

S2: E151: How to Make Your Message a Movement™

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

This is your host Tiffany Neuman and today we are going to talk about moving from marketing tactics to movement building.

And you know, I often say that chasing marketing tactics is like running on a treadmill.

You're working hard, sweating, maybe even seeing a few quick small results, but you're not actually moving forward in a quick progression.

That's why I believe so many entrepreneurs ask me the wrong question when say we're in a VIP day together or we're working on their brand and they ask, okay, what tactics should I try next?

The real question should be, am I building a business on tactics or am I building a movement? Because tactics keep you spinning. Movements will actually take you somewhere.

Sometimes you have to be a little bit more patient, but so many entrepreneurs chase shiny objects rather than make strategic long-term moves that's actually get them much further in the long run.

And that's exactly what we're unpacking today in this episode.

So the problem with tactics is they're temporary.

They can work in the moment, but they rarely last, right?

And again, I've seen so many entrepreneurs burning themselves out, chasing the next big thing, a new launch style, a new ad strategy, a new platform.

And even when it worked, oftentimes the results weren't sustainable because they moved so quickly on these shiny objects that they had a little bit of momentum, but it was never sustainable.

And so then they stop or they burn out.

And the thing is tactics also don't create loyalty. They don't build your legacy. They simply keep you spinning.

Now let's look at the opposite in my viewpoint, a movement. A movement is different. It makes people feel part of something bigger than themselves.

It shifts identity. People start to see themselves in it. And it's not just selling a product or program. It's really about creating belonging, alignment, and transformation.

So think about movements like Honest Company run by Jessica Alba, where it's based on the motivations behind the brand, or Tom's Shoes, or a lot of B corporations.

People don't just buy their products. They're buying into values, into change, and into being part of something more meaningful.

It's not just a transaction. And that's the energy I want you to have for your brand. And here's the big key. Movements don't happen by accident.

I think we see a lot of influencers online and we're like, oh they just, how did they get so lucky? How did they make that happen?

Well I have two thoughts around that.

I think there's actually a lot of really good marketers out there that don't necessarily have the value behind the scenes, or they're not true experts.

And on the flip side, there's a ton of amazing experts who provide amazing value, but they don't know the real way to build these movements, right?

It's not about shiny tactics. It's about playing the long game and really crafting a movement.

And the thing is, movements are rooted in clarity, consistency, credibility, and community.

I guess you could call those the four C's, right? So I'll say those again. Clarity, because first you need clarity to build the rest.

Consistency, it doesn't happen overnight. You need to stay consistent.

Credibility, you have to own your thought leadership and your expertise.

I always say there's no fairy godmother coming to boop you on the head and say, okay you are now ready to begin a movement. You are now officially a thought leader or an expert.

You have to claim and own that.

And let me tell you, I've worked with many a seven, eight figure entrepreneur who we'd all look at as like a serious entrepreneur, a serious thought leader, and oftentimes they're still questioning themselves as well.

So I'm the first to say you have to give yourself permission.

And that's exactly what your brand operating system, which is our system here at Your Legacy Brand, it's our trademarked system, is designed to support.

Is that clarity, consistency, credibility, and then which leads to community.

It's the foundation that makes a movement actually happen, but also sustainable.

Instead of chasing those tactics, you create a system that grows your authority and trust.

And yes, it's built over time, but so many of my clients find results faster than they'd ever imagine, like 10-year dreams and goals happening in three years, and five-year goals happening in one or two years.

I'm not going to promise anything overnight because movements take time, but it's incredible when you watch how fast things can move when you look back over the time, right?

And so here's a couple of quick examples of my own clients.

One of my clients has been stuck in endless launch cycles. She was in a cohort model and she was burning out from constantly trying new launch models, reinventing the wheel, doing the same thing over and over again.

And so we all know that eventually doing the same thing over and over again is the definition of insanity, right?

And she knew that.

And so when we worked together, we anchored into her bigger vision, a message that her audience could really rally around.

It became less about like, oh, let me try to sell this program and more about this is a movement and you need to be part of it because yes, you'll get the transformation, but it's also so much more than that.

And she finally stopped spinning.

Now her launches are more evergreen and they feel like a natural extension of her branded message instead of these exhausting one-off events where she's pushing rather than attracting.

And her community started engaging more year round, not just when she was launching and when she had something new to sell.

Another client was told she had to do all the things online, you know, like the Gary V style of like, you have to be everywhere. And the more content you put out there, the more successful you'll be.

And that's just not true. And she was exhausted from trying to show up everywhere all the time. So we pared it down to one core channel where her energy was strongest and where she became more alive and she was excited to show up.

And we reframed her work as part of a movement in her industry.

Almost immediately, referrals picked up because people could clearly articulate what she stood for. They had been through her processes, but they didn't know actually how to invite others into the movement.

