

S2: E140: Ditch the Niche... and the Hustle

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.

Welcome back everyone. Today I'm super excited to introduce you to a past client and just an incredible human being, Nadia Murdock. Nadia is a mindset and movement coach, a peak performance mentor and confidence catalyst, and she pioneers transformative change in mindset and movement.

With over a decade of experience, she empowers entrepreneurial women and purpose-driven teams to rewrite their stories through her signature ultimate vitality method, rooted in her train your mind, change your body, and love yourself philosophies. Nadia has earned recognitions from outlets like E! News, Harper's Bazaar, and US Day Today. And the main thing is she focuses on is inviting you to step into peak performance without the hustle, which I'm super excited to dive into today and whether through her micro wellness events, corporate experiences or private coaching, her mission remains the same to help you unlock your ultimate vitality and live a life filled with energy alignment and purpose. So Nadia, welcome to the podcast. Thank you, Tiffany, for having me. Yeah, absolutely. So

So excited to have you on because, well, first of all, we've worked together. We can talk about that a little bit later today.

But I think your message is so important because, you know, we live in interesting times right now. Like there's no way around it. Things are moving quickly. We're all like watching what's happening, especially here in the States and like wondering like, how did we get here? What's happening without making this a political thing? And I think through all that, we oftentimes, especially as females, especially as mothers, which a lot of my audience is, but even like men in corporation, we lose touch with ourselves is my feeling. And so I feel like your work is so rooted in that. And I love that you talk about like the ultimate vitality. And a lot of times that just gets lost when we're like, we're just surviving and like moving forward and, you know, working on our businesses and mentoring our kids.

So there's a lot we can unpack here. I know. What would you say, like, what's the first thing that comes to mind when I say all that is, what have you been witnessing? I guess let's start there. Like, what have

you been witnessing? Because this has always been important, but I feel like probably since 2020 and these last five years, there's just been this shift. And then AI has come into play. Like, just so much has been happening. Yeah.

The first thing that comes to mind when you say all of that put together is just living a life unapologetically, right? Leading your business without wondering what will they say? Is this the right thing to do? And not second guessing yourself and not comparing yourself, just living, right? I think we get caught up in our minds so much that it stops us from taking action, right? And then your action becomes diluted because you're overthinking it, right? And so your true self doesn't really get to shine. So just living unapologetically, going with your gut, feeling your instincts, and just going for it. I think it's the most empowering feeling that you could have. And that's from business deals to friendships to what you have for dinner. You know what I mean? Just not second guessing so much because you're right. I think being a business owner, I've talked to so many people who've gone through either my programs or worked one on one with me. And we all have these blocks around like our identity or visibility and different things. And I've had it, you know, I talk about it often on this podcast of working through those things myself. And so it's sometimes difficult to be unapologetic in just normal circumstances. And then you add all these layers on top. And I think a lot of times that like people freeze or take flight or, you know, there's, should I be doing this? And like you said, what are people thinking? And just that permission to just, you do you and don't worry about it. Because the beautiful thing about that is it gives people permission to also do that. Like,

I hope everybody listening here today is like, oh my gosh, yes, that's it. Like I don't have to hide. I don't have to, you know, worry about what other people are thinking and just be unapologetic. That's so wonderful. Just live your life. I feel like you can get really caught up and the more you get caught up in it, the more it becomes habitual, right? And then it's hard to break if especially if everyone around you is doing it. So, listening to podcasts like this and just getting out of your comfort zone and doing something different to kind of help you reset or check yourself to how you are making your decisions and how you are truly living is very, important for that growth mindset. Yeah. And it's so interesting too, because I think so many of us as like entrepreneurs, we're high achievers, we've done the work, we've done a lot of personal development.

And yet those things can still come up. sometimes I feel like, you know, like the imposter syndrome or things like that. It's like, well, I am an expert and I've done this work. How is this still affecting me? You know, do you see that a lot in people? Because I think it's easy to be like, oh, well, this should only be happening to like brand new business owners or people who, you know, struggle with X, Y, Z. And then sometimes it's even harder, I think, for those of us who are high achievers because we're like, well, this shouldn't be happening to me. I've done the work. So it's really interesting. It's funny that you say that because I've had clients that I've worked with, my coaching is three months or six months and you think you're done. And actually, no, because you get to a next level and then there's another level of imposter syndrome or feelings of worthiness that you struggle with. So if you're a new business or you're coming in entry level and you get that promotion,

Now you feel like you don't deserve the promotion. You're not meant to be there. So you work through that. Then you get another promotion, et cetera, et cetera. Life is not linear, right, hopefully. And you're always going to get thrown curve balls and things like that. So that personal development is ongoing work. It's not just you take our classes or you take our coaching. That's why I love that you have a community. Because after the coaching, you can be aligned with other people that may be going through things that you are also going through. I think that's one of the fundamental things I always teach in my coaching is that find your people, right? Because the people, and just, and the people before you evolve or grow doesn't mean you have to cut them off. They're just in a different space, right? But there's another group that understands what you're going through. And it's so important to feel seen and heard, which your community does, which you as a coach, you do wonderfully. And I think that's where I really resonate with a lot of my clients because I always see a piece of my story in each person that I coach.

