

## S2: E136: The Power of Proximity to unlock unstoppable growth

Hey there, Legacy Leader. Have you ever felt a surge of possibility ripple through a room so strong that you swore the air changed temperature? Maybe it was seeing someone speak from a stage and it cracked open a new version of you. Or perhaps it was a stranger's question that tunneled straight through your limiting beliefs. If you can feel that memory in your body right now,

You already understand the importance of today's theme, which is why being in the right rooms make all the difference. I adore technology. It's so important to have reach. It's so convenient. And yes, the pajama bottoms that we get to wear. Tech is literally miraculous. Virtual stages let us reach, learn, and collaborate from every time zone.

My own team and many of you listening are proof of that. And there is a unique electricity that only sparks when bodies share oxygen. When we gather face to face, mirror neurons sync, heart rates mimic each other, and ideas ricochet faster than any Wi-Fi signal. Now, don't get me wrong, virtual events are powerful as well.

So before I share a powerful framework that's going to help you really make the most of any room you're in, whether it's virtual or in person, you can use this to prepare for attending basically any event. I want to first share some stories that I've never shared before on the podcast, which are three rooms that changed everything for me. So.

Room number one was back in 2004 and it was the Dream Builder event with Mary Morrissey. So if you're not familiar with Mary Morrissey, she is, I think she's close to 80 right now. She was like best friends and played side by side with people like Les Brown and Bob Proctor and really kind of one of the OGs of personal development, like modern personal development.

And back then, I had one of my rock bottom moments in my entire life, probably the rock bottom moment, financially, emotionally, spiritually. I was grieving the breakup of my five-year college boyfriend, a death of a close friend, working two jobs to pay back my student loans. And on top of that,

I ended up on the couch after three surgeries, so much that my mom had to come help take care of me for a while. I was honestly wondering if my life had already peaked at 20 something. And honestly, in moments I was wondering if it was worth living. One late night, an email from Mary's team flashed across my inbox.

Remember that little ding that used to happen in the inbox? Like you've got mail. And it said something around the lines of your dream deserves a weekend. And something deep inside me stirred. And at that point I didn't have the money to go. I didn't have the vacation days after my surgeries, but I did have a spark of yes. So the first step is I ordered a set of CDs back then shows my age. And after listening, I then did book a seat for an event of hers that was a few months out. And I was determined to overcome my rock bottom. It was something to look forward to, a turning point. And I just knew I had to go. So fast forward to the event and being in the room, Mary opened with the line,

In 1980, I hit my rock bottom and the entire room inhaled at the same time as if someone had synchronized our lungs. I felt my shoulders drop for the first time in a while and I knew and I felt I was not alone. Here was this woman speaking on stage and she shared that she also had a rock bottom. And that weekend I learned that possibility is a frequency and you can literally borrow it by proximity, like tuning your radio to a different station. I walked back into my life with a new filter. I get to design this. That filter would guide every decision moving forward. And the coolest thing is about 10 years later, I was still in Mary's orbit and she asked me to speak on her stage as I was a top student who had moved mountains in my life, which had included landing my dream job, marrying an incredible man, and having children after doctors said that I would not be able to. So again, being in the room, that room really changed everything in my life. Room number two was fast forward to 2017. So I had rooms in between what I'm sharing today and I'm sure you've experienced many rooms yourself, but I wanted to share sort of the top three pivotal moments.

Of I could choose so many more, but the ones that stood out to me, and have you be reflecting about what rooms have you been in that have made such a difference in your life? So this event was in 2017, and Todd Herman, you may have heard of him, an amazing business coach. I honestly don't remember the exact details of how I ended up on his list and going per se, but it was the very first mastermind or larger event that I went to because I was still in corporate. I had miraculously worked my way into my dream job, creative director in a fortune 500 marketing firm, forecasting trends, working with brands like Adidas, Burt's Bees and Stolli Vodka. And from the outside I was thriving. I loved it. But inside I was starting to suffer from being under someone else's agenda. I think that happens to all of us entrepreneurs when we try to hold actual jobs. I was thriving, but I knew I wanted something different and more. And my daughter had been born and I was just missing being away too much. So I decided to transition within one year into my own business.

