

## S2: E147: The Missing Link Between Visibility and Clients Who Say Yes

Hey there and welcome back to the Your Legacy Brand podcast. I'm your host Tiffany Neuman and today I'm excited to dive in to talk about the missing link between visibility and clients who say yes. So in the last episode, which if you haven't listened to you may want to after this one, I talked all about authority without algorithms.

So why it's so important to choose the right lane for your visibility strategy. But here's the thing, once you've chosen your lane aka your primary strategy for your marketing efforts, what actually makes it work is your presence. Because yes, where you show up matters but how you show up is what multiplies the impact.

So many entrepreneurs fall into platform paralysis as I call it. They obsess over questions like should I launch a podcast? Do I need to double down on LinkedIn? Should I start a sub stack? Should I leave Instagram? Should I leave Facebook? Should I double down on my Facebook group? All the things. And they think that the platform itself is the secret.

But here is the truth, the platform is just a container. If your presence isn't clear, consistent, and compelling, it doesn't matter which container you choose. So think about this, if there's a forgettable speaker on a big stage, they're not going to change lives.

But a magnetic speaker in a small room, that can ripple on for years. So presence, as I mentioned, is the multiplier. It is the difference between posting into the void and becoming the voice people remember or a voice people remember.

It's what turns a platform from just another channel into an engine of authority. And presence isn't about being the loudest or the most polished or the most extroverted. Presence is about alignment.

So when your clarity, your channel, your consistency, and your credibility all line up, that's when people really feel it and engage. So I'll give you a few real world examples. One client of mine is a service provider who loves to write.

And she was drowning in trying to do it all, YouTube, Instagram, LinkedIn. And the strategy, I'm her coach one-on-one, I do some one-on-one coaching as well, we cut all the noise. Her platform became Substack and her blog, because she loves to write.

And she knew her ideal clients were on there. So I talked a little bit about these examples last time when we were talking about how to pick your channel or your lane. But what really made it work for this person is her presence.

Her writing voice is sharp, it's insightful, it's consistent. And that's why her audience looks forward to her words. Another client of mine is a spiritual coach.

And we decided that her platform would be Insight Timer. Now she does on social media a bit elsewhere, but that's where she was really going to double down. But the reason it wasn't working, or it is working, sorry, is not just because we picked that right space for her, it's because her presence there is authentic, it's vulnerable, and it resonates with what her audience needs.

We've aligned all of the things. Another high level one-on-one coach that I work with, she doesn't have social at all. Her presence is all about actual rooms she enters.

She networks, she connects, she follows up with genuine care. And people remember her because of the way she shows up, not how many places she shows up, and not because she's on social media. Now a lot of people love it when I talk about being social media optional or just not being on social media at all because that lifts a lot off your plate.

But I do want to say this is not for everyone. Sometimes you absolutely do need that presence. It just works for this person because she is in-person so much and she's working with corporate leaders.

So I just want to be very clear about that. But if that sings to you, then I want you to think about, you know, reducing it to one channel, picking that one channel, being very strategic about your presence there. And just like I have a nine grid on Instagram, my Facebook I don't really go on anymore, but I still try to get on there once in a while and talk to people.

Like you can still have a presence without being on a platform all the time too. And then last but not least, another client of mine who's a corporate consultant, she really needed credibility because she had been in the corporate world for so long, but she had not actually worked the way that she wanted to as a coach. And so LinkedIn was really where we focused.

It wasn't enough to just be there and be posting though. She worked on her voice, polish, confidence, and now gotten to the point where she's seen, she's trusted. And that presence on that platform is what gets her referrals and speaking invites.

So are you seeing a pattern? The platform is the stage and the presence is the performance. The presence is what's going to keep people there. What's going to have people actually take action.

So with all this, I want to give you an actual framework today. If you know me, I help all of my clients create their signature frameworks. I'm constantly creating frameworks and methods and things like that for other people, but I also love creating them in my own business.

So this is what I'm calling the 4C presence framework. So how do you actually strengthen your presence? There are 4Cs that we're going to cover. Clarity, channel, consistency, and credibility.

So you might want to grab a pen and paper if you want to take notes here. So clarity is your core message. So ask yourself a few questions.

Do you know exactly what you stand for? What your values are? What your vision is? Who your ideal client is? How you're speaking to them? What is your brand story? How do you market to these people and how do you bring it all together? Can you articulate your big idea and what you do for clients in one or two sentences that leaves people either saying, yes, I want that or tell me more? Because clarity is magnetic. It draws the right people and repels the wrong ones. So often people aren't really clear on what they do and they're like, oh, I just, I don't want to exclude anyone.

I want to make sure that, you know, I really can help anybody. But that's actually looking, even though it sounds like you're trying to be inclusive and include everyone, it's actually a scare being mindset because when you actually get very clear on who it is for, that's going to automatically repel some people and that's a good thing. So if you said yes to all those things, awesome, high five, great job.

