

S2: E134: We need awake, embodied leaders in the times we're living through.

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 there and welcome back.

During these summertime episodes, I'm going a little bit quicker because I know everyone's extra busy and enjoying the sunshine, at least here in the portion of the Northern Hemisphere that's not always warm, and that may not be you. But for myself, I'm giving myself permission, like I always suggest we all do, and doing a little bit shorter episodes.

Now with shorter episodes also come a little bit harsher truths. Well, that's at least what seems to be happening since I just download these episodes as they come. So let's dive in. So there was a time when strategy alone could carry your business pretty far. You followed a proven formula, ran ads, posted consistently and leads would come in. But everything has changed. I'm pretty sure if you're listening to this, you are agreeing with that statement. Suddenly, the old strategies stopped working the way they used to. Now, honestly, I never have invested in ads. I never decided to because I actually came into the game of online business when I left my corporate career around seven years ago and ads were still going pretty well but I was never at the point of wanting to risk I guess thousands of dollars in the chance of a reward. Maybe I should have. Maybe it would have been great back then. But I grew my business organically and that was good enough. So that was like the go-to way but there was a lot of other go-to ways that also are not working the way that they used to work. So at the same time

The advice pendulum swung hard in the other direction. Just align your energy, manifest your dreams. Don't worry about the how, which I have to say, I say all three of those things. So kind of calling myself out in a small way. Don't get me wrong. I'm all in on alignment. I've seen firsthand how powerful energy shifts can create massive momentum.

So I'm not saying these things are not true, but when we only focus on strategy or only on energetics without deeper connection, we tend to stay stuck or really have slow progress. And I want to talk about what gets overlooked most in this whole conversation about what's working in business, which is relationships, strategic, intentional, human to human relationships. We've become so siloed, especially since 2020, focused on showing up online that we forget the biggest breakthroughs often come from one aligned introduction, one expected conversation, or one person who believes in you and opens a door. So today I want to talk about what it really takes to build a legacy brand right now and how integrating three forces can change everything. These three forces are aligned strategy, not just any strategy or not somebody who told you their strategy worked and it will work for you too, brand energetics, and relational capital. So let's break each one down and I'll share some behind the scenes stories and real actionable ways you can start tapping into this inside your business. So let's start with aligned strategy. What's working now? Because while it's not everything, it still matters deeply.

But here's where so many visionary entrepreneurs get stuck. They're using outdated strategies or worse, strategies that were never built for their business model, their audience, or maybe their season of life. We are not here to copy and paste from someone else's blueprint. Aligned strategy means you have a clear vision and a plan that reflects not only your goals, but your capacity, your energy, and your truth. It's about building a business around your values, not sacrificing them for metrics. So one quick story I wanna tell is recently I held a retreat for my high level, small, intimate mastermind and...

I tend to work with people my age in their 40s or older, although I do have clients younger as well. But most of these people are in their second half of life in a sense. And the conversation came up that, you know, I don't want to hustle anymore. I want to enjoy life. I want to slow down. I want to make more while doing less.

However, one person specifically was really locked in on the model of posting all the time, doing all of the things, doing the workshops, doing, you know, just all these things that we're told we have to do to have a successful business. And I challenged him to step back and do the math of, how much do you really want to make?

What type of offers do you really want to have? And how do you need to build a brand and a marketing process that will actually bring that in? And when we simplified it, he realized that he could focus just on one-on-one clients, a small number with a really powerful brand and not have to do all the things that was holding him back from really taking off because it felt so overwhelming. So this is why I always begin with clarity before tactics, because a beautifully

designed funnel means nothing if it's built on a message that doesn't resonate or a model that you secretly resent. That's what happened when another client who came to me feeling completely burnt out.

And she'd been following this complex launch system that technically worked, but it left her feeling depleted and disconnected. So when we were working on her brand messaging and really restructuring everything, we looked at her offers, streamlined her messaging and built breathing room around her launches. And the result was that she had her biggest launch ever, easily and effortlessly without all the burnout. So I have a mini brand audit for you today. Look at your current strategy. Does it support the life you want to live or just the revenue you want to hit? Because oftentimes there's much simpler and easier ways to get to those numbers. Are you building around your strengths or fighting your own energy every step of the way? And is this version of your business a reflection of the version of you that exists today? Are you still running loops of something that was working previously and it's no longer working or it no longer feels good to you? Because aligned strategy doesn't chase trends, it doesn't follow the mold of someone else. It's timeless, it's flexible, and it's personal.

Next up, we have brand energetics. How you show up does matter. So we talk about your energy because your frequency is your first impression. Now, I know this goes out there a little bit for some people, but I've worked with hundreds of entrepreneurs and building their brands. And what I can tell you is it's not the prettiest brand. It's not the most polished person, it's not even the most amazing messaging. All of those things can help as far as having your brand look good, you yourself know and have your worth and confidence aligned, all of those things. However, long before someone clicks by, they're feeling into your energy most of the time unconsciously, sometime consciously. Can't say that word consciously. So are you excited or exhausted right now in your business? Are you creating from inspiration or from fear? Your brand energetics are reflected in your copy, your content, your offer creation, your client experience, everything. This is where we start shifting from performing to embodying. For example, one of my clients had all the right pieces in place. You know, she had the beautiful brand, we worked on her messaging, all of the things. In theory, it should have worked and it did for a minute because at first when we launched the new website, the new brand, she was excited. However, some time went by, some personal things showed up and her growth plateaued. Not because she needed new funnels or because she needed some fancy shiny object, but it was because her energy was off. She was creating out of pressure, trying to keep up and in the process lost her voice. So we focused on energetic recalibration.

