

S2: E144: In the age of AI, this is Your Greatest asset (it's not what you think...)

Hey there, welcome back to the Your Legacy Brand podcast. This is your host Tiffany Neuman, and we are living in a time where AI-generated everything is becoming the norm. Especially if you're an entrepreneur, you're noticing this in the general public.

It's a little bit slower to catch up, but even people like my parents, who are in their late 70s, are starting to use AI, which is crazy to me.

So I want to dive in today and talk about human brands. And we talked a little bit about this last week, and I got some really good feedback.

So we're going a little bit deeper. Today's episode will probably be a little bit shorter, but I wanted to go deep into the subject because I feel like it's so important and everybody's focused on the AI, but they're actually not looking at the humanity piece and how important it is to preserve it, which is pretty obvious, but also capitalize on it.

So articles, videos, graphics, even photorealistic influencers who look so real you can't tell they're not human and in the middle of all this, something big is happening. Trust is shifting.

People aren't automatically believing what they see online anymore. We're what I call a trust recession right now and you may have heard other people talking about this, but it really means that in this new reality, human presence isn't optional.

It is your differentiator and I talk about differentiators all the time in building a brand. This isn't a differentiator for some people.

This is a differentiator for all people. It really is going to be that important as we move forward.

So today I want to walk you through why this matters so much right now, and more importantly, how to make it work for you without burning out, without having to dance on TikTok, and without feeling like you have to be everywhere all at once.

Because nobody wants to do that, except some crazy people who love doing that, and kudos to them.

So let's start with this. Even brands that are traditionally faceless, so like a lot of product companies, some SaaS platforms, even some B2B brands can benefit from having a strong recognizable spokesperson.

So think about Jessica Alba with The Honest Company. Her presence built trust for parents in a highly competitive consumer goods market. Or Robert Downey Jr. with The Footprint Coalition.

This blended celebrity credibility with sustainability and tech. Or Richard Branson with Virgin, right? His visionary founder energy really is the brand identity. But typically, if you think about other airlines, there's no spokesperson for it, right? A lot of tech companies don't necessarily have anyone.

So why does this work? Well, as you've probably heard me say before, people connect with people and even if they're buying software, skincare, or enterprise solutions, what makes them lean in is seeing a real human who embodies the values and the vision behind the business.

So what does being the face really mean? Because some of my introverts out there are not going to like the sounds of this. So I want to be clear, being the face of your brand does not mean you have to spend all day on social media, talk about what you're eating for breakfast, post all the pictures, and suddenly become an influencer.

You absolutely can be social media optional and still make your presence felt by building aligned partnerships with other leaders in your space, and showing up in other people's space, showing up in curated rooms where your ideal clients and collaborators are, and choosing one platform that you do feel aligned with and going all in on it. And then if you feel called, speaking on stages, guesting on podcasts is pretty much a have to do in my opinion, and being a part of high trust communities.

The key here again is not being everywhere but being in the right places at the right time. So proximity and credibility are always going to be your best friend.

Now here's the curveball, AI generated influencers are already here. They're beautiful, they're engaging, they're relatable, and they're not real.

So as this grows, it's going to get harder for audiences to know who's actually behind the brand, which means if you are a real person, that's your advantage.

So the way you prove it is simple. Get on live zoom calls, speak at events, be physically present in spaces where people can see and hear you in real time, and show up on video. Be imperfectly perfect. I announced a couple episodes ago that I'm knocking out the intro to an outro to my podcast because I personally am always like, I've heard it once, I'm just going to scrub past it.

I don't really edit the podcast unless something major happens like my dog barking. I fumble my words sometimes. Well, I am a human. I actually think, this would be really crazy, but I actually think we'll get to a place where we're teaching AI to fumble their words so it sounds like a real human, which is hilarious. I already have prompts where it's like, right, more like a human. So this is the thing. Be yourself, and that's going to be so damn powerful. It's flip-flopped because gone are the times where you had this super fancy polished photo shoot where you basically looked fake. I've had some of those myself.

