

S2: E161: Your Brand Reset Ritual for the New Year

Hello and welcome back to the Your Legacy Brand podcast. This is your host Tiffany Neuman and I am so excited for today's episode. I'm going to consider this one of the most powerful and sacred episodes of the entire year as we wrap up together.

So we're in the holiday season, we're about to end the year. Maybe you had a busy holiday season and you bookmarked this and are listening to it after the new year. Whatever it is for you, I cannot wait to guide you through a complete end-of-year ceremony and guided process which I'm dubbing the Brand Reset Ritual.

And the reason I wanted to do this is, yes, we all think about resetting and things around the new year, but specifically the last four or so episodes I've been talking about what 2025 taught me, future-proofing your business next year, the marketing forecasts that I have, the nine marketing forecasts, and how we are being called to the next wave of thought leadership. There's been a lot of leaders kind of leading the pack for a long time and I truly believe that that's shifting and there's really space for a whole new wave of thought leaders to rise up. So I also mentioned that we are in this time of change right now, so I really want to look at this as a clearing, a moment of reflection, and a way to prepare you and your brand for the year ahead.

And before we begin, I want to remind you of something important. We are closing out a universal nine-year and stepping into a one-year in numerology. If you didn't catch the last episodes where I talked about this a little bit, here's the breakdown.

In numerology, there are nine years in each cycle and nine years go by and then it resets. We just ended, or we are ending as we wrap up 2025, a nine-year. Nines are about completion, closure, release, refinement, and ending of old cycles.

So this is an especially auspicious transition because a one-year begins the brand new nine-year cycle, bringing initiation, leadership, courage, and fresh vision. It's literally like a restart, a rebirth, a reset.

And so right now, in this very moment, you are standing on a threshold between what is completing and what is possible.

So today's ritual is designed to help you walk through that threshold in full alignment.

So this isn't an episode where you simply listen and nod along. This is an active process and it's actually what I'm guiding my private clients and mastermind members through this year as well.

So before we go further, pause this episode, grab a pen and paper or journal, maybe your favorite notes app, because you'll want a space to write, reflect, pause. So plan for about 30 minutes to an hour if you really want to do this fully, and I promise it will be worth it.

So if you popped your headphones in and you're driving, I know I do that or I walk the dog.

Typically, that's how my podcasts can be listened to. Today is a little bit different. So I really urge you to take the time and space that you need. Don't rush it, but also don't forget about it and not come back to it if you do need to pause.

And if you commit to the process and stay to the end, I have two gifts waiting for you. A powerful goal setting activation and a special invitation to a workshop that's coming up.

If you didn't already opt into that, I have a special deal for you.

So let's begin.

Section one is release. We are going to let go with what we want to release, what's no longer serving us in 2025. So get comfortable. I invite you to take a deep breath, feel your feet on the ground, locking in, and ask yourself, what from this past year is complete? What is asking to be released? What no longer belongs in your energetic field or business? And before you stop to do this and pause this recording, this could be, I'll give you a few examples, maybe offer structures that are draining you, habits that are keeping you small, old identities, messaging that no longer reflects who you are, strategies that are no longer working, clients that aren't aligned, self-imposed pressure or perfectionism, maybe overgiving, fear of being seen, or stories about what you should be doing.

Let things that are ready to be released rise to the surface, trusting that they're coming up not to make you feel bad, but so you can thank them for protecting you because your ego creates these things often to protect us. So just allowing them to rise up, thanking them for being there, and just saying we no longer need you.

You cannot begin a new nine-year cycle carrying what belongs to the last one.

I don't recommend it at least.

So go ahead, pause, and take some time thinking about what are you ready to release?

Hello and welcome. Today we're going to walk through your goal setting.

First, just go ahead and relax, and we're going to take four deep breaths together. In through the nose, hold at the top, and out through the mouth, hold at the bottom. Again, in through the nose, hold at the top, out through the mouth, hold at the bottom. In through the nose, hold at the top, out through the mouth, and hold at the bottom. One last time, in through the nose, hold at the top, out through the mouth, hold at the bottom. And then you can come back to your normal breathing.

