

S2: E146: Stop Feeding the Algorithm and Start Build Authority

Hey there, Tiffany Newman here. Welcome to the Your Legacy Brand podcast. This week we're talking all about the hidden cost of chasing algorithms.

So if you've ever felt exhausted trying to keep up with social media and all the algorithms, posting, tweaking, chasing the next shiny tactic, I want to give you a reframe today. I've been there, I've done it, and what I realized and what I want to ask you today is what if authority has nothing to do with algorithms at all?

Here's the truth. You don't have to be everywhere to be seen.

You don't have to burn yourself out feeding a system that was never built with your success in mind. In fact, despite all the noise out there, this has been one of my best years ever. Not because I cracked some code with social media, but because I doubled down on authority, not algorithms.

And I want to show you exactly how to do the same.

So when your visibility strategy depends on algorithms, you're building a brand on shifting ground. All this visibility that we're told we needed isn't necessarily needed unless you want a massive, massive, you know, eight or nine figure brand.

Then you pretty much do need to be in every household. Most of us, myself included, I don't even want a brand and business quite that big. I want to enjoy my family time.

I want to enjoy my free time. I just want to serve clients, make an incredible living doing what I love and do what I want to do when I want to do it. And I'm guessing you're the same.

So the content treadmill looks like this post, post, post, post with minimal return. Then oftentimes the platform will change the rules. And suddenly, even if you've built a following, you become invisible again.

Now I want to put one caveat in here. Some people love social media. And if that is you, take this as a grain of salt.

I'm probably not speaking to you directly today, but vanity metrics aren't necessarily going to equal money in the bank. Right. And I think a lot of this, we know this by now, we used to be told the story 5, 10 years ago in, you know, 2020 and earlier, okay, you can just sit on the beach, post all of our social media and get rich quick.

And actually that kind of used to be a little bit more of the case, but now with AI and just so many people online, it's actually working against us when we're everywhere all the time, typically. So the hidden costs are real with this. So many people experience burnout from social media.

Oftentimes you end up with a diluted message that's actually confusing your audience because you're posting more often and in more places and you're not posting really good content or content that's actually going to have people convert into working with you and worst of all, you lose trust with your audience because in the scramble to keep up, your presence often becomes scattered and inconsistent. A lot of times I see people kind of just talking about random things all of the time in their life and we're told to be authentic and share from the heart.

And those things are great. But if you don't have a strategy that keeps you consistent, your audience is going to lose that trust. They're not even going to know really what you stand for, who you are and what you're doing because we have so much noise we're inundated with every day.

So what actually builds is, drumroll, **authority**. You've probably heard me say this before and authority isn't being about every place. It's not being about every platform. It's not being everywhere. It's about being in the right places with the right message, the right energy, and the right time.

Authority literally comes from clarity of your message, consistency of your presence and also your energetics and credibility through aligned spaces and we'll talk a little bit more about what that means in a moment.

So what do I mean by that aligned spaces? So clarity of message, clarity of presence and consistency and energy. Pretty straightforward. I've been talking about those things for a while.

But credibility through aligned spaces is a little bit different. It could look like speaking engagements, partnerships, curated communities, podcasting. But podcasting is just one vehicle. The point isn't the platform. It's the presence you bring to it.

So one of my incredible colleagues, **Adam Schaeuble**, actually has a podcast. And he basically does nothing else and he's such a good example of that. So I wanted to give him a shout out today. He was on my podcast a couple months ago, if you feel like looking up his episode.

I'll also drop a quick note in the show notes to his newsletter, because he is very, very clear about what he does, how he does it, and sticks to the point. And I think that's one thing that a lot of entrepreneurs get wrong, is they're afraid to be repetitive, right? And I tell my clients this all the time.

It's okay. It's actually good to sound like a broken record. I sound like a broken record quite often.

I repeat myself strategically, because the human brain needs to hear things. It used to be seven times. It's probably like 20 times now for it to get ingrained in our brains, because we are so distracted all the time, right? And so people need to see you, they need to hear you, and they need to hear it consistently. So back to the credibility through aligned spaces. What is that alignment for you? What is the platform that you choose? Because like we said, it's not about being completely social media optional. I mean, you can.

However, typically it's about picking the right platform, right? And so I have a whole podcast episode coming up about that soon. I could share all of this in one episode, but we'd be here for a couple hours. So I'm breaking it up.

But that aligned space is really key. Just wanted to like double down on that today. Okay, so the next thing I want to talk about is a distinction between authority and visibility.

Because oftentimes I see people getting this mixed up too. Because visibility, yes, it means people see you. And that can just be vanity metrics.

I've seen so many people who have hundreds of thousands of followers, and they have zero dollars in the bank because they don't have a strategic audience. They're just talking to whoever likes it, and they don't have offers that aligned. They just have this huge melting pot of audience.