Yeah, a hundred percent. I think the community piece is so vital right now because it's so easy to get sucked into like negativity on social media or friends and family that don't align or friends and family that don't understand like what you actually do and all of those things. So I love that. So that's a little bit of the mindset. So I know you, you you're a mindset and movement coach. And so tell us a little bit more about why those two things pair so well together, like why you do both as a coach. I think I know this because we work together, but I it's really important for the audience because a lot of us do the mindset work, but where does the movement come in? Yeah, I think when we understand our bodies and we understand our minds, they go together and you have a true understanding of yourself. So the movement piece is how do you feel when you move your body, right?

Like even like when you go into a pitch meeting, do you tense up? Do your hands sweat? Do you feel tension in your shoulders? When you exercise and move, you start to understand what feels regular and what feels off, right? And that allows you to be your own advocate for yourself. That's when you know like, ooh, this doesn't feel right. This has been happening way too much. Maybe I should do this. Maybe I need more sleep. Maybe I need a doctor's appointment. A lot of people... that I've noticed when they come in the door are putting band-aids on things, right? They're just taking aspirin or drinking more coffee or just pushing through. And really what your body is asking you to do is to listen, right? And the way we want to be listened to, your body does too. And when you have that connection to yourself, it's like literally like transformative. It's truly like a change, right? Because when you can take ownership of your mind and body, you can take ownership of your business, of your relationships, you can start cleaning out the gutters, what doesn't work, what does work. And it's just transferable. It's a skill set that is truly transferable to all of your life. Yeah, I love that. Remember like years ago before I was not in touch with my body.

I mean, I'm sure there's more we can always do, right? But the difference it is, and like you're saying, pushing through, I remember in corporate, it didn't matter. If I had a deadline, I was staying up, I would not get the sleep and not listen. And now it's like, okay, your body needs rest, Tiffany, like go do the rest. And it can be hard, especially as business owners and high achievers. And especially if you have children in the mix and you're like, oh my gosh, there's so much to be done, but. It reminds me of like, you you have to fill your cup first. And a lot of that is the mindset's important, but also, yeah, like we only have

these vessels, like we're only as good as our health in a sense. Yes. Yes. I like to say like, so many of us are so good at project management for our businesses or our jobs, but we are our own project, right? So if you know your, your, your most functional early in the morning, then you think about, okay,

Maybe I do the kids lunches beforehand. Maybe I wake up earlier. Maybe Monday, Wednesday, Thursday is when I do this. Like you really start to understand when you can perform your best. Maybe you like working out midday because you get an afternoon slump. It's a project. It's like, and it's not perfect, right? Because when your kids are young, it's different when they're 11, which is different when they're 18. And so I think also we become pigeon-held by like routine.

And life is fluidity. And if you can flow, then you can flow with the punches of a deadline or a client that stops working with you. And you build that resilience. And it's the same resilience you need to build with the changes in life. Yeah. Oh, so good. So I love how you say also you invite people to step into peak performance without the hustle.

And so it's kind of everything we talked about in a sense so far, but I almost feel like peak performance sounds like hard work. You know what I'm saying? It's just the way that we've been taught it has to be. I'd love to hear a little bit more around your philosophy around that. I've definitely been that person that when it was taught that way to me and then when you brought up that terminology, peak performance during our coaching. was like, even I was like, sounds like burnout. And then when I really thought about it, I was like, wait, no, it's about alignment, right? You do not need to say yes to everyone. You do not need to do all the things. You need to learn how to delegate. You need to learn how to trust your instincts. And the more you do that, the more you're living your life in alignment and therefore you're optimizing that peak performance, right? You're showing up as your best self because you're not trying to wear all the hats or coach all the people or do all the things, you know? And so there's an empowerment in that. And I think a lot of us, especially as entrepreneurs, come from a place of scarcity, right? And so we always have to say yes because when will it come again? But then what you're doing is you're blocking what could come through. And that's easier to say, like if you're in a dry spell or things aren't just happening, like, but you have to believe. And I think that's what that means. Oh, I love that. Yeah, it just sounds so counterintuitive, but I think that's why it works so well is because it kind of flips the typical script on the head of like, oh, you still can have peak productivity. Yeah. So good.

