

## S2: E143: The Strategies I Used for BIG Growth in 2025 (and how you can too)

Hey, hey, welcome back to your Legacy Brand Podcast.

This is your host, Tiffany Neuman, and if you're joining for the first time, welcome in. Today we're talking about the state of the online industry, what's working now, and what's dead.

I know a lot of people are talking about this because things are shifting quickly, and I think you'll hear some things that you weren't expecting, and also some really tangible steps you can take to make sure that you're headed in the right direction.

Because there's a lot of noise in the online business space right now, there has been, and there's going to be more. And you probably heard it, no one's buying, the market is saturated, AI is ruining everything.

But here's the thing, despite all of the chatter, this has been one of my best years ever. Not because I've magically avoided all the changes, but because I've leaned into a different set of strategies, the exact ones I'm going to share with you today.

And I've seen these patterns before. In my corporate life, I worked as a trend predictor for brands like Burt's Bees, Adidas, and other brands you'd instantly recognize. Then I moved into a marketing company that was working with space companies, augmented and virtual reality brands, well before their time.

And that's when I first learned about AI and its implications. I've known this age has been coming for a long time. I knew back then it would change everything, but I don't think any of us realized how quickly.

Today, we are literally in the midst of the biggest technological shift the world has ever seen. Some people see it as the greatest opportunity of our lifetime, and others are preparing for doomsday.

Me? I'm an informed optimist. I do believe that this era is full of potential, but I also know and feel that the transition could feel rocky, especially for older generations who are adapting to tools and platforms they didn't grow up with.

I mean, dating myself, I didn't have a cell phone in my hands as a teenager. I finally got my first cell phone late in college, and I know I have listeners that are probably like, oh that's nice, Tiffany. I didn't get mine until I was 25, right?

And so I do have to say that it's shifting quickly, and you know my 11 year old is probably going to adapt pretty well because it's new to her. Just like when computers first came out, we thought that was insane.

When the internet started, we're like this changes everything. When the iPhone came out, this changes everything. Combine all of those and times them by 10, and you will get what we're looking at with AI.

Now, as I said last week when I was talking about this in a different context, by the way, if you missed that, I talked about brand energetics, and it's really, really important that on top of what I talk about today, we're also managing our energy and all of those things.

So go back and listen if you haven't, but I'll stay focused. It's really an important time.

And so right now, it almost feels like there's a split screen. Some people are calling this split timelines, right? On one side, you have the doomsday thinkers convinced the industry is collapsing and everything is broken, and then on the other side, you have blind optimists, toxic positivity, ignoring all of the challenges and hoping to coast on what worked five years ago.

For me, I believe the reality is somewhere in the middle. Yes, the market is changing dramatically, but that also does mean there is a huge opportunity for those who are paying attention, staying flexible, and showing up with the right kind of presence.

And let me tell you, those opportunities are not reserved for any one type of person. Just you have to be young, or you have to be a man or a woman, or you have to be in business forever to understand this stuff.

Yes, younger entrepreneurs may adapt faster to the tech shifts. It just is what it is. But older entrepreneurs often have the depth of relationships, the credibility, and lived experience that's the true gold if they're willing to stay open and keep evolving.

So let's start with the bright spots. What is working now in the online space from my humble opinion?

So the first thing is personal brands with a visible, relatable leader.

We've heard this. It's nothing completely new, but I had to say it. People buy from people, especially in what we're calling the trust recession right now with AI avatars often being the marketer.

We're done with faces, logos, and overly corporate voices. People want to know who they're buying from and if they can trust them.

Second is high-value, high-touch experiences.

In a world of mass-produced cookie-cutter courses and now people making AI courses with the push of a button that are pretty much shit as far as I'm concerned, although maybe you can prove me wrong, people are craving something that feels tailored, personal, and truly valuable.

Now I'm not saying that AI can't help you create the content and the core and give you really good ideas, but it's definitely not to the space where we can trust it to just spit out an incredible course. And if that's the case, then if you can do it, so can everyone else.

So that's where these personal touches come in, right? High-touch personal experiences. And the way my business has grown the most this year is actually mostly in VIP days and one-on-one coaching because it is so highly personal.

Next up is breadth with intentional positioning.

So I know this is going to ruffle some feathers, but I don't believe in niching too deep. So you box yourself in. I've talked about this a lot in the past. People love me or hate me for it. Maybe not hate, that's a strong word that I don't choose to use, but we've heard for years, the niches are in the riches.

I've never, that doesn't really make sense. The niches are in the riches, right? No, no, no. Because what happens is eventually you're going to get so bored of your niche and you're either going to have to start over or you're going to have to evolve. And I've seen it time and time again.

Also in this landscape, niching is smart for certain people. So that's the thing, like certain clients of mine, I'm like, yes, this makes sense. They kind of automatically have a niche based on the work that they're doing.

