

S2: E150: Lessons from 150 Episodes

Hey there and welcome back to the Your Legacy Brand podcast.

This is your host Tiffany Newman and I am super excited about today's episode.

This is our 150th episode.

So I'm just gonna dive right in and say that number feels surreal.

What started as somewhat of a passion project has now become a body of work, a space where I've shared my heart, my strategies, stories, client transformations week after week.

So first I want to start out by thanking you.

Whether you've been here since episode one or perhaps this is your very first listen, your time and presence means the world to me.

Today I want to do something a little different. Instead of teaching a new framework, some education, or encouraging you, I want to share the biggest lessons I've learned from recording 150 episodes.

Lessons about thought leadership, authority, and what it really takes to build a brand that lasts.

So lesson number one, presence matters more than perfection.

When I go back and listen to some of my earliest episodes, I'll be honest, they are cringeworthy.

The audio wasn't polished, my delivery wasn't smooth, and hey I don't know if that'll ever change, but I showed up anyway and people connected with the realness.

I have decided over the time actually of this podcast to stop editing altogether unless you know my dog starts barking or something crazy happens because it's real. I'm a human.

It's not supposed to be some perfected polished piece of work.

And here's the truth. No one's looking for perfect.

They're looking for presence and authority doesn't come from a flawless script. It comes from the courage to share and the transformation that you're providing others.

So I hope that helps you whether you have your own podcast, you're guesting on other people's podcasts, or just unsure about how to show up on social media.

Don't worry about being perfect. Your presence is what's really going to move the needle.

Lesson number two.

Authority is built in seasons not in sprints.

I am not a patient person. There are so many times I wanted everything in my business to happen faster.

Maybe you can relate, right?

And so I wanted a bigger audience faster, more opportunities, instant results. And I feel like so many of us do and certain people sell that.

However, if you want a truly sustainable and what I call a legacy brand, what I've learned and what I teach my clients is that authority is built in seasons.

You plant the seeds, you nurture them, they grow roots, and eventually the results will come and often bigger and better than you ever imagined because you allowed it to unfold naturally.

And I would say personally in divine timing. And so this podcast has been a living example of that truth.

What I thought this podcast would bring in maybe 10 years actually happened in two or three years.

And so yes, it took patience and I wanted it to happen in one year. But now looking back, it happened so quickly.

I'm getting on the stages that I always dreamed of getting on. I'm working with the clients I've always dreamed of working with.

And really, things have moved pretty quickly.

And that is, of course, partly because I was very strategic with my brand, but also because I put in the work week after week.

Lesson number three, relationships are the real ROI.

I really, really love this lesson because one of the most unexpected gifts of this podcast are the relationships that it's created.

Guests who became collaborators, listeners that became clients, conversations that sparked ideas and partnerships I never could have planned.

This is the hidden power of thought leadership. Now I'm not saying today by sharing the lessons of my podcast that you need to go out and start a podcast or perhaps you already have one and you've been thinking about shutting it down.

This isn't really about the podcast itself, but the lessons that I learned from it and the lessons I've learned from sticking with one thing and putting in the reps.

So I just want to be clear on that. I'm not saying like it only could have happened through the podcast, but the hidden power of thought leadership is truly not just about visibility, it's about connection.

And the real ROI are truly the relationships that ripple out from your work over time.

Lesson number four, your voice will get stronger the more you use it.

So I am not the same person who recorded episode one.

My ideas have sharpened, my perspective has deepened, my frameworks have evolved, I've grown as a mother, daughter, wife, all the ways.

And it's because I kept going, I kept speaking, I kept speaking my truth.

And in that act of sharing my voice week after week made me a better leader.

It made me be able to speak more eloquently about my work and about my client transformations.

And the same is true for you.

I help so many clients get clarity on their brand voice, but the truth is that clarity only gets stronger the more you use it.

And so I really want to encourage you to keep strengthening that muscle and keep working on your brand voice.

Lesson number five, alignment creates the biggest impact.

Some of my most powerful episodes where I got a lot of feedback or a lot of traction weren't necessarily the ones with the most polished outlines or the most work that I put into it.

Because it does take time, obviously, to plan each episode, write the outlines, record all the things.

But they were actually the ones where I felt deeply aligned with the message that I was sharing, the ones that came straight from the heart.

And of course, I won't share an episode without feeling aligned with it on some level, but there are episodes I feel more aligned with than others.

