipping green juice. This is not just airy fairy crap <laugh>. It's not toxic positivity. We're talking about energetic coherence, alignment. It's about what happens when you are who you are, you do what you say, and how you show up are all in tune. So let's get into it. We're first gonna start with some education because frequency gets thrown around a lot at a scientific level.

Frequency is the rate which something vibrates. Everything in the universe has a frequency, right? Light, sound, thoughts, even emotion. So when we talk about your frequency, we're talking about the energetic signal you're sending into the world through your presence, your voice and your brand, your business. It's the invisible layer of communication that says, this is who I am. This is what I stand for, this is how I make people feel. And people can feel that whether they can name it or not. When your frequency is clear and aligned, you attract people, opportunities, ideas, and synchronicities. You move with ease. You feel more alive when it's scrambled or forced. You attract confusion, resistance, crickets. You get stuck in self-doubt or decision fatigue. And things start to feel heavy even when you're doing air quotes, all the right things.

So think about a guitar string. Actually, I never play guitar. I used to play violin. So maybe a violin string, whatever string instrument makes sense for you. If the string is loose, no matter how hard you pluck it, it's not going to play the right note. It's gonna sound dull, flat, and off, or maybe not even make much of a noise at all. But when it's tuned just right with the right amount of tension and alignment, it creates a sound that resonates. It fills the room. It's beautiful and people are attracted to it. That's what we're doing in your business. We're not changing the instrument. We're not trying to make the guitar something, it's not, or trying to make it prettier or trying to whatever. We're tuning the frequency so that when you speak, when you show up, when you sell, people feel that resonance. That resonance. It's

what builds trust, connection, conversion, and it's what allows you to move forward without the constant need to overexplain or overperform. So I'm gonna give you a couple real world examples of what this looks like. One of my clients who's in a secret offer that I've been offering behind the scenes, well, I really

Work through fine tuning my methodologies for everything I'm talking about here today. He actually just texted me today and it was so timely 'cause I was recording this episode, so I'm gonna share what he had to say. By the way, ever since our inner work session, my stress that I was dealing with for so many years diminished greatly to the point of where it's pretty much gone. I'll be happy to share more when the timing is right, but our session was the beginning of finally being relieved of continual stress and anxiety. No matter what I did, it's also freed up a lot of energy that was tied in that discomfort. Thank you so much for making that difference in my life.

That's just makes my heart sing. And that was also just based on one session we did together. So I want you to think about where this is lying for you. And I'll be the first to say too, I have had, we all have different times where our energy is off. And I've finally gotten to the point where I can be so consistent that no matter the circumstances in the world, yes, I might get phased, I might freak out for a minute, but I can always come back to center. The more I stay in alignment with my true frequency, the more I continue to hit my monthly revenue goals so easily, even when the external world feels chaotic, I'm not hustling, I'm tuned in, I'm clear and I'm consistent. Another client I've been working with on this level was unclear, second guessing, her pricing, her visibility, her offers.

Now she's showing up and she's glowing. We helped her remember who she is and suddenly the fog lifted, the visibility flowed and the pitch and the offers that she's been struggling with for six months came out of her in just 10 minutes with confidence and can conviction. That's how powerful this work can be. Last, another client was doing all the right things. You know me, I don't love social media, but this client's quite into social media, which is perfect. Some people love it. But the thing was her audience wasn't converting. She felt like she was talking to crickets because she wasn't saying what she really wanted to

Say. She was playing it safe and she didn't know how to get over that block that she felt she was aware of the problem once we dug in, but she didn't know how to move through it. And once I helped her tune into her truth, she dropped a single post that brought in more leads in that one post than it did in the last few months. So why this is important is because one of the greatest gifts you can give the world is to actually feel enthusia lit up, charged with energy. Sometimes we don't feel that way because the world around us is putting that pressure on us, which makes sense. But I am trying to help myself and others stay strong because we need leaders to help us get through this time and get to the other side. And when you can shine your light and encourage others to do the same, that's when everything shifts.

