

## S2: E142: The Hidden Cost of Letting Your Brand Go Stale

Hey there, welcome to the Your Legacy Brand podcast. This is your host Tiffany Neuman. So I was at the lake the other day sitting on the shore mesmerized by the water.

The beauty of the waves, the sound of the waves, and it looked fairly calm on the surface but it's been really hot here and I went in to take a dip, took my daughter in, and you could as soon as you got in you realize there was this pull of the current underneath what looked to be fairly calm on the surface and it hit me that business is the same way, right?

There's those currents there and a lot of times even if it looks like it's going well on the top, things could be happening under the surface and I really think that that's a strong analogy for what's happening to many businesses right now because things are shifting so quickly no one knows where it's going and no one necessarily knows how to keep up.

And the thing is you're either moving with the current and becoming stronger or you're being pulled back by it and unfortunately the fastest way to lose momentum is to let the energy of your brand stay the same while everything else around you changes.

So today we're talking about the hidden cost of letting your brand go stale. Now if that sounds dramatic I just want to say that I'm normally optimistic if you listen to me on this podcast. I like to talk about possibilities.

However, I've seen this happen over and over again over the last 20 plus years that I've been in the branding game through the corporate experiences, through having my own business and in today's market I know for sure that the brands that stand still unfortunately are going to get left behind.

And so I want to talk about this today, not to scare you but to encourage you to take action and to take action early to be on top as things shift because the market is moving faster than ever.

AI is cranking out endless professional content which means polished alone isn't enough to stand out anymore and new voices and businesses are showing up every single day. The ones getting noticed right now, they're evolving.

Meanwhile the same ones who cling to the same message, the same energy that they had a year ago they're starting to fade into the background.

But here's the thing, you can have the best offer in the world but if your brand doesn't keep pace with who you become who you're becoming and the energy that you want to project, people won't necessarily get to the part where they say yes.

So what are the stakes right now?

What actually happens when your brand stops evolving?

So this has always been important and this is why I talk about creating a legacy brand because brands are not meant to be static and stay in one place.

This is why I help all of my clients look three, five, ten years out and reverse engineer their brands so they can grow and evolve into it because the biggest mistake I see people seeing and making is branding for where they're at in the moment not branding for where they want to go and that is only going faster and faster right now.

I don't know if you've noticed but it kind of seems like time is in warp speed. So what happens is number one oftentimes there's missed visibility because it's so noisy because things are moving so rapidly because the world is kind of chaotic right now.

Your perfect fit clients will never discover you if you're not being visible and standing out and they're going to unfortunately see someone else instead. It's not that people aren't buying. I've had one of my best years ever and many of my clients have too.

So, a lot of it is how you're showing up the energy that you're showing up with and how you're projecting that energy what you're saying how you're guiding people showing up as a leader which often leads to revenue plateaus because your message and your presence aren't pulling those people in anymore and then lastly it often leads to brand fatigue.

You start working twice as hard for half the results and then the joy you once had in your work starts to disappear. So, if any of this is sounding a little uncomfortably familiar just know first of all that you're not alone. I've talked to so many colleagues and clients that have just signed up to work with me that they're feeling in this specific place and believe me, been there, done it in the past but it's also not a reason to panic because there is a way to move through this and fairly quickly.

So, if you're wondering okay Tiffany like this all sounds kind of daunting, not very fun like why are you sharing this and how do I actually know if my brand energy has stalled. I want to share with you a three point check-in that I use with my private clients.

So, number one is momentum. Are you attracting new opportunities without constantly chasing them down easily and effortlessly calling new clients in?

Number two alignment, does your brand still reflect who you've become or does it feel like it's describing a past version of you. So many of my clients and colleagues I've been just talking to a ton of people to stay afoot of what is evolving right now say that they're literally going through identity shifts they don't even feel like they're the same person that they were a year or two ago. This is very common right now because I truly believe that the whole world is sort of in a timeline shift.

So alignment is huge and a lot of that we're like oh my you know my website doesn't no longer fit me it doesn't really matter actually it does.