And I'm sure you could say the same of any body of work that you've developed.

And so those episodes are the ones people email me about months later, telling me it's exactly what they were needed. And it's oftentimes when I have people convert more often.

And that's not necessarily strategy. Of course, there's strategy involved with the process. But when it comes from your heart, when you're truly, deeply aligned, people feel that energetically.

And so that's what creates the real impact.

And then last but not least, lesson number six, consistency compounds over time.

And I talk about consistency all the time. So I won't belabor it here. But 150 episodes is proof that steady, committed effort can build something extraordinary.

And I'm not special. There's people with thousands of episodes, right? So this is a milestone for me. You may even have 500 episodes.

But the body of work is now a living archive of trust, of knowledge. And in the age of AI, that matters more than ever.

Content can be automated. Voices now can even be faked, although this is definitely my voice because I stumble over my words more than I'd like.

But the human trust built through consistency, that cannot be replicated.

So maybe for you, it is a podcast. Maybe it's your YouTube channel. Maybe it's being consistent on email. Maybe it's not your physical voice, but your written voice.

Whatever that is for you, I want to just encourage you to stay consistent.

And there are times where, and there's phases, and there's seasons, just like our life has seasons, we also have seasons in our content.

So I'm not saying you have to stick with something forever if you're not feeling it. Maybe I'll do 200 episodes and stop the podcast, although that is definitely not the plan.

So it's not consistency for consistency's sake, it's consistency for body of work's sake.

And when a season continues, then you just need to look at where is the next place that I want to be consistent.

And that's what creates a legacy over time.

Because again, legacy doesn't mean building statues and monuments in your name. It means creating transformation in humans' lives and leaving a body of work behind that can stay on and affect perhaps generations.

So if maybe you've been holding back from fully sharing your message because you're not feeling ready, you don't feel polished enough, you don't have the perfect platform, or maybe you're just a tired of what you've been doing but you've been so consistent you're afraid to take the next step, let this episode, 150, be your permission slip.

From me to you, that is what I want to leave you with here today.

I hope that these lessons impacted you in some way, helped you make a decision, inspired you in some way. And if you haven't yet, start now.

If you've already started, show up consistently and absolutely let your presence matter more than trying to be perfect. Because legacy isn't built in a moment, it's built in the moments you choose to keep showing up.

So whether you're starting your first podcast, writing your first sub stack, or simply daring to share your message in a new more bold way, your legacy is being built one choice at a time.

And since this is a milestone episode, I want to close by sharing some big news.

We've been working behind the scenes to expand and deliver on the brand operating system, or OS for short, concept I often talk about. And we're now reaching another milestone.

We are officially offering turnkey websites for thought leaders.

We've offered custom bespoke websites for a time, yet I'm the first to admit they are a fairly hefty investment and they do take some time because everything's very custom.

These turnkey websites will be specifically for speakers, authors, coaches, and service providers.

And they're based on our award-winning designs and the best converting websites we've built for clients over the years. But they're just a fraction of the cost of our custom websites.

This is the first of many big and exciting changes that we're bringing to the plate as we enter 2026 and for the end of the year.

There's so much more I can't wait to share with you in 2026, but this is the very first announcement.

And I thought while we're talking about consistency, let's also talk about what's changing and what's to come.

So I'm offering these custom but also turnkey websites at a special beta pricing right now for just a few more people.

Behind the scenes I've been offering some to my clients who've already been through my program because they always get first dibs on everything.

So if this sparks your interest, book a call, we'll walk through the details. I would love to help you get a new website up if you're shifting in weeks.

And I just can't wait to share so much more with you very soon.

So one last thing what I really want you to take away today is thought leadership isn't built overnight. It's built through presence, seasons, relationships, alignment, consistency, and the courage to keep using your voice.

So book a call if you want to talk website, or if you're ready for your next chapter and really stepping into thought leadership, reinventing your brand, refreshing that website so it works harder for you, I'd love to help.

So I'm putting that book a call link right below the show notes, and I'd love to chat with you for half an hour and see how I can best support you.

I wish you a beautiful rest of your day.

We'll see you next week.

And as always, if you love this podcast, please rate and review.

We made it this far, 250 episodes. I plan on continuing so much further, and to get these episodes and this content to more listeners, every comment and every review really helps.

So thank you again for being here. It means so much to me, and we'll see you on the next episode.