And when you're aligned, when your frequency is turned all the way on, you awaken others, you become magnetic and you're not just sharing content, you're transmitting something deeper. That's how we create real transformation, and that is how we create a legacy, not through burnout or pushing, but through resonance and renewal. So let's pause here for a moment. You might be thinking, but Tiffany, I cannot be high vibe every day. I have real stuff going on. There's stuff in my life, stuff in the world. And to that, I say, of course we all do. We're human. You're allowed to have hard days. And actually you must

because the idea that you have to be in a constant state of bliss to attract a success is ludicrous. It's not just under realistic, it's actually harmful.

What I teach isn't positive vibes only, although if I had a choice, I'd always be positive vibes, but that's just not being human <laugh>. What I teach is emotional fluency, energetic sovereignty, the ability to lead yourself and your clients through the full range of human experience without losing your clarity, your presence or your vision. That's the real frequency upgrade. Let me give you one more example. This one's also super fresh. A prospective client came to me recently asking if I could help her design a new logo. I said, sure, I can do that. However, I had to also lovingly add a new logo. Isn't gonna do for your results. Now, I am a brand strategist. I do create logos, beautiful ones, strategic ones, but I'm also probably the only brand strategist who will tell you this. If your energy messaging and leadership are misaligned, no design in the world is gonna fix that.

Yes, we're visual creatures. And so if your logo is unreadable, non-existent or looks like it, time traveled from 1997, which honestly doesn't feel that long ago when you're over 40. But anyways, that's beside the point. Yes, we can clean up the logo, but that's not where we start. That's the icing on the cake as I like to say. We need to start or at least add in with the frequency behind the brand. That's the part that moves people. That's what earns trust and creates momentum. And you know what? I was a little bold in saying that and swearing, but she thanked me. She told me she appreciated the honesty and now she's crystal clear on what will actually move the needle before we touch the visuals. So when we do upgrade her logo, it won't just look good. It will represent something even more powerful.

This is what I mean by doing branding differently. And this is exactly the work we'll be doing together in person this fall. So this is the first announcement of this. Something I've been working on quietly behind the scenes. I'm hosting a two day immersive event for a small intentional groups of entrepreneurs who are ready to get back into alignment at the deepest level. Not just even get back into alignment, but get into alignment that they've never experienced before. And I can say this not only from with the clients I've been working with, but my, from my own personal experience, the shift that I've experienced in the last few years. I've done a lot of work over the last 20 years and it's all slowly added up. And I know if you're listening, you've done a ton of personal development as well. Most of us have as entrepreneurs.

It wasn't until I did the things that we're gonna be doing in these two days where everything shifted and people talk about the ease and the flow. And I finally am experiencing that in true form, and I want that for you too. So this isn't a conference, it's not a workbook and lectures kind of thing. It's an energetic reset, a reconnection, a real attunement to the version of you who doesn't just dream about the results but creates them with certainty, confidence, clarity, and calm authority. You'll walk away with a resonance that reflects your current evolution, messaging that converts because it actually resonates and tools to regulate your energy and maintain momentum. These you can also use with your clients to help them navigate and have massive breakthroughs, and it's going to be a room full of grounded, amazing leaders who are playing the long game with you.

So it's awesome for networking too. This is the work I've only ever done with my highest level clients, quietly behind the scenes until now because I'm seeing too many brilliant business people shrink back, play small or quietly, consider giving up, not because they don't care, but because they don't have the tools to stay in their power when life and the world gets complex and overwhelming. So I'm changing

that. I'll be open and inviting in just 20 people for this event. The price is going to be accessible because I want to support as many people as I can, and the impact will be something you carry with you for years to come. If this is speaking to you, I invite you to join the wait list now. You'll be the first to know when the doors open, and I truly believe this room will change everything for those who are ready. So that link is in the show notes. I'm working out the details right now. This will be in late September or October, early October. So this is specifically to get on the wait list so you'll be the first to be notified because I'm pretty confident that this is gonna sell out fairly quickly so your next level doesn't require more effort, it requires more attunement. Take a breath,

Tune in and remember, your frequency is your legacy and it's time we amplify it. I'll see you next week and hopefully I'll see you in the room. Until then, as always, keep building your legacy.