But primarily, most people don't have like a super, super tiny niche, myself included. I work with online entrepreneurs of all different types. I also work with some nonprofits.

I also work with a few brick and mortars. What I'm really looking at is the psychographics. You want to look at the psychographics of the people you're working with.

And yes, be clear about what you do, who you serve to a certain extent, but give yourself room to adapt and grow. The market is rewarding brands that can evolve their offers and their audience scope without losing clarity right now.

Next up is strategic use of AI.

So the other day, a client asked me, Tiffany, how are you so prolific and consistent? Like no matter what, you have a podcast episode that comes out every week, you're posting on LinkedIn every week, and you're sending emails every week. Like, do you have a massive team?

No, I don't. I am using AI and writing.

I batch my content, I write it all myself, and then I use AI to help me repurpose it.

So streamlining your content creation and ideation is a no-brainer. If you're not already doing that, you're falling behind.

It doesn't replace my voice or my ideas or your voice or your ideas, but it will help you work faster and with more consistency, which means you can show up at a higher level without burning out.

The trick is to train your AI so it speaks in your brand voice. You still need to do the deep work, which I do with all of my clients, to strategize and create your brand voice, create your brand foundation, and then you can train AI to talk for you.

Otherwise, you're going to get the slop that everybody else is sharing, everybody else is posting.

I've been reading so many emails lately that I'll read like the first three lines, and if it has the word fluff in it, I'm done, because AI loves the word fluff.

Now, I write with em dashes. There's this whole argument about em dashes, and AI's overuse of em dashes, which I do agree it overuses them, but it doesn't mean you have to take your beloved em dashes out because sometimes they actually do work in content.

Part of it is really getting clear on who are you, what is your identity, how are you speaking, what is your unique voice, and then training AI to do it.

If you need any help with that, of course, reach out because that's what we are all about these days.

Those are the four things that are working right now that I'm seeing.

I also want to talk about four shifts to watch this year and next year. So, if you want to be ahead of the curve, these are four big shifts that I'm watching closely. I'm seeing them happen in real time. Some of them have been happening for a while, and I think they're just going to get stronger. Others are just starting to percolate and how you can use them.

So, number one is the rise of micro communities and curated spaces.

So, yes, I realized that I said you don't have to niche down as far as the demographics go. However, I do see a shift to these micro communities that are full of smaller audiences. Maybe a little bit more high touch and high ticket because people are moving away from Facebook groups and noisy big platforms into smaller, more intentional spaces where they feel seen and heard.

In my own program, Legacy Brand Foundations, I can't tell you how many people have joined and said, wow, like, this is so refreshing because there's not hundreds and thousands of people in here, and I'm actually getting my questions answered by you, Tiffany. Like, this is crazy.

That's because I created an intentional space that is high touch, and it really gives results.

Next up is, like I said a little bit earlier, one-on-one coaching and human-centric support.

Now, a lot of people over the last five, ten years are like, I'm done with one-on-one coaching. Group programs are where it's at. Never want to do one-on-one again. It takes too much time.

I personally love one-on-one coaching. I think I can go so much deeper with people. I go really deep in my groups, but you can do both. And if you absolutely hate it, just pass this one.

But AI will give people all of the ideas and information they could ever want. It's already doing that. It's going to be doing it more and more. So our education is no longer as relevant as it used to be, but it can't walk people through decision-making in real time.

People will still need humans to help them move through breakthroughs, setbacks, and identity shifts. This is why I've invested in multiple coaching and neurolinguistic programming certifications in the past five to eight years because breaking lifelong patterns or reshaping an identity requires human understanding, deep human psychology, not just data.

Now, I understand a lot of people I've heard have been using ChatGPT as a counselor in some level, or a therapist, I guess you could say. And I don't know. There's nothing wrong with that. I personally haven't gotten that deep with it in that perspective, mostly because, I don't know, it just feels slightly odd to me.

But I know a lot of people are doing it, and that's totally cool. And for me, getting that therapy and that toxic positivity constantly isn't solving the deeply rooted issues that people are often going through.

And so I feel like if you're a healer on some level, if you're a coach on some level, if you help people with breakthroughs, that is never going away.

And those of us that are maybe service providers and other things, if you can weave that into your work, you're rising above all these courses, all these people that are like AI platforms, especially like perplexity is getting so massively popular and smart right now.

So that human touch, there's always going to be there.

Next up is, I've seen it, and I think it's going to continue. Live and hybrid experiences are going to become more and more valuable.

You know, we had what happened in 2020. We were all sequestered in our homes. We were all not allowed to be in spaces together. It took a while to get back to that and now with AI and just the tech overload, we are craving human connection.

Maybe not the introverts quite as much, but I still feel like I'm an ambivert. So like when I'm in my introvert phases, even then I'm like, "oh, like get me in front of a human once in a while."