And then last is excitement, do you feel genuinely energized to share your work or are you showing up out of obligation? And if any of those resonate again no reason to freak out it's just something to notice so you can shift so you can make changes.

So, if you scored a no for one of those or like a meh, I don't know like not really attracting the new opportunities like I want to or I'm not totally feeling energized but I'm sort of energized or shifts day to day it's probably a sign your brand energy needs to evolve which is actually a really exciting thing.

A lot of times when I start doing the energetic work with my clients along with the branding, if that's something they need the energy comes back the excitement comes back and that alone is going to shift everything in your business. Yes, colors logos fonts messaging all matters but again if you have all of that on point and your energy is off, things aren't going to work the way that you hope they do. right?

So one of my clients Ashley came into my brand alchemy breakthrough work knowing she was ready for her next level she just wasn't sure how to fully step into it, what direction to take she was kind of in this swirling space of not knowing what direction to take not really feeling ignited by her work anymore but knowing deep down that she has a massive purpose and a massive mission that she wants to get out into the world that she wants to support people.

So, the beautiful thing is we walked through energetic, work messaging work, recalibration work and right after our work together it was like the floodgates opened multiple epic opportunities popped up almost instantly the kind of shift that she was hoping for and it was so beautiful within days she was asked to deliver a talk at a small business expo in DC and her room after putting the invitation out there was standing room only and she walked away with a calendar full of booked calls.

Then she hopped a train to New York for international leadership week where she delivered another powerful talk, smaller room but global reach and showed up with the same energy and impact that she had for that packed expo crowd and again went home with so many booked calls.

This wasn't even possible before she wanted the speaking gigs but she wasn't getting them she wanted to pack the room she wanted to have people running up to her afterwards but a lot of it was in the energetics and what she was saying because we also re-established and created a signature talk with her new messaging.

So, this is what's possible and what happens when your brand energy is in alignment. You magnetize opportunities, your message lands and you're ready to meet those powerful moments with confidence.

So, I've been talking if you've been following along and if not welcome it's so amazing to have you into this episode.

I've been talking a lot about brand alchemy so what does this mean?

I've had some people reaching out like that sounds amazing but I don't really understand it. So brand alchemy isn't another course or a one-off workshop it's actually a six-week portal. It's a concentrated intentional space where we are going to reimagine your brand from the inside out.

We're talking about elevating your authority, aligning your presence with your next level vision and igniting the kind of momentum you can feel not just measure by guessing not just measure by oh I got a few more comments on a post and when you step into the portal you're not getting a prettier brand.

Yes we do that in my agency. Yes I love making beautiful websites for clients but this is the work that most brand strategists aren't even aware of that makes all of the difference.

So, really what you're doing is getting a living breathing expression of your business through energetics that magnetizes the right people, opens new doors and makes you feel excited and proud to show up again. And here's the thing I'm not sure when brand alchemy will be offered again. This isn't one of those evergreen programs whenever that you can hop into.

So the portal is opening in October, on October 9th. We meet once a week for six weeks and the best piece is, it's the first time I'm running it as a group process and it doesn't mean that you have to come in and share all your deepest darkest secrets with people and have a big cry fest or anything although that could happen.

Really what we're doing is alchemizing the energetics.

You may end up sharing if you feel comfortable but you don't have to and this is the work that I've been doing myself and my one-on-one clients where we're having the best year ever.

I almost doubled my revenue from last year already, literally and I'm not just saying that to boast because I'm not one of those numbers boasting people typically but I'm saying it as proof that this stuff works.

So, when this type of opportunity comes around this is for people who say, want to land new speaking opportunities, attract higher caliber clients, and really claim a market space that is a category of one. Positioning yourself as a leader in your space.

So, I want you to imagine this, it's six months from now you've stepped into this portal, you've elevated your presence, your message, and your authority. You're opening your inbox and seeing invitations you used to dream about.

You're getting DMs from people who feel connected before you've met. You're in demand and you're not burning out to get there. Or the flip side, you waited, you didn't take action. A lot of other people did. They're investing in their evolution, investing in AI, investing in extending their message, investing in their energetics.

