

S2: E139: How to Breakthrough Unseen Identity Structures to Unblock Your Revenue Plateaus

Hey, hey, and welcome back. Today we are diving even deeper and we've spent most of this month unpacking what it looks like to do the deeper work of branding or rebranding. This is really talking about being in the dark and noticing what's holding us back energetically, talking about those generational traumas or things that we inherited and how being in the room with like-minded individuals can shift everything. Maybe you've poured hours into your visuals, messaging, your funnels, your offers, all the things, yet something invisible keeps tugging your growth.

You might have had breakthrough moments, sold out master classes, a big launch. It's not like you're not getting any traction, but that big cinematic vision, it tends to keep floating on the horizon. I want to talk about the fact that that gap that tends to happen isn't going to be filled by strategy, but it's actually identity that we need to look at. Because most of us have an outdated inner code throttling every launch, every lead, every leap. And today, we're going to crack that code.

So this is the deepest layer, the unseen identity structures shaping every result in your business. I'm going to walk you through my three stage formula, share some real words stories and guide you through a longer micro practice so you can start to do this work live with me here today.

Because the thing is we all have identities that we bring to the table when we build our business. For me, for instance, it was, you know, a latchkey kid. It was hitting rock bottom in my twenties. It is moving through that, but being told I couldn't have children. It's moving through that and working my way up as an intern all the way to creative director. It is that corporate identity. It is a people pleaser. It was finally actually becoming a mother and a wife. And then when we start our business, we have this unique identity that's already programmed. Plus we add on generationally and it's easy to wake up and say, I don't even actually know who I am anymore. And I hear this from so many clients. And so.

That's really what I want to get into today because branding, what we think of is, you know, the fonts, the photos, the messaging, that's all so important. That is the broadcast, right? Our brand is what we broadcast, but our identity is actually the transmitter. Yes, you still absolutely need an impeccable brand, what we typically think of as a brand to slice through today's noise. 100%. You need scroll stopping visuals, frictionless funnels, and magnetic copy. But identity is the rocket fuel for all of that. It multiplies every tactic you layer on top change broadcast

settings all you like, right? So you can try different tactics. But if the transmitter runs on static, it's going to sabotage all of the hard work that you've done. Because logos can't outrun a childhood vow that whispers success isn't safe. Voice tweaks in your brand won't erase a grade school memory that murmurs don't stand out. Our goal isn't to make things perfect, but to turn protective patterns into actual congruence so the strategy will finally land. Most likely, you've tried a lot of strategies that would have been successful if your energy and your identity were online properly.

So we're gonna talk about now the three Rs in identity alchemy as I call it that will help you really hit your next level, your quantum leap I like to call it. The first R is reveal. So if you think about unrolling a hidden map from your subconscious mind,

It's littered with hand-me-down money beliefs, maybe rich people aren't kind, societal scripts, maybe like good women should be humble, and somatic defenses, maybe your throat clamps up when you pitch, or your stomach flutters at the price reveal. What we want to do is surface these hidden subconscious beliefs. So doing a body scan and goal cue. So naming your next level goal out loud and noticing where your body tenses up. Maybe it's finding the earliest echo, asking, when did I first feel punished for being visible? whatever that is for you, if you know you have a visibility problem, if you know that you're struggling with money consciousness, these are ways to surface those and awareness is always the first step to moving through. The last piece of reveal is what I like to call the archetype mirror. What mask do you over perform?

Maybe this is the perfectionist, maybe this is a rescuer, maybe this is being a comedian to avoid threat. For a lot of us, especially as women, it's the people pleaser.

Awareness is about 50 % of the alchemy. You can't transform what you can't see. So first, we want to think about revealing everything that's holding us back. And hopefully those little nudges there were helpful. And I invite you, because I went through that fairly quickly, to go ahead and rewind and actually go step by step through that process. The next R to identity alchemy is recode. Now we interrupt and rewire. Once you have the awareness, we can actually shift it. A lot of my favorite tools have to do with parts work. We actually have different parts in our subconscious brain that argue with each other, which is why a lot of times we end up either fighting with the parts and maybe that can come out in procrastination, that can come out in perfectionism, that can come out in a lot of different ways. And so if there's a protective part that's actually holding you back, but it's been doing it because it's trying to protect you, right? So you can really think about like, what job have you been doing for me?

What do you see? as the threat that you're protecting me from.

And then you can move through that part so it feels safe and it won't cause havoc or sabotage anymore.