And knowing that I was doing that, I decided to attend this two day intensive with Todd Herman and it felt so expensive. I don't remember the cost, but I remember it was thousands of dollars

and I was like, this is ludicrous. Like, should I really do this? Looking back, of course it was the best thing ever. And the hotel ballroom, I just remember walking in, it had incredible energy and

One of Todd's biggest message was mapping your next 12 months as if nothing is off limits. Like how can you dream bigger? And in a breakout room, I saw a man named Ron Reichspeck who since then had become a good friend and I worked with him and vice versa. I went up to thank him afterwards.

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I just really enjoyed his talk. really felt like he was the real deal. We swapped emails and by the next week, Ron said, actually, I need a creative director and a new brand. Are you interested? And that single relationship funded my first year as an entrepreneur. I learned from him. I created his personal brand and through meeting him and being in his mastermind, I met a ton of other incredible business owners.

And that actually leads to the very next year, 2018, when Ron hosted a retreat in the jungle of Columbia, the country of Columbia. So picture this, sleeping in hammocks, strung between the trees, whitewater rafting, cliff jumping. It was incredible. There was 15 founders from six continents gathered in bare feet to talk business. The humidity was outrageous. My hair was frizzy, but the connections were even more outrageous. And that is where I met Selena Sue. We bonded over storytelling on the bumpy bus ride down the mountain to the river. And weeks later, she hired me to redesign her brand and then introduced me to a constellation of leaders who became clients and collaborators and friends. She even helped me book my first speaking gig.

And this is hilarious now to me still because I used to panic at the thought of raising my hand even in a corporate meeting. So these are simply a quick highlight of a few of the rooms that completely changed the trajectory of my own business. Since then, I've attended dozens more retreats, masterminds, and events. And I realized recently that every courageous pivot in my story began in a room, either in person or virtually. So how do you make sure the next room you enter pays massive dividends financially, like in a ROI and energetically? Today, I want to share with you a three word checkpoint that I call ACE. This is something I developed

After attending all of these and thinking about what were the best rooms I've been in and why did it work so well? What did I do? Did I do something differently? Was it something about the room? And I think it's a little bit of both, of course. You have to make sure that you choose the

right rooms to be in and also really being accountable to yourself and showing up in the right way makes all the difference as well.

So this is really like a pocket compass to orient yourself before you cross the threshold into an event. It's meant for being in person, but it definitely also works virtually as well. You just may need to modify it a little bit. So when we think about the word ACE, so ACE being at the event, A is for awareness. So this is where I want you to think, well, first of all,

Be aware ahead of time. Make a list of people. If you know ahead of time who's joining, who do you really want to connect with? What are your tangible takeaways that you want? And really create not a strong plan like, okay, I'm gonna do this on this day and I'm gonna talk to this person at this time. It doesn't need to be that clear, because of course you want it to flow and be effortless and not feel like you're forcing it, but you do want to create some intentions. And then what I always do is kind of pause at the doorway before I go in or right after I go in, of feeling the floor under my shoes, the temperature, using my body as a checkpoint, because it's so easy when you go in to spaces, especially if you're introverted or if you're energetically sensitive, like myself, I can feel everyone's energy.

I really use my five senses and check the vibe of the room and notice my own state too. Am I excited? Am I anxious? Am I exact actually exhausted from travel? Then I'd like to ask like what feels alive here? What could become possible for me? And just in that 10 second body scan, it flips your nervous system from maybe overwhelmed or guarded or whatever state you're in.

too receptive and having that awareness of what's actually happening in the room, where your intuition is leading you to start out. And so often I think we just are so overtaken by our excitement or the energy. just go in like a bull and don't make a plan or just feel what we should be doing. So A is for awareness. C is for community. That's why you're there, right? And networking is fine.

But I play for something deeper. My rule is one soul level connection is better than 10 new acquaintances. Who here could evolve into a collaborator, a client, or true friend? So for instance, at Todd Herman's event, that person was Ron. In the Colombian jungle, it was Selena. Let the algorithm of serendipity work but help it along. Meet eyes, ask a real deep question, share an honest win or an honest struggle. Don't force it, but again, set the intention ahead of time and let the magic happen. Maybe even come prepared with a few questions in advance if you're someone who is a little nervous at bigger events. And then last E is for embodiment.

