

S2: E138: How to Turn Generational Baggage into Bankable Brand Gold

Hey there and welcome back. If you've been listening to the podcast, this week's episode is going to be slightly different. Normally we talk about making bold ideas become living, breathing brands, how to make your message a movement and all things branding. Today I'm going deeply personal, however, in a quick episode because I feel called to. If you've ever feared that your past disqualifies your future, you're too young, you're too old, you're too this, you're too that, this episode is for you. And yes, it's still a hundred percent ties into your brand and your business, but it's on a much deeper personal identity level. And to be completely transparent, I did kind of waffle back and forth between sharing this information on this episode. But I've also been talking about energetics and identity so much lately and how, your brand visuals and your brand message are so important. But if you don't do the deep work required to truly step into the identity of a successful business owner, to release old stories that no longer serve you, and so much more, you're never going to hit that level of success that you dream of because those narratives and those beliefs will hold you back. So I want to be very vulnerable today and share how this can come up when you're least expecting it and how to navigate it. Not only do we have our own beliefs and our own fears and all of the internal work

But oftentimes what holds a lot of business owners back is the fear of being visible because they're afraid of what other people will think, other people will say or do, getting canceled online, dealing with sharing their beliefs and getting hate around it. And the truth is sometimes that does happen. I've had it happen before and it will probably happen again.

And so that is the part of the business and the brand that a lot of people don't talk about or they say, oh, just blow it off. Or they say, you know, well, you got to talk back to them. I mean, there's just so many views on this. So before I dive in to how to navigate and deal with these situations, let me start to talk about what happened and set the background and the context. So a few weeks ago, I posted some family photos from my parents' 50th anniversary trip, three generations of us in North Carolina, we rented an Airbnb and just had overall a really beautiful time together. And I really wanted to celebrate that monumental moment and share a little bit more personally about myself and my family. Now, what I didn't expect was the next day I received a DM in my inbox that said, quote, must be nice. You clearly came from money and a perfect family. Easy for you to build a business. Try doing it from real struggle. End quote. Well, needless to say that message kind of knocked the air out of me.

And not because it was assumptive and sort of hateful, but because honestly, when I sat with it about how I felt with it, it kind of brought back up an echo of a story I once told myself, which

was success is reserved for the lucky. So. Before we dismantle what I'm going to call the must be nice myth that came out of this person's quote to me, I want to start with an honest caveat here. Yes, I am a white, straight, able-bodied woman born in the United States. So those facts alone do carry structural privileges and I want to acknowledge that. So, That is crucial information that this person was going off of and it's truth. And privilege never erases personal baggage either because no matter the color of your skin, the weight of your wallet, every one of us inherits stories, scars, expectations, and ceilings. Some are welded into systems

Others are whispered at kitchen tables. Legacy work means naming both realities and then deciding what we transmit forward. So like I said, I want to dismantle this must be nice myth, talking a little bit about generational trauma and the exact process I teach to clients to turn so-called inherited baggage into bankable legacy. So the real backdrop to my personal background is yes, my parents have stayed married for 50 years and it is monumental. It's a blessing. I'm so grateful and it's never been perfect. So picture the 1980s both of them working two, sometimes three jobs. My brother and I were latchkey kids and there was often conversations of how do we float this? And may I say some arguments in the household, right? Yes, there was love, wasn't perfect. Economic ease, not so much. Generational trauma, plenty.

Addiction in the extended family, stersgady scripts around money, the kind of tension you notice when you only visit calmer households.

And college was all pretty much student loans for me and a couple of jobs at the same time. And my first corporate job, I remember freaking out in the break room when my debit card got declined for a salad. So perfect family and perfect wealth, not even close to my actual situation.

And isn't it interesting how perfect strangers can just assume who we are, what we came from, and all of those things. So I'd like you to reflect on that for yourself, because the truth is we know this. No one comes from perfect households. And I'm so grateful and I love my parents and they did the best they could with what they had and I'm beyond grateful for that. And I did have probably a much better situation than a lot of people. And I've worked with a lot of clients who've had severe trauma, which is why I'm trauma informed in my coaching because it's so important. And I have had some clients also who truly did come from seemingly perfect families and a lot of wealth and what seemed perfect.

But when you hear their true stories, it wasn't. So no matter where you're coming from when you're background, I want to talk about today how that can seep into and from our

subconscious into our brands and often hold us back. Or if we've done a lot of work, if you're like me and you've done a ton of self-development work, how those can just pop up out of the blue when you least expect it, like that comment did for me. And it triggered quite a bit that I worked through. Now, what was perfect, if you can call it that, in this whole situation and in my life was the moment that I decided to break the cycle.