So as digital spaces get more crowded, real-time experiences, and this is even sometimes it can be on Zoom, but like those deeper conversations, those heartfelt moments, of course they're better in person, but even on Zoom is going to be where it's at.

It's going to have so much more impact than pre-recorded content alone.

And then last, hybrid skill sets. I kind of alluded to this just a moment ago, but leaders who can blend strategy, creativity, and AI literacy will be in highest demand. That's really where I think we're heading. So you know, I think most entrepreneurs are lifelong learners. This is your time to shine. Go out there. Learn.

And I'm telling you, I'm a mom. I'm a Girl Scout troop leader. I cook dinner every night. I don't clean my house anymore because I had to get rid of some things but and I was happy to get rid of that.

I still take the time to learn these new technologies. It's literally, I don't want to say life and death. That's too rough. I'm not going that deep today, but it's literally, I believe, going to make or break a lot of businesses.

And so having these hybrid skill sets and weaving them together is going to be super powerful.

Okay, next up is what's dead or dying. So on the flip side, things that are falling flat right now. I believe that over-reliance on social media, virality, I can never say that word. You know what I'm saying. Going viral. Spikes of attention without sustainable growth. I've been saying this a lot.

Vanity metrics mean nothing. There's a lot of people who have a lot of likes and no money in the bank. I don't know about you, but I'd rather skip the TikTok dancing, don't care about the likes, and have amazing clients that I love serving, massive impact, and money in the bank.

So you can celebrate if that sounds good to you. Now I'm not saying don't be visible. I'm not saying don't show up, but be strategic about what social media platforms you are on and don't worry about going viral.

Now if it happens, awesome. If not, you just need to get run in front of the right people at the right time.

I don't have a massive audience. I have a good audience, but they are a loyal audience and I have partners and colleagues that share my work and that's what most of my clients have too.

And again, those viral moments lead to likes, but they often don't lead to people actually working with you. So just ditch it. Don't worry about it. Make sure you're visible. Make sure you're showing up in the right places.

The next is generic AI content with no human voice.

There's a lot of people out there and they're already doing the learning that I'm talking about. They're already implementing. A lot of entrepreneurs I talk to love AI. They're obsessed.

However, they're not training it. They're not prompting it correctly. They're just asking it quick questions. They're copying and pasting with way too many emojis and it looks super obvious that it's AI written.

You have to put your personal touches in there. So generic AI content with no human voice is the fastest way to get scrolled past. I do it all the time.

I can tell and then I won't really fully read the post because we have short attention spans and we have shit to do. So just make sure if you are using AI that you're doing it correctly.

And I teach all of my clients how to do that within my programs. When we work on your brand, when we work on your messaging, the next step we teach you is how to use AI and use that brand that you've built in the right way.

Next up is over promising and under delivering. I actually like to flip that around and do my best to over deliver.

Now, may not always be the case. Different people, it also means they have to show up and take advantage of that. You can't sign up to work with somebody and then not show up and get results.

But as long as you're showing up, you're doing the work, I love to over deliver. And I think those of us that are doing that now, it's going to make massive impact in dividends in the long run.

Because as I said earlier, we are in a trust recession, which means our markets are getting more and more sophisticated.

And there's been a lot of broken trust with people investing in things and not getting what they were promised. Now, we can't ever guarantee results typically.

But if you're not even walking away with what was promised or any breakthroughs or any aha moments or any actual tangible anything, that's a brand killer, right? And so you want to make sure that you're just getting incredible value, and that's going to make a huge difference.

Next up is cookie cutter blueprints.

This is pretty obvious. Some of these are a little bit obvious, but it needs to be said, because the one size fits all era is over.

No longer can you do, I don't even know what those were called, the like courses where you purchase them, and then like everybody else can sell them too, and they're all the same. Or where everybody's

trained in the same methodology, and there's no uniqueness, and they're getting certifications, but they're not like putting their own heart into it.

Especially in like service providing areas, if that makes sense. Especially like copywriting, Facebook ads, those types of things.

You can't just walk away with cookie cutter blueprints and treat everybody the same way and call it good, which is why I believe every human is unique, obviously. So every human needs to have custom strategies in some respect.

Even if you have a program and you're doing one too many work, you need to have ways that you're customizing for people, because otherwise most people that are selling things are like, well, this is what worked for me, so I want it to work for you.

Certain things, yes, that will work, but I can't tell everyone to put a nine grid up on Instagram and go over to LinkedIn, because that's not going to work for everybody.

Because we might have a mom coach, and her people aren't on LinkedIn, they're absolutely on Instagram, right? And so we can't tell everybody to do the same things in our business.

That's one example, but obviously that applies to every business.

And then last but not least is hiding behind your brand. I mentioned this earlier. I've mentioned it a lot.