This is huge because information that stays in our heads will die there, right? You may remember it, but most likely you're gonna forget it. So I like to choose a body anchor. Maybe you step outside and pace the hallway and use your voice memo app and share your biggest ahas every once in a while. So you have a reminder and that movement and that going outside of the room is sort of an anchor. Maybe you plant both feet whenever you commit to a scary next step. I actually like to kind of like raise my hands and say locking it in. Now sometimes I won't actually say that in my head or I'll go out into different area and I know this sounds crazy but think about it. You've probably heard of power poses right like the Superman pose or the Wonder Woman pose where you have your hands on your hips. I actually don't know if that's what that one's called but that's what I decided to say. So when we use our body as an anchor and we move it while we're locking things in, it truly does help, especially if you have ADHD or you're highly sensitive. It's silly, but it's unforgettable to your nervous system. And embodiment turns knowledge into muscle memory and muscle memory builds momentum long after the event ends. So I hope this ACE acronym is helpful for you as you navigate your next events. Whether it's next week or next year, maybe bookmark this episode and use it, or just even write down ACE and A is for... awareness, C is for community, and E is for embodiment. Saying that slow so you can write it down, you can also rewind of course. So, as we wrap up, I wanna share one more thought about being in the right rooms and why being in the right rooms at the right time is a key to success in our lives, but especially in our business.

And I want to think about a gym membership, right? So information is like a gym membership. Most entrepreneurs are paying for like five equivalents of gym memberships, right? You have access to treadmills, weights, countless machines. This is like access to courses, podcasts, templates, emails, social media, right? We have so much information coming at us. But

Most people never get real results just from having those things. I think we can all agree with that because information is not implementation. And a lot of times it can just overwhelm us because we have so many people telling us this is the right way or you should do that or don't do this, right? And then most of them are conflicting on top of that. So being in the room though at an event is like having a personal trainer.

She watches your form, writes an individualized plan, adds weight to your lift that you'd never brave alone, and stands over you for those final growth-making steps. That focused pressure is what actually moves the needle. So in a room, you get personalized attention, a plan, like-minded people to collaborate with, and deep focus and accountability.

So if you're feeling overloaded on information and stagnant in momentum, the missing layer is likely to put yourself in the right room. Now, imagine running ACE inside a curated circle of 20

legacy-driven founders. That's exactly what we're doing at Brand Alchemy, the live experience, October 8th through 10th.

in my town of Grand Rapids, Michigan. It's two full days of identity upgrade plus an integration morning. And yes, we do have a virtual option if flights are a no-go or you live across the world. We already have some people signed up for the virtual option as well as people signed up for the in-person option. And early bird tuition is only 597 until August 1st. So the reason it's so low in cost is because I really feel like you can have the perfect brand. And of course, I'm always going to do the branding work and it is really important. But what I've seen in all of my years of experience working with entrepreneurs and creating their brands, the brands attract, the brands are magnetic.

The brands give credibility. The brands show your expertise, right? If we're thinking about the way that you're talking and your website. However, if your energetics aren't aligned, your business isn't going to take flight and make the waves, the income and the impact that you really crave. And deep down, that's why we start our businesses, right? And so,

That is why I'm making this very accessible for 20 people. And I'm highly curating it by invite only or application to ensure the room is full of incredible humans like you. head over to [yourlegacybrand.com backslash brand dash alchemy](https://yourlegacybrand.com/backslash-brand-dash-alchemy) to apply if this speaks to you. If you're like, yes, getting in the right rooms makes sense for me right now.

Obviously I will be there as your guide and your mentor, but really I'm looking to fill the room with incredible people so you can make new connections, hopefully book some new clients, find new colleagues, new partners, all of the things. You'll also find the link waiting for you in the show notes. So just pop down there and you can grab it there. And listen, if this episode made you think of a business bestie,

and you're like, I don't know anybody, I'm a little bit nervous. You can forward this to them too right now and then email both your names to support at [yourlegacybrand.com](https://yourlegacybrand.com) and I've lined up a secret incentive if you bring a friend. Last, I will also want to hear your voice in an upcoming Q & A episode. So,

If there's an inherited script, something passed down either generationally or something that identity wise that you have questions about, please go ahead and message me on LinkedIn, just at Tiffany Newman. And I'm going to unpack as much as possible of that in an upcoming episode.

So if today's conversation sparked even just a flicker, please take 60 seconds to go ahead and go to the show notes, click on that link, check out the event and see if it's for you. And until next time, keep putting yourself in the rooms where your future is already waiting and I'll see you next time.