So her audience changed from just following her to actually joining her.

So these shifts, again, aren't about adding more tactics. They're actually about paring down, clarifying a bigger vision, and then inviting people to join you in it.

So you might be like, okay, that's cool. But how do you actually start making a shift in your own business to movement building?

Of course, this is what I help all my clients do. But let me give you some practical steps to start out. Or maybe you want to try to DIY it, but I'm always here to support you. That's what I do.

First step is name the bigger why.

And again, this might sound trite, you know, the whole Simon Sinek begin with why, but it's true.

You have to ask yourself, what's the larger change I'm helping people create? It's not just about what they're buying from you. It's about who they become in the process of working with you.

And what is that why? It's not just the why of why you started the company. Yes, that's important. But why should people care about it?

Movements start with identity shifts. That is a secret that most people either don't know or don't share.

Next up is define the shared language.

Every movement has phrases, metaphors, frameworks, and quips, I like to say, that people can rally around.

So for me, I say you can't see the label from inside the bottle, right? I talk about my brand operating system. I talk about having a legacy brand that stands the test of time.

So what's the language that makes your people feel like insiders, like they're speaking the language?

That's really going to move the needle, and it's going to create a loyal fan base.

Next up, number three, I talk about this a lot, but it has to be said again. You have to choose the right container.

Movements need a home, I like to say. So that might be your podcast. It might be Substack. I have a lot of clients, which by the way, spoiler alert for 2026, I will also be starting a Substack, but you'll be the first to know.

I found it's just a really amazing new platform. And like I said, you don't want to chase the shiny object. So I've been watching Substack for about a year before I actually was like, this is my next evolution, right?

So I'm not saying just go join the Substack. Make sure it's an informed decision. But anyways, I digress. It might be a community space, a reoccurring event.

Some of my clients, we've determined they're a high level one-on-one coach.

They don't even necessarily need to be on social media at all. Maybe they don't even need to do Substack.

They might just need to show up to certain events to fill their six high level coaching spots, right? So this is very custom for each one of my clients. You have to choose the right container to show up in.

And I don't want you to try to be everywhere because that is the road to burnout, right? So picking the place that aligns with your natural energy, where you feel most confident, where it feels fun to show up, and make that your main hub.

Now again, of course, you always want to make sure that that's somewhere your ideal audience is actually hanging out as well.

And then last but not least, step number four to start building a movement is lead by example.

Because movements aren't built from behind the scenes.

People need to see you embodying the values and the vision that you talk about. This doesn't mean being oversharing or being vulnerable for vulnerable's sake. You know, it's not like, oh, I'm going to cry on Instagram and this is going to get me followers.

Yeah, might get you some followers, but I know I would never sign up to work with anybody who's crying on Instagram. Like that does not read authority to me. And overall, it means showing up consistently as the leader of a movement.

And this is where an identity shift for you comes in. Like I talked about earlier, there's not a fairy godmother coming to boop you over the head and tell you, you are a thought leader or you're now a speaker or an author.

You have to make that distinction.

And that means showing up consistently and with that confidence. And if you start with these four steps, you'll begin to notice a shift.

People won't just follow you for tips and tactics. They're really going to start identifying with the bigger change that you represent.

So if you're feeling tired of trying every new trick in the book, you're not getting full traction because you're scattered. It might be because you're not meant to be a tactician.

I don't know if that's a real word. I made it up, but it sounded good. Instead, you're meant to be a movement leader. And this is the perfect time to step into that role as we're heading into a new year somewhat soon.

Still got a little bit of time, but I thought it was important to share this message now so you have time at the end of the year to reflect on this.

Start, you know, implementing those four tactics. Of course, I call them tactics, and I say don't do the shiny tactics, but you know what I mean. The four steps, which are name the bigger why, define your shared language, choose the right container, and lead by example. And maybe you're already on the path with some of those.

Maybe you're like, oh shoot, this means a big step for this new year, right? Because in an online world full of noise, the entrepreneurs who build movements are the ones who are going to create lasting impact and be open to receiving much more income.

So if you're ready to move beyond marketing quick fixes and step into building a brand that creates belonging, alignment, and legacy, I'd love to support you.

You can simply book a call and we'll map out how to shift your strategy from scattered tactics to movement building.

And that might be through a VIP day, my brand alchemy method, or creating your full brand operating system.

We will work together and find the right fit for you. And of course, this is with no manipulation or sales tactics.

I'm truly here to support you, even if that means saying that we're not the right fit and introducing you to someone that could support you for what you need right now.

So check out that link down in the show notes. Hope you have a beautiful rest of your day.

If you feel inspired, I'd love you to leave a review for the podcast so it gets in front of more people. And we will see you on the next episode.