The other thing that I love is pattern interrupts. If you catch yourself in the moment, say of people pleasing, you know you should say no to something, but you find yourself saying yes anyways. Maybe shift posture, maybe just come up with a new way of pausing and saying, I'll get back to you. Anything that jolts, the neuro networks, groove while you state your new truth, while you step into the new, will really help to shift and recode those outdated beliefs. And then my favorite tool is a future cast rehearsal. Closing your eyes and envisioning yourself in that next stage. So maybe that's speaking on a 500 person stage. Maybe that's. Receiving some sort of award writing the book, whatever that is, and we've all heard of a lot of these tools, but I'm here today as a reminder because oftentimes we get so caught up in our day to day that we don't pause to do this work and then we stay in those same outdated patterns. When you're doing that visualization, I want you to also step into the scene. So let's go back to that idea of speaking on a stage. I want you to imagine hearing the applause, feeling the vibration in your body sensing the smile on your face because your body actually learns safety by experience, not logic. So anytime we do that visualization, we just want to make sure that we're locking it in. And that is part of this powerful recoding.

Now, remember that one round of this isn't going to bulldoze decades that have built up over time, but it will fracture enough for fresh wiring to start to root. And then we wanna repeat these over and over whenever you can. And then the last piece of the three Rs is to radiate. And this is the gold right here because embodiment is where alchemy actually sticks. So there are three levers we can use in this stage as well. The first one is micro rituals. So maybe it's a morning routine. Now, again, if you've been listening to the podcast for this long, I know most of my clients, I know most of my listeners, you've probably already done a lot of self-development work some of this stuff. You're probably like Tiffany I know this maybe some of it's completely new to you Now this part the micro rituals. I'm sure you've heard like do the morning work do the meditation do all these things, right? So I'm not asking you that's part of the problem is that We try to fit in so much and then it becomes overwhelming and then we just skip it. So that's why I call it micro rituals so maybe it's just saying, you know, two minutes of meditation every morning and then a mantra of some sort. Like I receive, I radiate, I'm ready for this day, whatever that is for you. And that's the piece that people don't talk about is, you know, most gurus are going to give you a specific script or specific ritual that works for them and say, this is the only way. And that's necessarily not the case.

As I've been going deeper and actually sharing this work with people,

You know, for years I've done the branding work, what we typically know as branding, the messaging, the colors, the logos, the fonts, the websites, and that's never going to change, I don't think. I will always, my team and I will always be doing this work. But it's come a time where I've known this identity, I've known this energetic piece, I've been doing it myself, I've been teaching it to certain clients behind the scenes.

And I no longer cannot talk about it because I see how much it changes results for people. And in the world we're living in today, too many people are giving up their power and feeding into fear. And so these micro rituals have to be unique to you. If you try to do what I do every morning, it's not necessarily going to resonate because we each are such a unique individual. So I want you to think about what is a micro ritual that would feel good to me that I can actually commit to doing every single day that will serve as an anchor to ground in this new identity.

The next is visibility reentry, I call it. So taking one action that requires a new set of patterns. So maybe this is publishing a contrarian LinkedIn post you've been holding on to, but are afraid to post it because what will people think?

What if I get a scary comment, which by the way, I talked about handling those scary comments, if you ever get one on the last episode. Maybe it's pitching the podcast that you've always dreamed about being on. Maybe it's raising your rates for a certain set of your offerings. When you take one bold action towards your next level, towards your quantum leap, that helps you radiate the new identity. And so these three Rs together can actually make such a difference that you will feel like you took a quantum leap really quickly.

And then last is what I like to call evidence loop. So screenshot it when people call out your brilliance. Print out the testimonials. Track the sales that come in because you showed up with this new energy. Because your nervous system will collect proof either of the bad or the good.

And we want to collect proof that expansion is safe. So really start to track the positive results because our brain typically focuses on the negative results, right? The one bad comment in a sea of positive comments. The one person who showed up at the masterclass and said something kind of funky when 20 other people thought you were brilliant. So when you create the evidence loop of positivity and that you are worthy and that you're doing things in a new and different way, that's going to help you radiate the energetics to really embody this new identity. So that glow people mentions, it's congruence leaking through your pores. That's what this is about. And so after I've explained these three Rs, I want you to now think about

specifically what that new identity is. The reason I didn't say this first is because oftentimes people are like, oh, I've heard this before, da, da, da, da, right? But,

I'm guessing you probably haven't heard it exactly like this with the reveal what the subconscious beliefs are. We want to recode it, but we also want to use the three levers to radiate it. Those micro rituals, the visibility reentry and the evidence loop. So really thinking about what is that next level identity for you?

Fast forward six months, one year.

Where do you want to be? Sky's the limit. Yes, shit's happening in the world. Yes, things are happening around us. But this is the time when we can actually rise. This is when we get tested. And so...

I want you to think about doing a timeline collapse. Now, this is me being a nerd, but neuroscience shows that the brain tags unfamiliar expansion as a threat, right? So our cortisol spikes, creativity might tank, we get those fears coming in.