So what are a few tips if someone's listening to this and they're like, yes, I'm just ready to shift. I feel like I've been grinding or working hard. And like they said, they want to believe that it's possible, but maybe they're not actually there yet. What would you say could be the first couple of things that people can focus on?

Another great question, my friend, because a lot of us don't know the power that we're just sitting in. It's literally just waiting to come out. And I think one exercise I like to do is write down all your accomplishments, big or small. And I think that is just like, Tiffany, I need to get water. Do you mind? Oh, no, not at all.

Let's see, what time are we at?

Thank you. Yeah, of That was actually good timing because my daughter is at a friend's and they're having

She got sick, so I'm just answering.

She okay? Yeah, she's okay. It's actually her friend that she's there. So... Oh, she got sick. Okay. Yeah.

Okay. Sorry about that. Okay. We'll make sure to edit that out. Okay. Thank you. Okay. So do you want to rewind? Um, cause I feel like you started talking a little bit. So it was like, what are the few tips? Yeah. Okay. So the tips that I love to give is writing down your accomplishments because I think we're always thinking about what we haven't done and we never look at what we have done. And there's a sense of motivation that you can really get when you're like, wait, I did do that. I did launch a website. I did get on a number one podcast because we're so busy looking at what's next. That in itself can be so empowering and it can really help you the momentum from that. If I can do that, well, okay, I can land this pitch or I can reach out to the CEO of this company or I can reach out to that person on LinkedIn. A lot of this is what's in our head, right? We have these limiting beliefs in our head and we play out this whole elaborate script of something that will probably never happen and you just don't do it, right? But what if you just did, right? So I think anytime you feel faced with the term what if or

If, if is the biggest thing. If you find that that's coming up a lot, I want you to start paying attention to how you're speaking to yourself and when that shows up. Is it when you're about to take a big action or a big leap? And that, that terminology comes up. And when you start to understand just the same way you understand your body, you understand your thoughts, you're able to get ahead of it. And then I like to say you put your thoughts on trial.

It's a CBT technique and it's literally putting it on trial. How much of this is actually true? And then you realize, wait a minute, what am I talking about? And then you just go for it. And I think it's, I always tell my clients, start dating yourself. Take yourself out to a coffee shop. Literally treat yourself to your favorite drink and have a conversation with yourself in your head, obviously, because I could cut some problems. But like really, you know, and write it down and and really like free write with it. Like I wanna start a business, but I can't. Like literally write it down. Like if that's what you're thinking and then challenge that thought with, and then you'll look back on it. Like at the end of the week and be like, well, why did I just prove myself wrong? Because I scheduled that meeting and then this led to that. And it's such a beautiful journey. So I really think it's a lot of self discovery, understanding where your mindset goes and understanding what the root of it is. Working with a coach can really help you figure that out. A lot of it, a lot of it, a lot of it stems from childhood, right? You got in front of the class, people said, you're terrible at speaking in front of the room and now you hate public speaking, right? I had a client, I do a lot of journaling in my coaching. I had a client, she refused Tiffany to journal but could never really give me a reason.

And then two months into coaching, turns out her brother had taken her journal when she was nine and read it to the whole neighborhood. And there we go. for her, that didn't click automatically. So sometimes you need a little help to make these discoveries. That is so good. Yeah, it's so true. And even a lot of times we've done the work, but I see that within branding too is, you know, I talk a lot about the brand energetics and you know, you can have like,

You know, I help clients with messaging and we make beautiful websites and all of the things, but if you skip that work, it's so important because even though you're putting out the content or maybe you are showing up, if you're not feeling excited about it or aligned with it, people are going to pick up on that energy, you know? And so I think that's a big piece of it too, is sometimes we force ourselves to do things, but then we're not actually like feeling comfortable in our bodies about it or, you know, excited and yeah, that makes a huge difference too. So I'm so glad you brought that up. Yeah. Just to add the part about forcing yourself to do things like, so when I first started my company, was primarily just fitness. Like I'm certified in Matt Pilati's bar, but I always loved the mind, right? I have my BA in psychology and I'd always try to infuse that in my classes.

But everybody was doing fitness videos on Instagram. So I felt like that's all I could do. And then one day I was like, why? And so I just started doing coaching videos. I started doing how the coaching I give in class, women would come and they'd be like, well, I want to take your class, but I'm not in shape yet. So I'll come back when I'm in shape to take your class. And I was like, no.

