

S2: E133: The Power Move That Built a Waitlist for My Services

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. Hey, hey, welcome back. Today I'm inviting you to let go. Let go of one of the most persistent, most punishing myths in the online business world. One that doesn't get talked about very much. The myth of consistency. You know the one. Post every day. You have to be everywhere. Show up no matter what. Be consistent or be forgotten. And yes, there's some truth in consistency building trust in a brand. Absolutely. And yes, you must have some consistency if you're going to have a thriving business. You do have to show up and serve your clients. But here's what never gets said. When consistency becomes a page, it stops building your brand and starts breaking your spirit. And no one should be living a life like that. I've seen it so many times when clients and colleagues feel ashamed because maybe they didn't send a newsletter one week or they disappeared from their IG stories for a few days. Something happened where they missed the mark and their super consistent streak was broken. And then the self-talk begins. I'm not disciplined enough. I'm going to lose momentum. My audience will think I've given up. But here's the thing. Your audience doesn't need these constant updates. The world, it's noisy enough. What they need is real resonance. They want to feel something, connect.

Remember why they followed you in the first place. And that doesn't come from showing up more and more. It comes from showing up aligned. Your brand has a pulse, not a calendar. Because most of what we've been taught about consistency treats it like, I like the analogy of a metronome. So tick tock, tick tock. never missing a beat, right? The thing is, real brands, the ones that have soul and staying power and they're human, they're more like rhythms. They pulse, they breathe, they move with intention. And this is where I want to introduce something new today, something I'm calling rhythmic visibility. This is the new era of brand presence. Especially for the introverts and ambiverts listening, this is for you. Rhythmic visibility honors the truth that your energy is not

always the same. And that's not just okay, it can be strategic. It means there are times to shine bright and share boldly and times to lay a little bit lower recalibrate and come back stronger. You don't need to hustle harder to earn your next breakthrough. Sometimes the biggest shift happens when you pause, not when you push. So if constant consistency is in it, what is? Let's ground this all in with a few takeaways for you.

The first thing that I want you to think about today is auditing your output. Ask yourself, where am I forcing consistency maybe out of fear? Am I creating because I'm inspired or because I think I have to?

I know for me, this was on Instagram. All of 2024, I had this undercurrent of, I gotta be on there. And I had these three, Monday, Wednesday, Friday were my posting days. And even if I wasn't feeling up to it, I was always making sure I was visible. Then if you've been following me for a little bit, you know, January 1st, New Year's Eve, not really planned. I went ahead and put a nine grid on my Instagram, a static grid. If you're not familiar with that, you can head over to my Instagram, Tiffany new and creative and check out what I'm talking about. And also there's a lot of free resources there just for you to know. But the reason I'm sharing that is because I felt this trap of consistency. And the minute I switched it over, I never looked back. And guess what? My business has grown so much this year. I have a wait list. Things are going so easily. Now it's not probably only because I left Instagram. It's probably because I released what was no longer serving me. So I want you to think that again. Am I creating something because I'm inspired or because I think I have to?

Next up is to tune into your current rhythm. What does visibility look like for you this month? Maybe it's going all in on your podcasting. Maybe you're taking a break and doing behind the scenes creation because we're in summer. Maybe it's a little extra rest and that's okay. Our businesses are meant to ebb and flow.

I know from the corporate world, came with me into my own business was this constant projection of increasing month over month, year over year. And the truth is, even in corporate, they never did, they ebbed and flow, but there was this constant pressure by the C-suite, which I was part of, to hit the marks, hit the next level up, right? And what I really think we need to do is allow ourselves some ebb and flow and plan for that. For instance, in my summers, I know they may not be my most vibrant months when I'm bringing in the most new business, but that's okay because I push a little bit harder in the spring and fall and when the winter, when it's cold here and I'm fine being inside and working more. For me, it's very seasonal.

And I want the same for you if you haven't already dove into that. And maybe you're listening to this and it's just confirmation that you're on the right path. Maybe you've already done some releasing this year. Maybe you've already tuned in to a more seasonal business structure. And I applaud you for that.

And no matter where you're at, want this third item to really sit with you and take some time to reflect, which is thinking about rebuilding trust with yourself. You don't have to be everywhere to be seen as a leader. You just need to show up where it counts with heart, clarity, and presence. And that's one of the things that I do with all of my clients is

Yes, we create legacy brands, but then we really think about where is that brand? Where's that message? If you want to make your message a movement, where is that being shared? Where your audience is? Where you want to show up, where it gives you energy, not sucks you dry. So rebuilding your trust with yourself is important. If you've missed the mark on consistency, I want you to forgive yourself. Maybe you started a podcast and didn't keep up with it. Maybe you invested something and didn't finish it. Most of us have all been there and done that on some level. And what I want you to know today is that things happen for a reason. You can forgive yourself and move on because if you keep replaying the fact that something like that happened, it's just going to bring your vibration down. Instead, release it, let it go, and find what truly lights you up and follow that path. And I promise you everything will shift for the better. And this is the heart of legacy branding. It's not performative. It's not reactive. It's intentional. It's resonant. And it's real.

So I'm going to tell you something from a personal experience. When I finally stopped trying to do it all, I stepped back from that constantly creating content and focused instead on alignment. Everything did change, which is why I felt called to bring you this message today. My legacy brand foundations program is feeling easier and more effortless than ever.

And nothing has changed with the program. Nothing has changed with me. The results the clients have been getting have always been the same. But my energetics have shifted. The women and men in my high level mastermind, we're working on simplifying, streamlining and scaling in ways that feel soulful, not exhausting. And they're getting incredible results too.

So no, people are not stopping their investments right now. They're just investing smarter in what actually matters. So if you've been holding back because you think the economy is making people not buy or whatever may be jumbling around in your brain, let me tell you that is not the case. And

If that's where your head and heart are, like I said, I want to invite you into something special. If you're ready to come online with your energetics and really take your brand to the next level, this fall I'm hosting a private high level event for visionary entrepreneurs like you who are ready to stay booked out and have a wait list and lit up no matter what the world is doing or saying. It's a blend of refined strategy, elevated networking, and transformational breakthroughs designed to support you in aligning your brand and business for what's working now. This is the work that I've been doing with my mastermind and my high level one-on-one clients, and the results have been absolutely incredible. And here's the thing, this experience is worth tens of thousands for what you walk away with based on the depth of what we're doing. But I've intentionally created it to be accessible, less than a single brand session with me. So this is something new that I'm bringing to life. I'm really, really excited about it. And spots are going to be limited. So we are accepting applications now.

If you're craving clarity, connection, and massive growth for your business, this is your official invitation. We are partly booked already with current clients, so I'm giving you a heads up early. And full transparency, I'm working out the final details. So applying doesn't mean you're committing. It simply means that you're interested and that you'll have a spot if it aligns once we open doors. So just go ahead and click the links in the show notes to apply or DM me on LinkedIn with the word event. I'll send you the details that I do have. You can apply and then we'll be in touch with more details. I can't wait to see which incredible business owners join us because when we band together, we can make our messages a movement.

And until next time, remember, your legacy isn't built on perfect consistency. It's built on presence, purpose, and resonance. So keep going, stay aligned, and I'll see you next week. 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?