If you said no, then I want you to think about and write down your big brand idea in one sentence and then stress test it. Does it hold up when you put it on LinkedIn in a keynote, podcast intro, test it on other people? And of course, this is a lot of the work that I do. So if you need any support, reach out to me and we can talk about next possible steps.

So that's number one, right? Of the four C's is clarity. Number two is the channel. So again, we talked about this some, but I think it's so important.

I'm going to go back through it again. And this is really your natural style paired with where your clients are at. So I'm a dork.

I love diagrams. So if you think about two concentric circles overlapping in that sweet spot in the middle, the left side or one side, doesn't really matter which side is you and your genius. And the right side is your ideal clients and where they're hanging out.

That's where you want to be. So say if you really love singing, I'm just making this up, but you love singing. So you're like, I could be on stages and sing.

That's where my natural element is. But your coach and all of your ideal clients are actually on LinkedIn. That's not a sweet spot.

Now, obviously I don't think anybody's going to think that they're going to sing their way to clients. Although who knows? It was just what came to mind for me. So you don't want that mismatch.

And I think again, people like Gary Vee is like, you have to be everywhere all at once and, you know, omni and in everybody's faces and yelling at them. No, you don't. You can be very strategic.

Now, if you want to build like a massive billion dollar brand, then you need a lot of people. And yes, you need to be in all the places and you can always work up to that. For most of my clients, however, and myself, keeping it simple is the way to go.

We want to live a life that we love. We want to travel when we want to travel. We want to be with our family when we want to.

We want to make an incredible living, but also have sanity and calm nervous systems, right? So this is why it's so important. So some of us are verbal processors like myself. I'm a podcaster because I'm better at talking than I am writing.

That's just my natural style. So high level, I podcast, and then that becomes my written content. Some are writers, like quite a few of my clients are writers.

So Substack is great. A blog is great. Just writing content.

And some thrive in real time connection, like the networking coach that I was talking about. So your channel is your superpower. And I want you to think about leaning into it instead of fighting it.

So often, there's this constant swirl in the back of our minds of like, should I be doing more? Should I be doing less? And this is this, you know, we see all of these workshops and like LinkedIn is the way to go, or you got to be on YouTube and all of these things. I want you to just throw all of that out the window. And really think about, ask yourself, when do I feel most alive sharing my message? Like what lights you up? Because automatically your energy is going to be a beam of light to the right people, the lighthouse, when you are excited about what you're doing.

If you hate writing, and you commit to a blog, that's probably not the best fit. Now, you could do a podcast and convert it to blog posts. If you're a verbal processor, it doesn't mean you can't do it eventually.

But what is your we're really looking at what is your primary modality? Okay, and then build it from there. And also, the second piece is, where are my ideal clients hanging out? And if you don't know, do some market research. Okay, next up is consistency.

This is your rhythm. And consistency does not mean you have to post daily. That is something that a lot of people say is like, if you really want to make it, you have to post daily.

Now, if you want to be one of the top content creators on any platform, probably couldn't hurt. Some people post five times a day. And of course, they're going to move and get known faster just because of the amount of content they're putting out there.

There is some truth to that. But it doesn't mean you have to, you can still have an incredible business, credible clients and incredible income if you post consistently. So what does this look like? So for me, my podcast comes out weekly.

I've had a lot of people say like, how do you stay on top of that? Well, the truth is, I batch I'm sitting here, I like to do it in the evenings or a weekend afternoon if we don't have anything planned. Because if I try to fit it in the middle of my day, like I'm just not focused. So I batch them, I usually do three or four episodes at a time.

Then it goes to my team who processes it. And then I take that they transcribe it, then I take that and create all of my emails and LinkedIn posts from it. So little behind the scenes there for you.

That's how my process works. And I have the podcast weekly. And then LinkedIn, I post two times a week, that's it Tuesday and Thursday, sometimes a third time a week, I may up that in the upcoming year, and at least do three times a day.

But it's not much, and it works. So it really means showing up predictably in ways your audience can count on. Every Tuesday, I have an email that goes out to my email list.

Every Tuesday, I write a post on LinkedIn about the podcast and the podcast episode drops. And then every Thursday, I'm talking about something else. So it's very, very clear.

Now, I'm guessing most of my people aren't like, oh, it's Tuesday, I'm gonna wait for Tiffany's thing, like they may not consciously realize, like you're listening now, if you've been a longtime listener, I don't know, maybe you know, on Tuesdays, my podcast is going to come out. If not, though, most likely you just have noticed that it is consistent. And that's the main thing, right? So weekly, monthly, quarterly, I have my client that's starting on subs has started on sub stack, she's only doing a monthly sub stack, but it's going to be very, very involved.

And then a bi weekly podcast because weekly just felt like too much to her. So the thing is, whatever the rhythm, make it sustainable. And the thing is, what I typically suggest is starting with less, and you can always add more.

But if you add more, and you can are consistent with that, and then you dial back, people will notice that more. And it can kind of mess up algorithms and things. So always start with what you believe you can handle.

And then you can always add more. So action step today, and maybe you've already have this figured out for yourself. So either if you're still trying to figure it out, I want you to think about it and pick your cadence, then commit, because consistency compounds, right? We know this.

