

S2: E154: Is Perfection Ruining Your Brand's Connection?

Hey there, welcome back to the Your Legacy Brand podcast. This is your host, Tiffany Neuman, and I can't wait to dive in with you today because we are talking about one of my favorite things, and no, it's not branding today. It is relationships.

Because relationships are so near and dear to me. For years, we've been told to chase followers, funnels, and formulas. But what I've learned in my time in the online space, and what my most successful clients will tell you also, is that the real ROI, the one that sustains your brand long after the algorithms shift, has always been connection.

I've been thinking a lot about how much the online landscape has changed over the past five years especially. AI is everywhere, content is multiplying by the minute, and attention spans are shorter than ever. But through all that noise, there's one thing that technology can never replace, human connection.

It's truly the rarest and most valuable currency in business today. It's what's setting people apart from being booked out in their business, like I am, to not having anybody in their business or crickets happening. So many entrepreneurs are burning out trying to connect online, but what they're really doing is performing.

They're mistaking attention for connection, engagement for trust, and visibility for credibility. You can have thousands of followers and still feel invisible because followers don't equal actual relationships. Algorithms amplify your visibility, yes, but they don't create loyalty.

And that's what's missing for so many people right now, a deep sense of belonging and genuine trust in the brands they follow. This is what I call the connection deficit. Everyone's louder than ever, but fewer people are truly being heard.

If you think about it, connection always has been the foundation of business. Think about this, salesmen and women used to literally have to travel town to town to sell their goods and products. We are so lucky to be living in a time where we can literally sit at our home and push buttons on a device and make money.

Think about that. It's kind of crazy. Now, the downside is that we've become siloed and detached.

So again, in this new era, connection is the differentiator. In a world where AI can simulate most anything, the real human connection has become even more rare and super incredibly valuable. Don't get me wrong, I use AI all the time.

I'm actually developing a software company right now. You'll hear more about that soon. But let's move back into it.

AI is an incredible tool for consistency, for creativity, and helping me stay prolific. But even with all that innovation, it's always the connection that gives everything meaning. AI can help you scale your voice, but you are the one who gives it resonance.

Think of connection like a thread that weaves through your entire brand. It's what actually binds your message, your mission, and your audience together. You can use all the automation in the world, but if you remove that thread, the entire tapestry starts to unravel.

So to make this tangible, I'm going to share three powerful ways to start building your connection capital today.

Let's go right to it.

Number one is to be relatable, not perfect. People trust evolution and real rawness more than perfection. You don't need to perform your life. You just need to live it out loud in a way that reminds people you're real.

One of my clients has been carefully curating everything she shared online. Her posts look great, but they didn't feel alive. When she started sharing her lessons in real time, takeaways, pivots, even some of the doubts, her engagement started to skyrocket.

But more importantly, her audience really started trusting her. That's the difference between performing and connecting. And think about it also.

We can get AI headshots. We can have AI avatars. But when you show up as the real you, hair not always in place, not always being perfect, that's what really connects.

Now, I'm also not saying to be so vulnerable that you show up crying on Instagram and blubbering, because truthfully, I would never hire anybody personally who did that. So there is that middle ground, right? Finding that sweet spot of where you're showing some vulnerability, you're being real and raw. Just like on this podcast, I intentionally don't edit it.

And I'm human. I do not talk perfectly all the time. I will mess up words.

I'm dyslexic. Sometimes I say things backwards, right? It's real. And that is how you build that connection.

Number two is to be present where it matters. You've probably heard me say this before if you listen to me often, or if you're one of my clients, but I can't help but bring it up again because it's so important. You do not need to be everywhere. You need just to be where it counts.

So again, so many of my clients, they've been told by so many coaches, well, I did it this way, and this is what works. And they get sold all these products and courses of like, you have to do this, you have to do that. But the truth is, none of that's going to work if it isn't the way that works for you.

I'm a verbal processor. Podcasting works great. I sit down to write, and I stare at a blank page. I talk, things come out, right? You may be exactly the opposite. Like one of my clients who adores writing. The sound or the thought of a podcast just feels like heavy work, right?

So now she's focusing on writing a book, substack, and a blog. One of my spiritual coach clients is thriving on insight timer, which she didn't even know existed before I told her because I use it to meditate every day. And now she's building an audience there.

There are really unique places where you can stand out in your industry. Another client of mine is moving more fully into the health and wellness space. And we were just on her VIP day today, literally today. And she was like, I don't know what social media platform to pick. I don't know where to show up.

And I said, what if you ditch most all of that and really go into where these chiropractors, where these acupuncturists are showing up? They're busy as heck. So they're probably don't have a ton of time to be on social media. And if they do, they're probably looking at funny cat videos to have a laugh and take some pressure off to detach, right?

So why don't you actually go speak at conferences that have chiropractors? Why don't you sponsor events, things like that, right? And so you really need to build your authority, not by showing up everywhere, but showing up very intentionally. Because connection isn't about reach. It is about resonance.

And I think that's one thing we've been falsely taught for the past maybe 10-ish years is to be an influencer is the way to go. And yes, some influencers make great money with brand deals. And if that's what lights you up, please do it. But most of us, it's just vanity metrics, right?

So let's move on to our third and final point, which is be consistent in care. Connection isn't a one-time transaction. It's building relationships. Follow up. Remember the details. Take notes. Celebrate people.

One of my most treasured clients just had her 10-year anniversary, and I sent her this beautiful framed photo collage with a celebration in it. And I truly want to do this more. I've gotten a little bit out of the habit, so I'm speaking to myself here. It's so easy not to slow down and really be mindful and celebrate with people.

But guess what? That gift, she sent me an email. She was like, this is the nicest gift I've ever gotten, the most thoughtful gift I've ever received. And I didn't do it for any reason, like I was expecting something out of that, but I know it's going to lead to a ripple effect, right? That will come back to me in some way.

This is the invisible ROI, the kind that builds your reputation even when no one's watching. It's how collaborations are born, referrals are made, and partnerships are built. And this is really the secret, I believe, from how you go to being seen to being trusted.

And when I look back at my own business, every major opportunity, from brand collaborations to speaking events to incredible clients, have really come through relationships. So connection isn't a byproduct of business, it is the business.

I want you to really think about this as you step away from this episode today, is how and who can you lean more into. Inside my work and how we work with all our clients, connection isn't just a value, it is a system. We intentionally design brands that create trust, belonging, and resonance, even as technology continues to evolve.

And now, coming up soon, we're actually weaving that technology in, which I cannot wait to share with you more soon.

But as we close today, I want to remind you, in a world full of noise, connection is your quiet superpower. It's going to be what people remember you by. When they're ready to buy, they're going to turn to you because you've built that trust.

And it's what turns clients into friends and followers into advocates. So really think about nurturing your connections, protecting them, investing in them like the currency they are, because in this next era of business, relationships are the real ROI.

If you're ready to reimagine how connection fits into your brand operating system, to attract aligned clients, build deep trust, and create a business that's as human as it is scalable, I would love to support you.

You can feel free to book a call with me and we'll map out what that looks like for you. You can find the link in the show notes.

And as always, if you've enjoyed this episode, please pass it on to a business bestie or even better, leave a review on whatever platform you're listening on.

Thank you so much for being part of my community, and I look forward to connecting again on the next episode.