And ask yourself, what do you want to accomplish or create? What specifically do you want to manifest? And when you have that, bring it to your mind. And now when you have that, what is the last thing that has to happen for you to know that you've accomplished this goal? What's the last step before you say, yes, I've got this. And when you think of this, do you have a picture? Create the picture of what that would look like, and be as detailed as possible.

And when you have that picture, just step right into the picture, so you're looking through your own eyes. See what you see, hear what you hear, feel what you feel, to have that goal totally successful, easily and effortlessly accomplished. Make that picture as vibrant as you can.

Whatever makes you feel it the most. Are there any sounds associated with this picture? What are other people around you saying about this? Or what are you saying to yourself? What are you saying to yourself? How good does it feel when you can create whatever you put your mind to? Tap into that feeling and know that it feels so amazing to create specifically what you focus on. And go ahead and have your unconscious mind map all across the modalities.

Sight, sound, taste, feeling. You know when you've been successful in the past, that feeling of totally being successful. The sounds of what you need, and the feeling of what it feels like to know that you've totally got this goal.

When you have it all pumped up, vibrant, bold, and fully alive, I want you to go ahead and step back out of the picture. Leaving your body in the picture, like it's on a tv screen and you can see your body on the screen. And when you've got that picture, I want you to float that picture right up above your mind's eye, right up there, and I want you to give it four deep ha breaths to breathe life into that picture.

In through the nose, out through the mouth. Notice how the picture gets even greater and more alive. In through the nose, out through the mouth.

Feel how your life energy is flowing into you, already accomplishing that goal. In through the nose, out through the mouth. It's a symbol to the unconscious mind that the picture is totally alive, totally awake, totally congruent.

In through the nose, out through the mouth. Bring that picture to life. Breathe that energy into the picture to create and manifest the goal being achieved easily and effortlessly.

Now go ahead and imagine taking hold of that picture, and I want you to float out above your timeline and go out easily and effortlessly right to that specific date where you know your word is law and the universe and the goal has already been accomplished and achieved.

Go ahead and when you get to that date on your timeline, drop that picture along your timeline right at the specific time and day and float it right down into the timeline. And I want you to turn back towards now and notice as it hits your timeline that you have all the resources, all the tools, the skills, the attributes that you need and the perfect time and place when they're needed easily and effortlessly.

Notice how all those events between now and then realign in favor of your goal. Every event all the way from then to now becomes congruent in perfect harmony with your success. Notice how people you know and people you don't know are going to assist you in achieving your goal.

Just trust your unconscious mind. All you have to do is take action because when you believe in yourself, you'll see it. Notice how when you put all your attention into this goal, events become easily and effortlessly aligned so you can achieve this goal. People you know and people you don't know will come into your sphere and influence to aid you in this goal. But it's your job to jump on the train and take

massive action and focus on what you want. Through taking massive action, you're believing in yourself and the universe is allowing you to create new connections to achieve this goal.

Notice how bright your future in the timeline is becoming. It's like a sunrise rising up from your timeline. All the success, prosperity, abundance, love, gratitude, and health all rising from your future. Stay totally focused, take massive action and allow your unconscious mind to guide you in these actions. Now I want you to slowly float back towards now, feeling absolutely certain that this is accomplished. That the future has already happened.

That goal you've put in your timeline has already happened and it will happen easily and effortlessly. Come all the way back to now. Come back into your body. Come back into now and float back into the room and into your body.

Next up, we are stepping into remembering. Really reconnecting with your brilliance, to your brilliance. So before we rush in to call what's next after we've done some thoughts around releasing and we're going to lock this in, like I said, with a meditation at the end. I first want you to honor what has already unfolded. Asking yourself, who was I this year that I'm proud of? Where did I grow, expand, stretch, soften, strengthen? What did I create or experience that reflected my higher self? What evidence do I have that I'm becoming the leader I'm meant to be?