We do have to be visible. It doesn't mean you have to be everywhere.

I love being social media optional. I love only right now at least focusing on one platform, but if you're invisible as the founder, you're already losing ground.

Think about some of the amazing brands out there that are leader-focused, like Jessica Alba and Honest Brand. That brand wouldn't have gotten as far, or Spanx wouldn't have gotten as far without Sarah Blakely.

So really think about if you're having any issues hiding behind your brand, it's time to come out of the woodworks, it's time to be seen, but we can do it in a really powerful way.

And if I can do it, you can do it too. I say this over and over. I was the girl who was afraid to ask for ketchup from the waitress at a restaurant.

And so if I can be visible, stand on stages, be on social media, you can absolutely do it too.

And hopefully you're already like, hey, I'm good in that department. And that's awesome.



So branding imperatives for this new era. We are literally in a new era right now.

So if you take nothing else from this episode, please take this.

The human element of your brand matters more now than ever before.

Because we're in that trust recession, people no longer default to believing what they see online. You can't. There are AI influencers now that look like real people, but they're not.

So people believe people not polished marketing, which means show your face, let people hear your voice, deliver on your promises consistently, provide value, not giving more for the sake of more, but by giving what matters most.

So quick side note there. The other thing you don't want to do is overwhelm people by putting everything that you know into like one course. I have so many people that have come to me to rebrand. And then I look at things and I'm like, no wonder this is not selling, you're overloading it with people. So I'm not saying value by giving people more necessarily.

It's a value for the transformation that the people will get, or the tangible outcomes that people will get. And of course, goes without saying, show up with integrity, show up in truth, because your reputation will travel faster than your marketing ever could.

I've seen this too. People who may be worried about, the funniest thing is, the people who worry about getting canceled are the people who would never get canceled, because they're kind and they're thinking about that. The people who get actually get canceled are the ones who are showing up in unalignment, in distrust, and bad practices, right?

So if that ever crosses your mind, just know that if you show up in integrity, you will set the stage and you will be fine.

So now let's talk about navigating this tech shift without losing your humanity or your shit, because it can be a little crazy.

Even myself who kind of loves this stuff is like, oh my gosh, what is happening? Where are we going? I've been having so many conversations about this.

But here's the paradox. AI will absolutely replace a lot of roles, a lot of jobs.

It just is what it is. But as I said earlier, it's also going to create entirely new opportunities, jobs, collaborations, and business models that we probably can't even fully imagine yet.

So the winners are going to be those people who integrate technology without losing authenticity, stay adaptable and curious, and build real long-standing relationships alongside a digital reach. Because the more the world automates, the more human energy becomes the differentiator.

So even for me, someone who's been ahead of the trends typically for years, there are moments I've had to pivot quickly. Just last week, I shifted the brand Alchemy event that I'm hosting in October from in-person to six weeks virtually because everyone who happened to sign up was from Europe, from Canada, or even from the States, but they all had conflicts with travel.

So okay universe, you want this to be virtual. Even though I was really excited to hug people in person, we will do it in the future. So instead of resisting and like, why isn't this working? And like, oh no, what are people going to think? I built it into my process.

The single shift not only solved the immediate problem, but it actually made life easier for a lot of people. And people started signing, more people started signing up immediately.

And that's the kind of responsiveness that we need right now. It's what the market is rewarding. Being honest and truthful about what's coming up and pivoting quick as hell because otherwise I probably would have just had to close the program down because I thought people weren't signing up, but it was only because it was hosted in person.

So again, this is not the end, it is a transformation. So stay tune and let's navigate the shift together. If you want help to move fast and letting your brand and your business for what's next to now.

There are two ways that I can help you, the first is is a VIP day. A one-on-one deep dive to get crystal clear on your positioning, your offers, a visibility plan, breakthrough work, whatever you need. So you cannot just survive but thrive in this new era. Again, that's such an overuse term, survive not thrive but that's truly. I don't know about you that's what I want as I move into this.

Also, as I mentioned the Brand Alchemy 6-week portal, if you're ready to evolve your brand's energy and specifically if you've been feeling off, maybe you've been feeling more anxious or like unexcited about your brand, I don't know if unexcited is a word but less excited about your brand. Maybe your message, your presence we are getting together for 6-weeks as I've mentioned, it's a beta program right now, it's the best time to get in because the prices will go up. I don't know when I'm running it again, whichever path you choose, the key is this, don't wait until the market passes you by.

The ones who take action now will be the ones leading the conversation 6 months from now. And whoever this is calling to, I can't wait to support you and if now is not the time, stay tuned I have so much more information and content like this coming how the shift is going to affect us, how to make the shift and also how to do it well, and peacefully and with excitement.

Alright, next week we're talking about human brands a little bit deeper and will see you next week and I hope you have a beautiful rest of this week and see you next time.