At 24, I blew basically my entire tax refund on a personal development program. And ever since then, I learned that building a legacy isn't a lucky inheritance. It's an intentional transmission. It's an intentional decision. So as I mentioned, since then I've logged 20 plus years of inner work between

NLP, somatic therapy, mindset coaching, layered on top of that two decades of brand strategy. Now that's the fusion that is the engine of my business. Not so much as silver spoon, but of course this person didn't know that and hurt people, hurt people and

I'm fine with that, you know? Like those comments usually come from a place of hurt, right? And the best way to combat that is with love or just ignoring it honestly. And as much as we can say, okay, I'm gonna ignore that or respond kindly, sometimes it can do a trick your mind for a little bit or like I mentioned at the beginning, oftentimes people, I've heard this from plenty of clients, have this fear that's really holding them back from going all out or sharing the things that they truly want to share because of people that make comments like that. They haven't actually experienced it yet or maybe they experienced it once and it shuts them down because they don't want to experience it again.

So the other thing that I want to talk about is just that and why this should matter to you because every founder I meet carries some flavor of the quote unquote must be nice. Must be nice to have investor parents. Must be nice to look like a supermodel. Must be nice to start in Silicon Valley. Must be nice to start your business so young. Whatever that is for you.

And the truth is that playing the long game and legacy beats luck every single time because legacy can be engineered. Luck is lightning, but legacy is a power grid. So I want to really think about our roots today. And if you know me,

I can't help myself in my teaching moments. And yes, I was also a professor for seven years. I love to create teachable moments that actually stick with us. So to do that, I typically like to create acronyms so our brains can hold onto them. So I wanna talk about roots today. What are those roots that... you're afraid maybe somebody will find out or call out even if it's not correct. And that's the funny thing is this person was completely wrong about their

assumptions and it still got to me, right? And so there's a lot of layers that I'm talking about here today. And I want to continue this conversation over some episodes and long-term because as I keep saying here recently is

It's really the humanity that we need to integrate into our brands, but it's also going to help us stand out because in the AI age, everyone's starting to sound, well, they did already, right? A lot of people started to sound the same, like that perfectionism actually needs to be broken. We need to show our messy parts. We need to talk about hard things because that's the humanity.

And there's going to be a lot of founders that are just using AI and copying, pasting, and sounding like everyone else. And when we can have these deep discussions, when we can alchemize our identities and heal those parts of us and move through situations, and this is a minor situation, it was one comment, I'm not making a big deal out of it. I'm just sharing it because I'm guessing you may have either A, experience something like this as well, or B, are afraid of experiencing something like this, right? And so really going to talk about these roots and how we can deal with our true past that comes to haunt us, but also things that people assume people say, people think, we can't control that, right? So.

This is what I'm calling Roots to Riches, five checkpoints you can start to do deeper work in your brand. So the R in Roots stands for reveal inherited scripts. List sentences you heard on repeat growing up. Maybe it's money doesn't grow on trees, people like us don't do X, why would anyone pay that much? Or what's wrong with people that do X, Y, Z? Again, we're all coming from different backgrounds. So I will talk in a moment about, well, I kind of already did actually talk about what to do when people leave those type of comments. And it's really just to show love, ignore it, but also talk about it like I'm doing here.

Deeper issue, as you can tell as we get into the root system, is the reality. It really wasn't that person's comment that affected me. What affected me was...

It reminded me of the truth of where I came from and where I came from was beautiful and it also had its faults, right? And then that not good enough, not worthy, da-da-da-da-da can always show up. And that can happen to anyone, any ethnicity, any gender. You know, it's not just kept for some of us. So, are, reveal those inherited scripts, take some time to think about the things you grew up with that maybe subconsciously are holding you back.

The first O is own the decision to change. Looking at those inherited scripts, circle the lines that make your stomach twist a little bit and say, I opt out, I'm done with that, right? I literally

burned a scrapped paper that read hard work equals survival when I was doing this deep work years ago. It was symbolic.

And my nervous system remembers that moment of deciding that I was done with the hustle that I inherited of working multiple jobs and trying to keep things afloat.

Next is the second O, operate in new energy daily. Now, we've all heard these things before and it's like, just shift your energy, just jump on the new timeline. It is that simple in a sense, but it's also not because your brain is hardwired, your body is calibrated, you have this ancient memory from generations.

So it is as simple as that, but it's not as easy as it sounds. So these tiny cab calibrations, let's call them, small movements, are going to always beat out like these big heroic bursts. Because when you change everything at once, it's not going to last. So if the old script said spend everything,

Set a 1 % auto transfer to savings every week. If the script, in a sense, says hide your brilliance because you don't want to seem boastful, post a brave LinkedIn post once a week. The thing is, momentum metabolizes those deep-seated beliefs that we're holding.

