

S2: E148: 3 Myths Keeping Entrepreneurs Stuck in Plateau Mode Right Now

Hey there and welcome back to the Your Legacy Brand podcast. This is your host Tiffany Neuman and today is going to be a fairly quick but very impactful episode where you're talking about the three myths keeping entrepreneurs stuck in plateau mode. I've seen this in my own business and I've seen it in so many of my clients' businesses that when they sign up to work with me they're typically signing up because they're in a plateau mode.

Now a lot of people I will say come to me and they're like I just need a new logo and they think that's going to change everything or I just need to upgrade my website and that's going to change everything. I'm the first brand expert to probably tell you your logo is not going to change things. Now if it looks like 1997, yes it could be impacting your credibility.

Also the website, if it looks very outdated or if it doesn't make sense, obviously those things matter. But I'm talking about other things that are a little bit more sneaky that's typically holding people up more than they realize. So if you've ever felt like your business is working but growth feels flat, like you're running hard but not actually moving forward, you're not alone especially right now.

I've talked multiple times about the fact that we are in a trust recession right now, technology's moving faster than ever, things are shifting and they're shifting quickly. And the thing is we need to keep up with that if we're going to grow in this season. And I want to give you a reminder if you feel worried or nervous about all of these changes, remember that these types of times are like when most people slow down and fade back or wait to see what's going to happen or what have you.

So if you're mindful and you actually take the time to be strategic, you're going to be so much further ahead than most people in the next year or two. And I truly do believe that this is a needed period, a reset button that's happening. And there's a lot of crazy stuff happening in the world and it's sad to witness and we have heavy hearts and we can't deny that.

I'm not being toxically positive here if that's a term, but I am saying that I truly believe that entrepreneurs are the ones who are going to make the biggest shift during this transition that we're going through. And sometimes just like in life, in our individual lives, we have to hit sort of a rock bottom in order to realize what's really happening and then turn around. We don't always have to, there's ways to avoid it, but unfortunately in the collective consciousness this is what I believe is happening is everything that's happening now had to happen in order to wake people up.

It's messy, it's crappy, and I truly believe there's a brighter future ahead. Of course there's no way to really know, but that is my personal belief. So hopefully you're still listening, you're not like, Tiffany's crazy.

I've had this discussion a lot with people and lately people that I trust and so I'm just being very transparent here about my personal beliefs. But I also honor you if you have completely different beliefs. So just want to put that out there.

So why does this matter? Like I know that was a little bit of a tangent, but this matters because a lot of people are feeling either plateaus or reversals right now. Their business is actually shrinking or they're feeling kind of stuck. And there's some people who are going full steam ahead and having amazing years and I chose to be in that camp.

So this is literally information that I'm seeing as a trend predictor. I think these are kind of always true, but especially in the times we're living in right now. So again, I see this all the time with established entrepreneurs kind of moving into this plateau mode.

And there's other also like spiritual things right? Like so we hit upper limits and we need to do the growth work to break through that upper limit. Our ego gets scared because we're going to that next level and it's trying to keep us safe so it tries to pull us back right? There's so many reasons. So I could probably talk about this for 10 hours, but I had to whittle it down to three of the biggest things that hold people back.

And it's not because people aren't talented or hard working. It's because most people are holding on to myths that keep them stuck. And I want to talk about also on the flip side what actually creates momentum especially in this new era that we're stepping into.

So let's dive in. Myth number one is more followers equals more sales. We've all heard it.

Grow your audience. Grow your income. X equals Y right? And yes, visibility matters.

We talked about visibility last week, but here is what I want you to think about. You can have thousands of followers and almost no sales. In fact, I've had clients in this predicament.

They started on Instagram or someplace and think like okay this is the way to make millions. Not actually having the foundation of a brand and offers to call people in. And this isn't everybody.

However, you can also have a small audience and generate multiple six figures. Seven figures over time. Whatever your goals are.

One of my clients has a relatively tiny audience compared to the big names out there, but because her message is clear, her authority is strong, her brand is on point, her business is thriving. Same with me. I don't have a massive following.