Let's celebrate you for a minute.

Whether it was the best year in your business or the absolute worst, I'm always of the mind that things do happen for a reason. Sometimes it takes time to look back and connect the dots. But as I mentioned in my last episode, 2024, last year, was difficult for me. But looking back, I'm so glad it was because I never could have reconfigured and reset my brand and business to have my best year ever this year. So wherever you're at, let's celebrate what did go well and what you accomplished this year. Maybe the accomplishments weren't in your business, but with your family or your health.

Write freely. Let the truth come through you. And we're setting the foundation for your confidence for next year.

Go ahead and pause. And when you're ready, we'll be back with the next step. All right, so now we're going to step into realignment, bringing your brand back into integrity with who you are becoming.

Now we're going to shift from reflection into alignment. I'm going to ask five different questions during this section. So I recommend that you can pause and write in between each specific section.

So number one, ask yourself, what do I want my brand to feel like in 2026? Is it grounded, expansive, elevated, magical, wise, bold, whatever that is for you? What do you want it to not only feel like for yourself, but for your audience? Next, number two, we're going to ask, what do I want my brand to stand for? What values, leadership stance, energetic signature? What are you going to rise up and stand for in

2026? And this doesn't have to be anything that's political or anything like that. It can absolutely be like for myself, I stand for legacy. I stand for truth, for love, for joy, despite all the circumstances.

What is that for you? And then meet me back here for number three. All right, number three, what is one thing that I want to be known for next year? This is your positioning, your through line, your anchor. Think Brene Brown and vulnerability.

Myself and the brand operating system is what I want to be known for. What is that for you? Number four, what does my audience need most from me right now? What are they craving? Where are they struggling? What blind spots do you see? And if nothing comes right away, I really want you to go ahead and close your eyes, take some deep breaths, and allow the message to come through you. Noticing the patterns that you've been seeing, not what you think you should give your audience, what you've heard other people saying, but truly what do they need from you most right now? And last but not least, for this section of realignment, ask yourself, which parts of my voice, wisdom, and truth am I ready to express more fully? This is your next level leadership.

I actually asked myself this last year, and I believe it's one of the things that allowed me to have my best year in business this year. Of course, there was a lot of other pieces of the operating system, but really getting clear on my own voice and what I hold near and dear, and the things that I wasn't talking about that I finally felt ready to bring through. Just let the answers rise, don't ever think, just allow.

All right, our next section is all about rebuilding. This is where I want you to claim your 2026 brand vision. Now imagining that it's December of next year, December 2026.

You're sitting somewhere beautiful, your heart is open, your brand feels aligned, your business feels grounded, your impact feels real, your revenue feels steady. And ask yourself, what is it that brought me here? And what do I actually want to be celebrating at the end of 2026? Just allow it to come through you. You might be surprised by the answer.

Maybe it's a new signature offer, focusing on new and different clients, a simplified business model, a more confident expressed version of yourself, more presence in the right rooms, a visibility rhythm that feels good, a brand that feels like home, spaciousness, joy, or in a completely new identity as a leader. Go ahead, take your time and let the vision unfold on the page. Where do you want to be at the end of 2026? And last but not least, at this moment, we're going to do a ritual to set your 2026 intentions.

Now that your energy is aligned, we know where you want to go next year. It's time to anchor it with clarity. So I want you to choose your top three intentions for 2026.

Not 12, not five, just three that truly reflect your next level. The top three that all the other intentions will fall under. Go ahead and take those time.

Take as much time as you need and get clear. Maybe you brainstorm and you do have 10 and then bring it to the next three or you just automatically know what those three are. Now, for each intention, I want you to clarify the why. What makes this intention meaningful and who will you become by achieving it?

So maybe it's a monetary intention or maybe it's how many people you're going to serve or maybe it's crafting a new offer or taking the summer off. Go ahead and ask the why.