Unfortunately, you are showing up with the same brand energy and then you have to watch other people step into opportunities that could be yours.

Which version feels better? Which version do you want? I know for me I cannot wait to take a group of people through this portal to really step into the future versions of themselves and come out the other side more energized, more aligned, more in demand.

And that's where we're heading. Those of us who take a stand and take action now are going to be light years ahead than those who stand still and wait to see what happens.

I was just on a call today with a colleague of mine who's investing heavily into AI and I've been following it and using it for years. It's unbelievable the rate that it's shifting, the rate that it's evolving and there's going to be incredible, incredible leaps and bounds within the next six months even.

We used to say three, five, ten years and so it's up to us to calibrate our energy because if we don't we're going to feel frazzled and overwhelmed because of these changes.

So that's a big piece of it too is check-in with your body and how have you been feeling the last few months? Have you been overwhelmed? Have you been a little bit worried about all these shifts and changes? Now of course the world is in chaos too and I think we're all feeling that. And this is not toxic positivity. This is not saying that everything's unicorns and rainbows because it's not. It's simply not.

However, our thoughts determine where we're heading. Our words determine where we're heading. Our actions determine where we're heading. And yes, today is a little bit more ranty than my normal episodes but I felt called to record this from my heart from me to you today as a call to take action. And whether it's me or with someone else, of course I'd love to serve you in this capacity. But if you walk away with anything today, if it's not with me, if it's not Brand Alchemy, take action because the world needs you.

The world needs your work. The world needs your message. And if you're one of the people waiting to see how things unfold or taking unaligned action and just throwing spaghetti at the wall and seeing what sticks, I truly believe that both of those routes are not going to lead to success.

But taking bold, intentional action, surrounding yourself with the right people, like we all here, surrounding yourself, the five people that you surround yourself with, means everything, right?

So this is why I created this container because it's so important to surround yourself with people who are optimistic about the future.

Yes, it's probably not going to be pretty completely, and we have no freaking clue exactly where we're heading, but we're in this together and that's what matters. And I'm so excited for the people who have already signed up for this container.

We're about half full, so I expect by the end of August we'll be full and then we start October 9th.

So if you've been feeling that quiet nudge, the one telling you that you are ready for your next evolution, you're ready to step forward in the biggest way possible, don't wait until the market moves past you. Don't wait until your momentum slows so much that you have to rebuild from scratch and start over. Step into the six-week brand alchemy portal because the cost of waiting is always higher than the cost of joining. And actually, I mean that literally. Because this is a beta program, it's only \$597. There's also a two-pay option. People are like, Tiffany, this should be like 10 times more than that. It probably is more of like a 5k investment and will be a little bit longer, like 9 or 12 weeks in the future.

But I'm offering it in this intense version, so two hours every week for six weeks, because people need this work now. People need to have a really high dose of incredible energy and power to move through and move past and move into their next highest version of themselves.

So you may think I'm crazy after listening to this episode, like, what Kool-Aid is Tiffany drinking? That's okay. But hopefully you've listened this long, you're like, hell yes, Tiffany, this makes sense. Love to have you in the room. If that is the case, the links are in the show notes and I really look forward to supporting you in this capacity.

So also stay tuned, next week I'm going to be sharing the state of the online industry from my perspective. Specifically when I was in corporate, I was a futurist, I was a trend predictor for some really big brands and so I'm using that same knowledge and expertise to take this message from today a step further to really talk about the patterns that I'm seeing, the predictions that I'm seeing and what we can do tangibly other than, of course, master our energy and break through, like I talked about today, the actual tangible steps that you can take to move light years ahead.

And now is the time to do it. I hope you have a beautiful rest of your day. If you have any questions or thoughts, please DM me on LinkedIn at Tiffany Neuman and or email me at [tiffany@tiffanyneuman.com](mailto:tiffany@tiffanyneuman.com). I'd love to hear from you.

I will personally respond and I look forward to talking to you again next week.