I would much rather have a tiny audience of my perfect ideal clients than this massive audience that we all strive for. And look, I did it too. For quite a long time I thought, oh my gosh, my audience isn't growing the way I want it to.

I need a million followers. Truth is, it couldn't be further from the truth. So again, visibility means people see you, but authority means people believe you.

Visibility without authority, like I said, gives you vanity metrics. But authority without the algorithms gives you sustainable impact. The entrepreneurs who thrive long term aren't the ones chasing the most eyeballs.

They're the ones people trust enough to follow, invest in, and recommend on repeat.

So what does this actually look like in practice? I'm going to share and break down a few examples of actual clients that I've worked with recently, either my one-on-one clients or VIP day clients. I also do this work inside of my programs, but it's a little higher level than the deep dive that I do, say, in a VIP day.

So let's start with myself. For me, I'm a verbal processor. I love conversation. I love nuance. I love going deep. So this is exactly why I chose podcasting as my authority channel of choice.

I don't like dancing on Instagram and TikTok. I can sit and stare at a blank page without anything coming out of me half the time. When I sit down to write, I can write, but it's not as easy as talking for me.

So this show allows me to share my ideas, refine them in real time, get feedback, and connect with listeners like you in a way that feels aligned and natural. I don't need to be everywhere because this is where my authority compounds. Now, I do have other methodologies too, which I'll share in a future episode if you are curious about all of the methodologies that I use personally, but let's just stick with the podcast today, right? Verbal processing works really well.

I run it through my proprietary AI system that I give to all of my clients. That then takes it and writes for me, and then of course I edit it, and that becomes the show notes, that becomes my weekly emails, all of those pieces, right? So the thing is, you want to think about having one high-level platform to start with, typically. Now, of course, there's nuances, and every client I work with, we kind of create a different strategy.

And this is what I think sets, you know, having a brand operating system, which is my proprietary way and strategy of creating brands and marketing containers for people. It sets it apart because most often, not all the time, but many times, marketing coaches and other coaches will say, well, this is the process that you need to follow because it's what worked for them, right? But I'm not here to tell you that you have to do podcasting because it worked for me because it might not work for you. This is why I take a very unique approach with every single client.

So here's a few more examples. One of my clients is exactly the opposite of me. She's a service provider, and she loves writing.

She's worried when she talks, she's going to flub up. She wants to make sure that it's great. For me, I just like to get things done, and if I trip and speak over my words a little bit, I just roll off of it.

I figure you're a human, I'm a human, you understand. Actually, it sets me apart, and you know that I'm not AI when I mess up my words sometimes, and I'm okay with that. She is not.

She loves to play with the words. She loves to curate, and she kept being told by a coach that she had to do all of the things, YouTube, Instagram, LinkedIn, and it was burning her out. She also was told that she had to do a podcast, and she started it only to stop because she hated it.

So together, we made a decision that she'd actually focus just on Substack as her primary channel and repurpose that content onto her blog. That way, it's SEO and search-friendly, and instead of being scattered, she's super consistent, doing it in a way that she loves, and her audience actually looks forward to her writing, and she's targeting the exact right people. She's not just spraying and praying, as I like to call it, on social media.

Another client of mine is a spiritual coach, and we looked at where her ideal audience was already spending time and actually decided to kind of try a completely new approach and focus on Insight Timer. If you're not familiar with InsightTimer, look it up. It's an amazing app.

I actually have like a 105-day streak on there. I use it for my morning meditation every day. Love it, love it, love it.

So it's a really amazing place for productivity coaches, spiritual coaches to create a name for themselves and have like a huge audience that can search their work. So I could probably do a whole episode on that. We're not going to take the time. Go check it out if that's of interest to you, but the point is Insight Timer became her authority platform, and it's working wonders. She's growing her presence in a way

that feels organic and aligned with her message by simply releasing a lot of meditations. Most of she's already had recorded, but now she's having so much fun. She's recording new ones. She's doing workshops. She even put her retreat on Insight Timer and had someone sign up from there. So pretty epic. Okay, so there's a few examples.

Now let's switch it over to a high level one-on-one coach.

Now this is a mindset coach who only works with like C-suites, really, really high octane people. And so she was like, same thing, in these containers being told she had to do all the things and I was like, how many? Let's do the math. How many clients do you actually need? And so she only takes on five to seven clients at a time at a very high ticket price, but her work is that valuable and she goes very deep with them, right? Well, again, why would she spray and pray on social media when her clients probably aren't on social media at all? They are so busy. They're maybe scrolling at cat videos to really stress, but they're not hiring people off of social media, right? They're hiring because somebody made a recommendation or her authority, like they see somebody speak or something like that. So for her, authority comes through being visible in the right rooms, in-person networking, intimate referrals, and deep relationships. That's her lane. And more importantly, it keeps her pipeline full with high quality clients because she's not wasting all this time trying to be on social media.