Next up, I want you to identity shift. Identify the identity shift. Asking yourself, who do I need to be to hold this vision despite all the circumstances in the world? Because this is the real work. Yes, everything else matters.

The tactics, the offers, the operating system, but how we show up and who we are being and becoming is the most important thing because if we cannot hold state even when everything else seems overwhelming or like shit's hitting the fan, it's not going to pull through. Now, after you write about who you need to be to hold the vision, I want you to choose one aligned action that you will complete in the next 72 hours to begin towards those intentions because integration is more powerful than inspiration and you may feel inspired by all of this, but actually taking aligned action is where the magic is. Now, I want to take a moment also to talk briefly about goal trauma, which is something I talk about with all of my clients as we're working on brand identity work and websites and offers and the whole brand operating system.

One thing I noticed over time is that people oftentimes hesitate to set goals because they have what I call goal trauma, which is exactly why I call them intentions and not goals because haven't we all set a goal only to not meet it and then we feel like crap and we beat ourselves up and then we don't want to set goals next time because we're like, well, it didn't work last time. So as we lock in these intentions, I want you to think about it as an exciting experiment for next year. The goal isn't actually to reach those intentions because heck, you may go further and far surpass those intentions and you may not meet them.

What really matters is who you're becoming in the process and the truth is if you don't set any intentions, you're going to swirl and you're not even going to get close. So at least having those intentions and being very practical in reaching them is going to make a massive difference. So we are going to do an activation that will help you embody the frequency of your next chapter in just a moment.

This ritual today is your bridge, your reset, your grounding, and your activation to stepping into an amazing 2026. So let's go ahead and do that and then after the activation, I will share your two gifts and then we'll wrap up for today.

[Meditation here]

Welcome back.

I hope you enjoyed the intention setting meditation and as we begin to close out this brand reset ritual for the new year, I want to just walk through what we covered today which was releasing and letting go what no longer serves you, remembering and reconnecting to your brilliance, realigning, bringing your brand back into integrity with who you are becoming,

Rebuilding by claiming your 2026 brand vision, and then the ritual of meditation. And now I'd like to invite you to a path of integration and stepping into what I call your brand operating system for 2026. Because everything you just envisioned will become easier when you have a brand operating system in place.

A brand OS helps you simplify your offers, clarify your message, align your energy, modernize your marketing, build trust, support your audience, leverage AI without losing your humanity, create consistency with ease, and stepping into your next level leadership. This is the foundation that will carry you into the new nine year cycle with strength and clarity. And you stayed to the end, which tells me you are ready for your next level.

You're not just dreaming it up. You're doing the work. So I want to give you some gifts to help you on the journey for next year.

So if you go to the show notes, I have a link to just the activation meditation we just completed that you may download and continue to use as a ritual, which will help you lock in your 2026 vision and embody the identity that you're stepping into. Use it every morning, use it once a week, however you would like to do as a ritual. And second, I'd love to gift you a ticket to my upcoming brand clarity workshop towards the end of January. It's normally \$97. But as a gift to this community and for your dedication for walking through this process, you can join for just \$7 if you use the code LEGACY, all caps.

And inside the workshop, I will help you directly clarify your magnetic message, align your business energetics, craft the beginnings to your brand operating system, and create a powerful foundation for this next nine year cycle.

Plus, you'll see a behind the scenes demo of a full brand operating system I've been quietly building and finally coming to life and to release. You can save your seat using the link in the show notes. Again, make sure that you use the code LEGACY so you only pay \$7.

Thank you for being here. Thank you for listening. Thank you for growing, evolving, healing, and rising this year.

You are now stepping into a one year, a year of new beginnings, bold leadership, fresh starts, and powerful visions. Your next era begins now. And I'm so honored to walk beside you on the journey.

Happy New Year. Let's make it extraordinary.

Give me a shout out if you enjoyed this process.

You can do that by emailing me or sending to me on LinkedIn. Please feel free to share it with others.

And I'm sending you so much love and light as we complete this year and step into next.

We'll see you on the flip side.