I have a decent email list. I have followers on LinkedIn. And yes, I'm continuing to grow that, but I'm not considered like a massive influencer right? So I want you to think about in the age of AI, this is becoming more important than ever because bots can turn out endless content.

Vanity metrics can be easily faked, but authority, trust, and human connection that cannot be replicated. We are actually seeing thought leaders that are not real humans created by AI making themselves into influencers and having a ton of followers. It's followers? I can't say that word today.

It's crazy. And so that's freaking a lot of people out, but I want you to think about nobody, that person can't host a retreat. That person can't get on Zoom and host calls.

So no matter what AI influencers are out there, and yes there could be a human behind the influencer or there is, and you know we could go down the rabbit hole, but you are so much further ahead because you are a human. And so I want you to think about reframing this. It is not about the size of your following.

It is about your authority and alignment. So next time you're on social media and you're like, of course that person's getting all this engagement because they have a billion followers, literally don't worry about it. And what I'll also tell you is, it's usually the quiet ones that will sign up to work with you.

I've had so many people come out of the woodwork saying, I binged your podcast or I love what you're doing on LinkedIn, and they have never responded. They have never commented. I didn't even know that they existed.

That's not always the case. And then they show up and they're like, I love your work. I knew I had to work with you.

How do I sign up? And I'm like, oh my goodness. And they're the most amazing clients ever. And that's exactly because I was consistent.

I was out there and I'm not comparing myself to other people. And I want that for you too. So myth number two is you have to launch constantly.

The online business world has made launching the holy grail. Big events, endless hype, constant urgency. I truly think this is starting to shift.

It already has. But the problem is this burns people out. It confuses your audience also, especially if you're launching different things at different times.

I have one person I finally had to unsubscribe from her newsletter because it was literally daily and she was promoting. I felt like something different. And you would scroll down the email at the bottom.

It was like, here's the 50 ways to work with me. And I was like, my nervous system just went crazy looking at it. And so yes, I mean, have multiple offers, send different things out.

I promote partners. I love talking and promoting my clients. I promote different things.

And the thing is being in business is about promoting your work. That's what it comes down to. But you don't have to be in the space of back-to-back launches.

So like what I was saying before is it burns people out, it confuses the audience, but it also creates this rollercoaster revenue. And that's a problem too. You get these peaks and valleys that you can't sustain.

You don't know like what if the launch fails? So that's really another thing that I've been working with, with some of my VIP day clients. So one client came to me and she was just exhausted from these back-to-back launches. And once we shifted her into what I like to call an authority first system, one that builds trust consistently through her branding and thought leadership, everything stabilized.

She could breathe again. Her business grew in a way that felt more sustainable. And we actually had to talk about her nervous system because she enjoyed, like most of us as entrepreneurs, we enjoy the rush of a launch because it's like, oh, new people and it's working and it's happening.

But then on the back of a launch, what happens is you get burnt out and then it goes on and you don't get any sales for a while typically. So what I'm finding works better in this day and age is sure, you can still launch once in a while, but I went from launching like five to six times a year to like once or twice a year. And then like little mini offers in between.

So it doesn't mean don't launch ever, but take your time. So with this particular client, we rolled it back. So she has an evergreen system that's just a consistent flow.

And again, just calm the nervous system, allowed her to relax and know that there's the sustainable model that's into her business. And launching constantly, I want you to think about it. It's like being on a treadmill, right? You're running fast.

You're not actually getting anywhere. Building authority through a brand operating system is more like walking down a path, a beautiful woodsy path or something like that. The steady steps that actually move you forward.

And instead of being on a treadmill running in place, I don't know about you, but I have a walking pad under my desk and I like that, but like I hate running or walking on an actual treadmill. Some people like it, but wouldn't you rather go down this like a beautiful path and enjoy the process. And that's what I want you to think about is you don't have to launch constantly.

And part of entrepreneurship is enjoying the journey. So what's working now isn't constantly launching. It's having a brand operating system that creates predictable momentum.