Now I'm looking at them, I'm like, oh my gosh, those almost look like AI photos because they're so perfect. But they weren't. It was like real life photography.

So showing those quirks, showing those messiness moments, showing your imperfectly perfect self is where it's at. Give yourself that permission. And the thing is, the best thing is AI avatars can fake a video, but they can't replace a handshake, a live Q&A, or the energy you bring when you're fully present with someone.

And that's the main thing. Our energy is everything in this transformational time. So how do you actually humanize your brand? I mean, most likely you pretty are humanized already, but no matter your industry, there are some extra ways.

So first way is showing your process. Let people in on how you think, how you make decisions, how you deliver on your promises. Case studies are great for this, but not just case studies where it's static photos.

Interview your clients. Let them actually see that these people are there and real. Like if you go to my website and any invitation pages I have, I have some written testimonials that people have given to me, but I always include their picture to know that, yeah, these are real humans that gave me this quote.

And or I love when my clients give me video testimonials because you can literally see they are actual human beings.

So that's number one. Number two is highlight your values in action.

So I do values work with all of my clients. Most of my clients come in, they're like, oh, I've done values work before. No, you probably actually haven't because not only do you need to set your balance, but you need to embody your values.

And that is some deep energy work and most people don't realize that once you do that work, you can actually highlight the values in action by telling stories about moments where you stayed true to what matters, even when it was hard, how maybe you gave back just different ways that you are staying true to your values.

Next up is to be visible in high trust environments.

This could be an industry panel, a curated mastermind, or a small but mighty in person gathering. Take action, invest in those moments, because when you're seated at the table, that's going to make a huge difference and last but not least, is bring your true personality into your messaging.

Your tone, your perspective and unique quirks creates connection and this isn't anything new. We've talked about storytelling for ages.

But it's more important than ever. And a lot of people are relying on AI without training it a little too heavily and it's starting to sound much more robotic than it should.

So the mindset shift today is leadership over performance. This is the part that I really want you to hear. Being the face of your brand doesn't mean being a performer.

You don't have to entertain to be memorable and you don't have to be every day posting to be trusted. You just have to show up and be a leader during this time.

People are looking to have their hand held because truth is, nobody knows exactly how all of this is going to play out. But if you are on the forefront, we can guide others, right?

Show up with intention in the right spaces, and in ways that feel aligned for you and when you focus on this leadership over performance, your presence will become an amplifier for your brand, not a drain on your energy.

So in the world of AI generated perfection, your humanness is your ultimate advantage. You don't have to be everything. You don't have to be everywhere. I know I sound like a broken record. But I think that's what we've been told for so long that I just really feel like it's important to dispel that myth.

So if you want help creating a strategy where you can be intentional about how and where you show up, the energy shift that needs to happen, then this is for you.

We can either support you right now with a VIP day, a one on one deep dive with myself to get crystal clear on your visibility plan, your breakthroughs that need to happen, your partnerships, or your brand presence for the AI era. Whatever you need support with, I custom craft all my VIP days to get people results that they need.

Or we're getting closer to brand alchemy, we have a few spots left. If you're ready to evolve your brand's energy, message and presence to match the leader you are now, this is the space to do it. This is the space to be at the table with like minded humans, going in a positive direction, making real impact, continuing to grow our audiences, our impact, and our bank accounts and both will help you not just survive this shift, but lead through it.

So if either of those are calling to you, or you want to learn more, just drop into those show notes to learn more. I'm here to serve you and I really look forward to seeing you next week.

We have a guest on, super excited to talk all about a little bit meta podcasting. So join me next week and we'll talk about this piece of material.

So basically, marketing for marketing's sake isn't working anymore, like we talked about. Podcasting is one place that I feel like is always going to be there. It's a beautiful platform and yeah, I'm really excited for next week's guest to talk all about that. So hope to see you there.

Have a beautiful rest of your week. Drop yourself down into those show notes, and we'll see you then.