We reconnected her message to her actual mission and she began to create from a state of overflow instead of scarcity. Nothing else changed because we already had everything else in

place. She'd already gone through my program. We'd already worked on her website, all of the things and something over time had become off and I knew exactly what that was. So within weeks,

Her engagement had skyrocketed. She got invited to speak on some aligned stages and most importantly, she felt like herself again, maybe even better. I can't say that part for her. So if things aren't working quite right, want you, yes, like I said, strategy and aligned strategy may be part of it, but if that's already there, then look no further. It's

Definitely your energetics. So your energetic brand check-in. I want you to ask what part of your business feels heavy right now.

What do you dread doing that maybe used to light you up? What has shifted? And where are you diluting your energy to fit in instead of leading from your truth? Because you cannot fake aligned energy. And you don't have to raise your vibe to be magnetic. This isn't some crazy like, have to be toxic positive and just pretend everything's rainbows and unicorns no matter what.

Please know that I don't mean that. You just need to come home to your center and live day by day. Now, yes, you can still raise your vibration even if the world isn't rainbows and unicorns because the world never is rainbows and unicorns, especially right now. Part of that is being around other people who are also in tune and holding a higher vibration.

We'll talk about that a little bit later, but this is how your brand begins to work for you. You don't have to change anything other than focusing on yourself.

And then the third part, as we talked about, is relational capital. This is the overlooked multiplier in your business, in your brand. This is probably your most underused asset, especially because we're all typically high achieving entrepreneurs in the online business space. We think, okay, we can do this ourselves.

We tend to be siloed, not everybody. A lot of people love community and collaboration and all of those things, but still, we end up being on our own quite a bit, right? And in an age where algorithms and unpredictable tech changes and platforms shift overnight, we can't control a lot, but things that we can control, one thing we can control is relationships.

They're timeless. Since the beginning of time, humans have had relationships and that will never change. strategic, authentic, generous relationships are often the fastest path to brand elevation. And yet so many entrepreneurs treat them as an afterthought. So your next

collaboration, podcast invite, client referral, or visibility breakthrough, likely won't come from your email funnel, even though that's important, it will come from someone who knows your work and trusts your voice. This doesn't require being an extrovert or constantly networking. It's about genuine connection, consistency in relationships. So I talked about consistency in the last episode and how consistency isn't all we give credit for.

However, in relationships, it is somewhat important because if you just fall off the face of the earth and don't talk to people for two years, then it's going to be a little bit awkward to come back around and just be like, Hey guys, how have you been? Right? So it's just about consistency that's aligned and that feels doable for you. And of course, leading with value. You can't just have transactional relationships, you can't just be fake, but people will feel that. So, and if you're listening to this, I know that's not you. So I'm not even worried about it, but we forget how important it is. And every major growth milestone in my business from media features to high level clients to my favorite speaking engagements has come through real people who knew my work, knew my heart and felt my energy. So what does that look like for you? How can you really double down and make your relationships a catalyst for your next level? So I have a visibility challenge for you. Think of three people in your world right now. A former client, a peer or colleague, and someone you admire but haven't reached out to. Send a note. Cheer them on.

Ask what they're working on. No pitch, no agenda, just presence. And this is how trust is built and this is how opportunities unfold. Because visibility isn't just about being seen, it's about being remembered, recommended, and respected. I think that's a mic drop. Anyways, when you bring together a line strategy,

authentic brand energy and meaningful relationships, that's where the momentum lives. And this is where I'd like to say integration is the new hustle. This is what creates not just short-term wins, but a sustainable long-term brand and business that evolves with you. And it's exactly what I'll be guiding a select group of entrepreneurs to go through this fall.

So if you haven't heard yet, and I'm not shouting it all over the place, it's mostly on this podcast. So if you're here listening, you're one of the many few, I don't know how many of you will be listening, but I'm not putting this all over social or anything because there's only 20 spots and a lot of them are reserved for current clients. So if you've made it this far, I'm hosting a private high level event designed for entrepreneurs who are ready to create real momentum without the burnout. It's not really a retreat. It's not a traditional mastermind. It's an immersive experience where strategy, soul meets connection. So you can clarify your right next moves,

refine your message for maximum visibility, and build these real relationships with aligned peers and leaders.

And while this experience is valued in the five figure range based on the depth of what we're creating, I want to make it accessible. It's the first of its kind and it's going to be an amazing deal. Seats are limited and applications are now open. So head over to the link in the show notes to apply or DM me the word event on LinkedIn and I'll send you the details.

I'm really excited to bring this new offer to the table because it's what's been working for myself to stay sold out and booked out during this crazy time in the period of the earth. And it's also working for all of my high level clients. So if you're interested, shoot me a line or apply.

And until next time, remember a truly successful brand isn't built in a silo. It's built through clarity, connection, and aligned momentum. Keep showing up with intention 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 [tiffanyneumancreative](#).

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?