

S2: E141: The Myth of the Overnight Brand

Hey there, welcome back to the Your Legacy Brand podcast. Before we dive in, you might notice something different about today's episode. For the first time since launching this podcast, I'm actually skipping the usual intro for the podcast because I realized I do not love listening to other people's intros. I always scrub through it. And so I felt like If I want to be in full alignment, which is always what I strive for and what I teach all of my clients, that I might as well stop doing it.

So from now on, you can expect something a little more personal every time you jump onto this podcast, no scripted intros or outros, just real conversations, real insight and some space to breathe.

So let's begin You've probably seen the headlines, seen the posts that say something like, how I built an eight figure brand in six months, or from zero to viral in 90 days, or I made 100K my very first launch. And I get it, these kinds of posts and claims are everywhere. They hook you, they make you wonder, what am I missing?

But here's the truth that no one's telling you.

Typically there is no such thing as an overnight brand.

Now, don't get me wrong, there are some happy accidents that happen from time to time, but normally even those people have been building behind the scenes for some time or had a different successful business first, which they've learned their lessons from and applied it into their new fast growing business and so more often than not, there are longer roads, smart pivots, and quiet seasons of identity work that the internet never sees or they do see, but you may not have heard of the person until it just seems like they made it out of nowhere, right?

And the thing is, you hear me talk about this all the time, branding isn't a logo, it's not a momentary launch. It's not even that big exciting moment when you hit publish on your new website. Branding is what roots you. It's what creates clarity when you're pivoting and power when you're ready to scale.

As I always say, it's the legacy you're leaving whether you're intentional about that or not. So I wanna talk about the myth of the overnight brand because not only is it typically false, it's also dangerous.

So most people think of branding as this one time flashy moment, right? When the logos, colors and fonts are picked, but real brands, the ones that last, aren't built in a moment. They're actually built over time. What you don't see on the other side of those flashy eight figure posts which used to be seven figures. Now eight is the big attainable option that everybody's yearning for. Not really, but it feels like it, right? Are years often a foundational work? The mindset shifts, the failed launches, the fault starts, the soul searching, the strategy.

Branding is actually like planting an oak tree. You don't rush it. You tend to the roots, you nourish the soil and one day, after seasons of growth, something so powerful and resilient rises up if you've done it right.

What they don't show you online most often is behind so many, “overnight successes” is the story that didn't get told. I've had the honor of being behind the scenes of some incredible credible brands, brands you'd recognize, leaders you're probably following and I want to tell you something. When I work with these 6-figure, 7-figure, 8-figure entrepreneurs, I'll tell you right now, none of them skipped building a brand foundation. I've seen a lot of businesses touting vanity metrics and massive revenue numbers while secretly struggling with profitability and burnout behind the scenes.

I've also seen brands with smaller audiences, sometimes tiny audiences, making consistent multi-six figures with low overhead, deep alignment and total freedom.

So the truth is, you have to create the brand and business that's right for you.

I really feel like that's a disservice that the online space has done is everybody touting their way is the way to either get famous or to make the money. The thing is, we have to stop comparing ourselves to what we perceive of others because a good majority of the time, what you're actually perceiving based on what you see online isn't even real.

You're not failing, you're refining. If you've ever had the thought, I should be further along by now, which I think we all have from time to time, please hear this.

You're not behind, you're not broken, you're not failing, you're refining.

Because failure is simply feedback. So when we talk about rebranding. Rebrands are not signs of failure. They're actually amazing signs of evolution. Every client I've worked with who've experienced sustainable success has gone through a period or multiple periods of identity realignment.

That's the moment where they stopped building a brand for the algorithm or for approval and started building a brand for themselves. The kind of brand that doesn't feel like putting on a costume, it's the kind of brand that allows you to breathe and truly be you.

That's what I want to encourage you who's listening today to think about.

So often we brand for who we think we should be rather than who we really are and the thing is, you can either build fast or you can build strong but very few people can do both unless they're doing the inner work alongside with the outer brand.

And that's really the sweet spot that I encourage all of my clients to do 'cause you can move quick and create quick visibility but typically when that happens or people do truly do those overnight successes, they'll eventually burn out.

It's just like the lotto winners that get all of this money and then it's gone really quickly. It's because they haven't done the work to actually create the capacity to be able to receive and maintain that level, right? And so, so often people who do have those overnight successes, they fade pretty quickly too. So shortcuts might give you a spike in followers.

A viral post might give you some visibility but it's integrity that gives you the staying power.

That's why in the work that I do, we don't just slap on new visuals or polish up your elevator pitch. We do the deeper work along with that, the identity alignment that most people skip. Because your brand cannot be magnetic unless it's energetically aligned.

So what does that mean? What is energetically aligned? I've had so many people as I talk about this more recently, totally loving it, totally getting it. And then I've had some people be like, well, what does that even mean?

So basically the energetic alignment means when everything starts to click, when you feel comfortable, your message, your energy, your strategy, everything feels aligned and it's just cohesive. It flows easily, makes your life easier. That's when momentum actually comes.

So, today, I really want you to think about where is your identity?

If you're happy with where you're at and you truly feel embodied in your brand and business, great. I want to congratulate you. Keep listening 'cause we're going to go into this deeper and talk about how to magnetize even more.

But if you've been stuck a little bit or maybe like, yeah, I kind of feel like I've been going through an identity crisis, or you've been rethinking your offers or you're ready for a pivot, I want to invite you to pause.

Don't try to grow faster. I'm inviting you to grow deeper and so if you've ever been watching other people air quotes again, “blow up” and wondering if it's ever going to happen for you this month on the podcast, as I move forward into the next episodes, we're going to go even more beneath the surface.

We're going to talk about burnout, reinvention, energy and alignment again and in a deeper level and if you're someone who's ready to have a business that stands the test of time and truly grow and thrive despite the circumstances of the world, mostly because we have to be the ones who are leading the charge right now, stick with me. Your brand's next chapter literally starts here.

And if you're feeling that nudge that it's time to stop spinning your wheels and actually align your brand with who you are and where you're going, I'd love to support you. You can book a call directly with me in the show notes. I'll put a link in there and we can talk about where you're at, where you want to go and

whether I can support you. And if not, I will a hundred percent recommend what I think would be your best next step. I'd be honored to talk you through that.

So we'll see you next week. Stay tuned. So much more of these myths, these breakthroughs, and what an actual brand that stands the test of time actually is and how to get there. Have a beautiful rest of your day and we'll see you next week.