My class is here to help you get in shape. So I like, you if I talked about that mindset of like how we build our own blocks and hurdles and we don't even realize it. And so I started to do, you know, just create my own pathway. And so I feel like sometimes we're standing in the way of our own success. Yeah, absolutely. So important. Well, as we move forward here. I'd love to then talk a little bit more and we'll come back because I want everyone to know like how they can find out more and work with you and all of those things. But I'd love to switch just a little bit now that like people have an understanding of your work and it's that's why I was so excited to talk to you too is like these are the things that I feel like especially right now with everything we're experiencing in the world, it's like we need to double down on this type of work, no matter what stage we're in, whether we've done a ton of personal development or not. So thank you for talking through all that. And I'd love to talk just a little bit about how we work together and crafted everything you're speaking about here into the brand, because like you said, you were kind of focused on fitness, which I love Pilates by the way, that's like my jam. So I just love that you do that too. Thank you. you know, what was the most, like, first of all, why did you want to take like everything you were already doing and kind of feed it through my container, which was Legacy Brand Foundations, and what were some of your biggest takeaways?

That's a great question. feel like you found me quite honestly. I was in another networking group and I can't remember her name right now. But she worked with you and I connected with her and she kept raving about it. I was like, love your website. I love the copy. She's like, you need to meet Tiffany. So that group in itself was OK. But I feel like, and I was just talking to someone else about this because Tiffany, as you know, there's

Thousands of coaches, but they're not all of the same caliber. So I always say I don't regret anything I've invested in because it always brings me to the next step. So that group was OK, but it led me to you, which was transformative for my company. Just having a very clear message, having a methodology, naming it, being able to use that in my newsletter speaking engagements, it was very helpful. It's like something I wanted to do and this was pre-AI and I know AI is not the answer for it all, but trying to teach yourself things that is not your niche, going back to what I said before, trying to wear all these hats. I invested in so many other coaches before, but I just didn't know where to go and I feel like you found me and it was very, back to the word that we've been saying, authentic.

Like I feel like you truly understood where I was in my business and I didn't need to start from scratch where so many other coaches, oh, just start over. And it's like, no, I put years into this, you know? And so you met me where I was and I think great coaches do that. And so that's where we were also aligned. And I love the personal development piece to your coaching.

Like we did do the marketing and learn about it and all that. But I loved, I could see with the other women in the group, like this is my space. Like I just love that. So like it was easy for me to pour out and dream and just fantasize and get excited about that. Whereas I saw other people may have struggled. And then where I may have struggled, other people soared. And so it was nice to see everyone's involvement throughout the weeks of coaching and the accountability that was there and your genuine kindness throughout it, right? Because some people didn't get it. Not everybody did the work and you weren't like, you didn't do the work, you didn't sheen people. so, because we don't know what people are going through, right? So all in all, from a personal point of view and the professionalism of it, and that beautiful brand manual I got at the end, it has continued to serve me since our coaching has ended. So I really, like I said, I really feel like you found me and I feel like the universe aligns people with you and your life when you're ready to receive it. Thank you for sharing that. I couldn't have said that better. I feel the same way. It's so interesting when people come in and I'm always like, right people at the right time. Yes.

I don't really worry about it. just, I'm like, okay, I'm trusting the right people are going to show up. And I've had so many clients say that of like, you just appeared when I needed it. You know, and I think we're told so many times to like, okay, this is the way to make sales and this is the way you close the sale and this is how you convince people. And I'm like, why do you want to do that when you can naturally, I mean, obviously the messaging and the branding and all of that have to align, but. when we have that energetically, and I feel like you're such an amazing case study too, because like the work you do is so important and you have that inherently. you were able to take, know, I look, have programs after the branding program that helps people through blocks and we all need it at some point. Like even those of us who, you know, teach other people. I feel like

Yeah, you were so on point with it. was just one of those things like take it and run. Like at the beginning of the podcast, you held up the brand manual and you're like, you know, this is like, still use this all the time. And it's, just warms my heart to see that, especially, um, you know, when people take it and run