Now, moving on to myth number three, consistency means posting daily. Probably heard me say this before. I talked about it a little bit on last week's episode, but I want to say it again because the thing I'm seeing with people is they're getting so burnt out.

And so I want to give people permission to do less. No, sorry. Do more with less.

That's what I'm trying to say. So you can accomplish so much more sometimes when you do less, if you're strategic and sophistication is simplicity, right? Simplicity is the ultimate form of sophistication. So when you can narrow these things down and have a plan that actually works for you, that you love, you're enjoying the journey, that's going to make your energy stronger.

People are going to be attracted to that. It's like a laser pointer over like a broad, big flashlight, right? And so this is one that I hear all of the time is I know I need to be more consistent, but I don't know how. And consistency matters.

It matters a lot. It's really the deal breaker between the people who make it long-term and the people that don't. But consistency without clarity is just noise.

Take this podcast as an example. I don't publish episodes daily, but I publish consistent weekly episodes. And because of that, listeners know they can depend on me.

So what does that look like for you? And think about that. That's the real consistency your brand needs. Predictability, dependability.

People know that they can trust you through consistency, but it needs to be a sustainable consistency that doesn't burn you out. So even if you're only posting once a week on a platform, even if you're only creating a podcast every other week or once a month, the main thing is to be consistent. So consistency isn't about frequency.

It's about showing up with clarity and credibility in a rhythm that is sustainable, right? Now let's pull it all together. These myths, let's recap. Myth number one is more followers equal more sales.

Myth number two, you have to launch constantly. Number three, consistency means daily. Putting it together, more followers, constant launching, posting all the time, they're exhausting entrepreneurs and keeping them stuck in plateau mode.

Maybe you feel that way too, and maybe you don't. And if you don't, wonderful. I'm so excited for you.

And hopefully you still had an aha moment today. That's always my goal is if you have at least one tactical takeaway from listening, I've done my job. And everybody's talking about AI, so I have to mention it.

These old myths are even more dangerous right now because of AI, because the bar for content is lower and audiences are flooded with so much more noise. So what cuts through is not more, it's that clarity, authority, and the human presence behind the brand. So if you're feeling a little plateaued right now, or you're kind of in that reversal mode, let me reassure you, you are not broken.

There's nothing wrong with you. Been there, done that myself in the past. But here's the invitation.

Things are shifting quickly. The market, technology, buyer behavior, everything is evolving faster than we've ever seen before. And that means now is the perfect moment for reinvention.

Because the entrepreneurs who reinvent now, who let go of outdated myths and anchor into clarity and authority, are the ones who are going to be leading in this next chapter. And I've been talking a little bit about this too with my private clients and with some colleagues, is the fact that we've had a lot of the same thought leaders kind of ruling the online space for a while. You know, the online space truly is a little bit of a bubble, and once you're in it for a while, you kind of get to know most of the people in there.

But of course, there's always people that you're finding out about you didn't even know existed. They're just different pockets and different groups and things like that. And so what I truly believe is this shaking up of everything that's happening is actually allowing the space for new leaders to come in.

Leaders who lead with heart and leaders who are true experts. And you know, it's kind of like the fall of the bro marketing, I guess you could say, in my humble opinion. So in closing, followers, having more and more followers isn't going to save you.

Constant launches won't save you. Posting all the time isn't going to save you. The real unlock is building a brand operating system that supports clarity, credibility, presence, and your life, your happiness, your joy.

So if you're ready to reinvent your strategy for this new era, I'd love to help you. You can book a call with me and we can plan the best fit for where you're at right now, because everybody's at different levels, everybody's needs are different. And that's really what I'm leaning into in this new era too is creating a system that works for people where they're at, and being very mindful of helping people with solutions that work specifically for them, not cookie cutter of this is what works for me, so it's going to work for you too.

Because that's also part of the past era. So my goal is to help you get out of plateau mode and into momentum that actually lasts. I hope you receive so much value out of today's podcast episode.

If you'd be so kind, I'd love a review. That really helps get the podcast out in front of new viewers. And I hope you have a beautiful rest of your day and we'll see you next week.