The T stands for tell a truer story publicly. Own the before and after. And this episode is me doing that. When you voice the messy origins, shame evaporates and your audience sees themselves in your mirror. Now, I also want to make very clear in this specific part of the process that you want to speak from the scar, not the wound. So if you haven't done deep healing work like I have in the past and moved through a lot of this, you might not want to approach this one quite yet and really come through and metabolize and alchemize these stories and any trauma or generational wounding that you have before you tell the story. Because so often we're told to be vulnerable for vulnerability's sake, for humanity's sake. When we're not fully ready to share and we haven't, we're still in the wounding, we're not to the scar part, we haven't truly worked through that, that's gonna create an open loop and that will continue to haunt you and come back. So I just wanna be very mindful that telling the story needs to happen when you are ready. And I help so many clients with this when I'm doing my signature talk training, when we're doing the brands that... is the deeper work that most people aren't talking about when they're talking about building brands or I'm just going to use ChadGTP to create my message and my stories and my brand. These are the human pieces that no AI software or no course is going to help you go through, right?

And then the last piece is to sow prosperity rituals. So roots is the acronym, right? S is for sow prosperity rituals. Because legacy needs practice. When we're shifting our history, when we're shifting generational wounding, when we're telling a new story, whatever that looks like for you,

We want to celebrate with gratitude. And yes, we've heard this. I know it's a little trait, gratitude, gratitude, gratitude, but it's so true, right? So maybe this is donating 5 % of a launch to a cause that heals the pain you overcame, or giving back to a cause, or taking on an intern that's in a similar situation.

When we have a prosperity ritual to help other people rise up, it can help us turn our history into a proof of purpose to make a deeper sense of our brand and our business. It's not just to make money. It's not just a vehicle for wealth. It's not just a vehicle for impact. It's our purpose and it goes so much deeper than just the work that we're doing. So a quick recap of roots to riches to really move forward and have a grounded approach in our business where any single comment, it might affect us for a couple minutes, but it's not going to trigger us, it's not going to take us off path. And if it does, it just means that the next level of awareness is coming through to you to be able to move through. Is R, you wanna reveal those inherited scripts.

And I recommend people do this every so often, because a lot of times we'll do it one round and there's a whole nother layer, like a layer of the onions that we need to peel off once we've dealt with one layer, right? The next is O, own the decision to change. The next O is operate in new energy daily. What are those small micro shifts that you can take? to tell that truer story publicly, to own it, to love it, to nurture it, to share it. And then last, how can you sow prosperity rituals into your business, into your brand, into your life to help make that deeper purpose click into place? And if any of these steps spark resistance, that is just fine because that's the script fighting for its survival. And to get kind of meta here, this is actually what I think is happening on a global scale. These old outdated scripts of generational trauma of the collective are actually playing out, they're fighting for survival. Now, if you don't know what that means and you're like, what the hell is Tiffany talking about? Just ignore that.

But if you made it this far, I'm guessing you'll probably resonate with what I just said.

Just park there, park in that resistance, allow it to kind of mellow out and then move forward. And again, those of us who are ready to serve in this capacity, we were here at this time for this moment to make a difference, to be the change that we wanna see in the world.

If this is speaking to you and you're like, wow, this is incredible. This sounds like deep work. You're ready to do the work. Maybe you've been doing the work. A lot of my clients have already done a ton of self-development work, but like I said, there's always those onion layers to peel off. There's always an opportunity to go deeper so we can serve on a deeper level. So I want you to imagine

Being beside 19 other founders in the same room, each rewriting our lineage in real time, each working through our identity, grounding ourselves, making ourselves stronger and more powerful to serve during these times. And that's exactly what we're doing in Brand Alchemy, the live experience. In October, two transformational days plus an integration morning,

limited to 20 seats and early bird tuition is ending soon and a majority of the spots are already taken. So if you've maybe heard the last few episodes and you've thought about it or this is the first time you're hearing about it but it's calling to you, you know you're ready for that next level. I invite you to apply at [yourlegacybrand.com backslash brand dash alchemy](https://yourlegacybrand.com/backslash-brand-dash-alchemy).

The link is in the show notes waiting for you. You can read more about the event. You can also contact me and DM me on LinkedIn if you have any questions. And next Tuesday, we're going to close our July arc with what I'm calling Identity Alchemy, how to become the brand you broadcast. So I hope today's conversation shattered even just one must be nice story inside of you.

And feel free to share this episode with a friend who needs the same permission to release some of those stories. Until next time, keep choosing Legacy Overlook, acknowledging privilege, rewriting scripts, and I'll meet you on the next episode of Your Legacy Brand.