and then their business flourishes and you know, it's, it's like you said at the beginning too, it's like, work with individuals, but now you're working with corporate and like you've, you've just taken it and like you were doing well, but now it's just, evolved and grown and it's just so beautiful to witness. Tiffany, the beginning of the manual, one of the exercises is like, where do you see, what would be your dream of where the company would be? I wonder if it's in here. And one of my answers at that time was to create luxury resorts, luxurious resorts, like minded wellness individuals. totally remember. Oh my gosh. Tiffany, now I am planning, I have my retreat in October at Hemlock in the Catskills. And then 2027, I'm planning my Italy retreat with two other women. And that was one of the things I wrote down when we first started working together. So I just love that now we're on the podcast and like, it's just, to your point, you said something that was really good that a lot of other marketing coaches or people that I've had discovery calls with never really said the alignment piece. Like I always like, that's why like you talk about mindset around like selling, like it felt so icky to me until I worked with you. It felt like very intimidating. It felt like a car salesman. felt like because of the tools or how it was taught to me. And it was like, I'm an empath, it's just who I am. And it's like telling people, I remember one gal told me, well, if they can't afford it, you should tell them to cash out their 401k. I was like, excuse me? I could not sleep with myself at night. Exactly. And how is that client going to show up when they work with you? yeah.

So when I met you and how you talked about energy a lot and you were kind of, I was like, okay, this is a different approach to marketing. It doesn't have to be seedy. It doesn't have to be devious. And so I appreciate that, that you're doing that and you're teaching other people that they don't need to be a-holes to get the sale. It's so true. And I mean, I remember when I started my business too, that's exactly the way I felt. And that's why it's so important.

And it is part of your brand, the way that you show up and invite people in to work with you. Like that's a reflection of the brand. And I think a lot of people don't realize that. Yeah. And we're told these like crazy tactics of manipulation or whatever. And then, and then people just don't end up selling much at all because they don't want to feel that way. So it's like, okay, there is other answers. So I'm curious, what is the date? Cause I'm trying to remember how many, like, was it two years ago or three years ago that we worked together?

Two. Two. So how amazing is that? Two years later, you've expanded into corporate, you're having the retreats. And that's why I always say a lot of times, you know, I always say when we're building the brand, we want to build it from where you want to be, not where you are now, because it will happen so much faster. So a lot of times people's like five, 10 year goals, they shrink because you embody it when you create the brand, the energetic alignments there. And then it just, it just moves, right? And because you have the right messaging and all of that, of course. Oh my gosh, another one, Tiffany. I just opened it up. Vision and Legacy Mission of the brand manual. I have successfully published my second book and I started writing my second book. Like this is just, yeah. So I highly recommend you to other people and I just love that we've been able to stay in each other's orbits. That's another thing that

I really value with what you do. Like you don't just coach them and say, see ya. Like you've created that community. And even if you're not in the community, you know, you're engaging on LinkedIn and it still feels like that authentic support is always, there's still a line there, you know? Absolutely. Well, thank you. That's, I just love the deep relationships, you know? And I get to know people so well. I'm like, I can't imagine just being like, oh, we're done.

I'm never gonna see you Just saying. Awesome, I feel like we could talk all day, Nadia, but we'll wrap up. So can you tell us a little bit more about like where people can find you? Obviously your website, LinkedIn, Instagram, we'll put all of those links below. So if people need support with mindset and that movement, I just think it's so amazing how you've blended the two and how you're supporting women especially, but just even corporations. Like, you do workshops and things if anybody's looking for someone to come in and speak about that. So yeah, best way to reach you and then also anything else you want to share that people could kind of hop onto. Yes. Thank you so much for that opportunity. You can find me on my website, <https://www.nadiamurdockfit.com/>. There you'll be able to sign up for my newsletter to get your mindset reset dose three times a month. Also, you'll get some information on my upcoming retreat, October 3rd to the 5th in the Catskills, New York at Hemlock. And you can also find me on Instagram at Nadia Murdock. All right. Well, beautiful. And I always wrap up by asking, what does legacy mean to you and why does it matter? Legacy means

To me, legacy means transformative impact. I think we're all building our businesses, but I think finding a way to build your business where you can have a living, but also change someone's life. I think if there's a way you can change someone's life, even through an invention, even beauty product, I feel like there's a way to change someone's life in everything that we do if we're intentional about it. And that is truly...

my goal. It's such a gift to hear people come back to me and be like, I mean, I've coached you like three years ago and like, now you started the business you never thought you could start because you got out of your head and you took action, you know, or you got a boyfriend and you never thought you could have a boyfriend. I have one client 46 years old, never had a boyfriend, had her first boyfriend by the end of our coaching, you know, and it's like, you've changed people's lives. And so I think

For me, that is a true sense of it. Yeah. And that leads to the ripple effects. And when you can affect that person, then they're going to typically, even if it's unintentionally, return that to others, which is so beautiful. So true. you again for being with us today. Everybody definitely go check her out. We'll leave the links down below, like I mentioned.

And yeah, we'll have to do it again in a couple of years and see how it continues. I love that, Tiffany. Thank you again for having me. Absolutely.