Now with all of these people, like with her specifically, I would say it doesn't mean you completely neglect social media, but you have like a secondary option where for her it's LinkedIn, right? So if somebody is to look on LinkedIn and look her up, she still is seen as a thought leader. She has her consistent messaging on there, but it doesn't mean she has to be posting on there every day.

She just needs to be visible and look like a true expert. Like for myself, I don't post on Instagram or Facebook anymore, but you go to my Instagram. It has a beautiful nine grid.

It shows that I'm an expert. It gives resources. So if somebody does look me up there, it's not like I'm completely non-existent.

So just wanted to throw that in there. You typically want a really strong primary with a few secondaries just so you're showing up when people Google you and such and or for those of you that like it feels like crazy to go from doing all the things just down to one, I would say do it for a time period to like reconnect with yourself, reconnect with your message, feel really good about it, give yourself some time and space, and then you can always add a few more on later and learn to automate it.

And as we get closer to the new year, we're going to talk all about automating your marketing. And if you want to have multiple platforms, if you do want to be in all the places, I have a really incredible tool to help you do that. So stay tuned.

Okay, one more option here. This is a man that I actually worked with recently, and he is a corporate consultant. So for him, it's all about looking and sounding the part on LinkedIn.

That is authority for him. It means being seen in his industry, showing up at events similar to the last woman, delivering keynotes, and being introduced to decision makers. But his main focus is posting three to four times a week on LinkedIn.

So he actually gets in front of his ideal clients and so the thing is, again, there's no need to master every platform. We just need to be consistent in the environments where your credibility carries the most weight.

So hopefully you're seeing the pattern. Each of these looks different. None of them require being everywhere.

And what they do require is clarity, intention, and follow through. So the secret and the heart of the strategy that I teach is selective visibility. It's not about where the algorithm will give you a quick spike.

It's about where your authority can compound over time. We're all about playing the long game here at your legacy brand. You know, where do you want to be in three, five, ten years? Looking at that version, reverse engineering it so you can grow and evolve into it.

And most of my clients will tell you they got there way faster than they ever imagined if they put in the work. Now that's the caveat because, of course, we can't make people do the work. But you can see when you simplify, you can go deeper and the work becomes not only easier and more fun for you, but it does a better job for you.

So this might look like, again, where your authority will compound in addition to getting and focusing on one specific platform and worrying more about authority over algorithm.

You might want to think about partnerships and collaborations with trusted leaders, guesting on podcasts where your ideal clients are already listening, being in the physical or virtual rooms where decisions get made, and creating thought leadership content in fewer, deeper places instead of plastering yourself everywhere. So I wanted to give you just a few other tips along with the thought leadership and authority piece.

How do you catapult yourself, right? And so this is why over the next few weeks, I'm featuring some incredible people who are great examples of this and weaving in more content like this.

So if you want to be social media optional like myself, really double down on your authority and blow up your business and your profit without doing all the craziness on social media, I'm going to give you all my tips, my tools, and actually interview some of my amazing colleagues who have done a really good job with this.

So let's be clear though, my role is to help you zoom out and design your strategy, the one that aligns with your brand, your energy, and your goals.

And if you're listening and thinking, oh I feel behind, I don't have a big following, I'm not everywhere all the time, take a breath. You are not behind. You are exactly where you need to be.

And the opportunity right now is to stop running the race that you never signed up for and start building authority in a way that actually works for you.

So quick recap, the big takeaway, authority doesn't come from algorithms, it comes from clarity, consistency, and credibility. And if you're ready to step off the algorithm treadmill and start building real authority, I'd love to support you.

You can book a call with me and we'll figure out the best fit for where you are, whether that's a one-on-one VIP day to map out your strategy or stepping into a deeper container like Brand Alchemy. There's a lot of different ways that I could support you into stepping into a marketing machine that feels good and gets you results. And either way, the goal is the same.

So you can build authority, be seen, trusted, and in demand for all the right reasons. So I'll put that link down in the show notes below if you would like to book a call. Otherwise, you can always find me on LinkedIn as well and connect with me there, shoot me a DM.

And as always, thank you so much for being an incredible listener. I'd love to hear feedback from you, so you can also drop that in on LinkedIn and or feel free, please, to pass this on to someone else you think may enjoy it. And if you'd feel called, please give us a shout out below and rate the podcast.

That helps it also get in front of more incredible people like yourself. Have a beautiful rest of your day and we'll see you next week and we'll continue this discussion.