So...when we can clear that threat signature, then results will come more instantly. So we may have heard this quantum leap, timeline collapse, there's a lot of different ways to say it, but the span between idea and outcome compresses because resistance isn't dragging it out. So this has happened in the last six months with clients that I've been doing behind the scenes. I've had multiple clients double their revenue because we stopped their signal from glitching basically. So I want to give you a taste of this today. So I want you, of course, unless you're driving, to close your eyes, make sure your feet are grounded on the floor. I want you to inhale for four seconds. One, two, three, four, hold.

and exhale for six, two, three, four, five, six. Now go back to normal breathing. And I want you to whisper a stretch goal out loud. Maybe it's book a national TV segment. Maybe it's hit multiple six figures, whatever that is for you. Go ahead and whisper stretch goal.

Now I want you to notice where you notice it in your body. Maybe it's your shoulder tenses up. Maybe it's your stomach rumbles a little bit. That is your reveal clue. I want you to place a hand there and say, thank you for protecting me. I now choose expansion with safety. You can still protect me, but I'm ready for my next level. And on the next inhale, I want you to imagine a warm golden light filling that spot in your body. Just warm golden light. And then as you exhale, it's just this heavy gray dust, this old outdated pattern. These old outdated stories are leaving. And repeat that twice more now. Inhale golden light.

Exhale that old gray energy.

Inhale the golden warm light allowing that to release and exhale anything that no longer serves you.

And finally, want you to picture yourself six months, however, three months in the future. Goal complete.

Let that image stamp into your muscle memory, standing on the stage, receiving the money, the vacation with your family, whatever that is. Feel it, have gratitude for it.

And then when you're ready, open your eyes and you just sampled all three Rs really quickly. So as a recap, one more time we went through the reveal, the recode, and the radiate. Now, I want to tell you two quick stories around this work, which was one of my brilliant clients who's a consultant, she had plateaued for about three years at \$150,000, which was a good income, but when you consider expenses and a s- her VA and a small team and all the things, it really wasn't cutting it. And she had this buried belief, now this is the reveal, the first R, that real experts in her field need to have PhDs. So we uncovered that for her.

We worked together to recode via parts work and also working through some of her identity and breakthroughing her, what do we wanna call it? I guess she had blocks around visibility is the best way to say it. So we recoded, we did the recode work. And then we radiated, she did seven consecutive live videos on LinkedIn and the result, she received her first \$25,000 keynote and ended up with a wait list in her work that she'd been pitching for the last few years. It was the identity work that moved the lead just moved everything, moved the needle, but also moved the level that she was capped at.

So we had built the brand. She was a previous client. We had done the messaging. She was getting results. But what really catapulted her was this identity work. And a quick personal share, you know, I'd built a multiple six-figure business and still was flinching before sales calls, before... really putting myself out there in my workshops. And I knew I was missing out on helping more people making a bigger impact. And so this work is long-term. And again, if you're hearing this, I'm sure you've been doing this work on some level, know, self-development and entrepreneurship are hand in hand, right? You're not going to make it that far without doing this type of work.

However, it's blending it all together and integrating it with the brand that really matters. So I traced this freezing to a middle school moment where peers kind of had been mocking me for being shy and I was finally gonna put myself out there on stage and I froze. And...

I went ahead and worked myself through some somatic release sessions, rewriting that scene and applauding 13 year old Tiffany and some other modalities. So that was my recode. And then I radiated by recording a 10 minute manifesto and listened to myself saying it daily for 30 days. That shift allowed me to realize that I could reframe it. And this is the moment that I decided these are no longer sales calls, but these are invitations to people who truly needed my help. Right. And I teach this to all my clients now that, you know, when they think sales are hard and I don't know how to sell people, the truth is it's icky. Nobody wants to sell people. We want to invite them in. And once I did that, the flow became effortless.

And I truly was unattached the outcome. If I knew I could serve someone, I invited them. And if they said no, it was a blessing release. But nine out of 10 times, the right people were coming in at the right times because the energetics were aligned. And I had fully stepped into this new identity. So when your whole brand operating system, so yes, visuals, fonts, colors, website, messaging, and your energy and identity. All are saying the same thing and all are radiating on the same frequency. This is when the market has no choice but to listen. People will light up, people will be activated because it's truth coming through. It's the frequency coming through.

And that's what AI alone can never emote, right? So this is where our human energetics, the frequencies that we can create can never be recreated.

So what buried belief is scripting your ceiling right now? If you are ready to clear it live in community, this is the last time for now that I'm going to be inviting people into Brand Alchemy in October. We only have a few spots left and early bird seats end August 1st, which is around the corner.

And the room is capped at just 20 people to keep the frequency potent, to do the deep work together, to do it in this beautiful activation in community with like-minded people. And I'm truly convinced that those of us who come together and do this work together now, we are going to be the leaders in the next evolution of entrepreneurship.

So if that speaks to you, if you are lit up by hearing that, trust it and apply or DM me on LinkedIn. And to wrap up today, this episode closes our July visibility and identity arc. Next month, we'll explore scaling impact without scaling hustle, because once identity locks in, the ripple effect you can create is inevitable. So until then, remember it's your time to reveal,

recode, and radiate, and then you can watch your world rearrange. I hope you have a beautiful rest of your day, and we'll see you on next week's episode.