The biggest thing, the biggest difference between entrepreneurs whose business last and entrepreneurs businesses that don't last is literally typically just that they stick with it through the hard times through the rough times through the easy times through the amazing times, right? And the main thing is being consistent. Now, life happens. If you miss a beat, it happens.

Don't beat yourself up. Just get back on it. I actually took a break, was that not this summer in here, but the summer before, it was just too much.

And I took a break from my podcast for a little bit. And I was very transparent about it. And then I came back.

That's the thing is, if you take breaks, you have to come back. Or if you decide to move from one platform to another, make it very clear, let people know what's happening, let people know where they can find you, and then stay consistent. Now, if you are already on the consistent path, you're like, I know all this stuff, like get to the next step.

Thank you for bearing with me. And maybe it's time to do an audit. How does your marketing feel? Because you may be super consistent, but you may also be on the edge of burnout.

Do you need to shift things and change things? And from time to time we do, like entrepreneurship is an evolution. It's not always meant to stay one straight line, right? So that is what I want you to think about, consistency. Now, as we're talking about this, this is really marketing, right? And so marketing is so important in your business.

But I also want to say we're moving back to number one here for just a moment, that clarity, your core message. That is actually part of your brand. And marketing is part of your brand.

In my belief system, your brand is the entire ecosystem of all touch points that your audience receives, including your marketing. People oftentimes get confused of like, well, what is brand versus marketing? Marketing is part of your brand. So the thing is, I want you to think about is, you may be making these decisions, but if your brand and your message is not clear, then none of your marketing is going to land, even if your presence is online.

So this is why these are in a very particular order, because this consistency isn't going to matter if you're putting out content that you didn't, because you never did number one with the clarity, right? Or you picked the wrong channel. So that's why we say clarity, then channel, then consistency. And then last, the fourth C is credibility.

And this is your follow through. So do you deliver on what you promise? Do people walk away from your content and take action and think that was so worth it? I can't wait to work with this person more. Or do they say, that was okay, but I'm on to the next thing.

The thing that's going to position you as an authority as credibility is, like we said earlier, your presence, but also this piece of your follow through and the quality of your work. Always quality over quantity, because credibility builds reputation and reputation builds authority, right? So this is where you want to think about your entire client experience, also part of your brand. And maybe you audit your last, like maybe you're like, okay, one, check, I got my clarity.

Two, check, I got my channel. Three, check, I'm already consistent. Okay, now audit your last five touch points with your audience.

So maybe it's emails, maybe it's your lead magnet, maybe it's your website. And I want you to think about, did you over deliver, meet expectations or under deliver? This could be your programs, your courses, your one-on-one. Just think about any touch points with your clients, either the last five that you've delivered and or the top that are part of your business, if that makes sense.

So like maybe your current channels are podcast, LinkedIn, email, you had a workshop, and then also like the delivery of your main program. Think about each one of those. And again, ask yourself, did I over deliver? Did I meet expectations? Or did I under deliver? And when you're honest with yourself, this is where you can then go in and strategically tweak things.

Because the goal ultimately is to have what I call a legacy brand, is you're always wanting to over deliver as much as possible. And that's how you really up level your credibility and your presence. Because when you're over delivering and you're getting amazing feedback, you're getting amazing testimonials, that increases your confidence, you get more excited.

And then that presence we talked about at the beginning is just going to be so rock solid, that it's going to automatically attract people. So when you focus on these four pillars, clarity, channel, consistency, and credibility, your presence multiplies the impact of whatever platform you're choosing. So if you've been second guessing your platform, take the pressure off.

Yes, where you show up matters, but the real game changer is how you show up once you're there. And the good news is presence isn't necessarily something you're born with. I talk about this all the time.

I was the girl at the restaurant afraid to ask the waitress for a ketchup. I was very scattered at the beginning of my own business, which we all are because we build the plane while we're flying it in business. So if you're hearing this and you're new, and I'm like, you're like, I don't have any of this stuff.

I'm all over the place. Take a deep breath. It's okay, because it takes time.

Now, I've worked with people who've been in business 10 plus years, and they're like, oh, I realize why nothing ever truly worked and I haven't met my goals because I never did number one. I never really paid attention and got clear and was able to pinpoint my message so clearly that people were an automatic yes. So think about these four steps and where you may need to revisit.

If you're brand new, just keep these four steps in front of you and you will be ahead of the game as you build because you'll be going in the right order. And here's the big takeaway. Platforms change, algorithms shift, but presence is what's going to always last.

So if you want clarity, where to show up and how to show up in a way that's magnetic and sustainable, I'm here for you. Feel free to book a call with me and we'll map out your authority strategy together. And on that call, we'll figure out the best fit for where you are, whether that's a one-on-one VIP day with me, stepping into a brand alchemy.

I have various platforms where I help clients for this. And if not, totally fine too. I hope you received so much value just from thinking this through today.

And just think about building authority through your presence, not the algorithms, and you'll be good to go. Have a beautiful rest of your day and we'll see you next time.