

S2: E169: The Rise of the Anchored Brand

Hey there and welcome back to the Make Your Message a Movement podcast.

I'm your host, Tiffany Neuman.

And I want to start today with a moment that's been sitting with me.

Recently, I was talking with a client.

She's brilliant, deeply experienced, genuinely impactful, and she said something I hear pretty often.

I feel like I should be doing more, but I don't actually want to.

I feel like we've all been burnt out by the hustle mentality that was brought to us in the last, I don't know, five or 10 years with the bro marketing and the funnels and all of the craziness that online marketing had become.

And the thing is she's not lazy, she didn't or doesn't lack ambition, but everyone keeps prescribing more content, more platforms, more visibility, more urgency, and it feels completely misaligned with actually how she wants to live her life.

And I remember thinking in the moment, because I've heard this so many times from clients, this isn't a motivation problem, this is a leadership model problem.

Because what if the issue isn't that you're doing too little, but that the definition of leadership we've been handed is actually outdated.

That's what I want to talk about today.

And as I keep saying, I've said this in so many past episodes, but it is where we're at.

We're living in a moment where noise is constant, advice is endless, visibility is manufactured often, but trust is often scarce.

And people aren't overwhelmed because there's not enough strategies, they're overwhelmed because none of the strategies feel rooted.

They don't feel aligned.

And what's emerging now, quietly, but very unmistakably, is a different kind of authority.

One that isn't built on hustle, it isn't fueled by the algorithms, and it doesn't require you to perform your worth.

This is what I'm calling the rise of anchored leadership.

And because I serve specifically thought leaders, speakers, authors, coaches, and consultants, people who are leading the charge of change right now, authority in my eyes doesn't necessarily sound like, here's my framework, here's my funnel, here's how I did it in 30 days.

All of those marketing messages that we're so used to seeing.

It's more of a feeling.

It feels like clarity, steadiness, and discernment.

It's about being recognizable wherever you show up, and that recognition doesn't come from volume, it's coming from alignment.

So something I've been talking about, but not in this way is hustle is actually the opposite of trust now.

It used to be a badge of honor.

I'm hustling, I'm working hard, you know, that whole mantra.

But hustle communicates urgency.

It actually communicates instability, even when it's subtle.

So when your brand feels to others like it's rushed, reactive, or reinventing itself too often, people feel that, whether they can articulate it or not.

Trust grows in environments that feel predictable, in a good way, grounded and intentional.

And this is why so many people like myself who are dialing down on social media, I call it being social media optional, are thriving right now.

Not because they've cracked a secret platform, but because their presence feels regulated.

Now, I do also want to be very clear about something.

When I say you don't need to hustle to lead, I do not mean you get to opt out of visibility altogether.

You don't get to just quietly serve clients and never show up and expect a business to grow all on its own.

It's not like the field of dreams and build it and they will come, which unfortunately is a big myth that was pushed forever, like, I can have my laptop on the beach and not show up at all and things will just magically happen.

Now, I do believe in manifestation, but I also believe you have to take a lined action, right?

And so, I recently, this is really funny.

Um, had a woman on a clarity call recently and she said, I don't really want to do anything except for serve my clients.

And I was like, I get that.

Like that's what I love to do most too.

If I could just sit and serve my clients all day every day.

And I said this with very much respect, but also clear honesty.

I said, that's really not a business because to have a business, you do have to have some level of marketing.

You know, it's a practice, it's a calling, and that's beautiful work to show up and serve your clients.

But a business does require that people know you exist.

Marketing isn't optional if you want sustainability, impact or freedom.

The real question isn't whether you show up, it's how you show up.

So, this is where people get it wrong.

They think the answer because they hear that they have to be visible, they think they have to do everything, copy what's working for someone else, or force themselves onto platforms that they secretly resent.

And I'm starting to see a massive shift where people are waking up and being like, I'm not doing that shit anymore.

Just not going to do it.

But there's this sweet spot that we need to think about because we don't want the burnout, but we also don't want to plateau or even worse, stop making money.

The answer lives in this sweet spot and if you know me well, you know I love Venn diagrams.

So I'm going to explain this as a Venn diagram.

Think about the two circles, right?

And the overlap in the center.

On one side is what lights you up, how you naturally think, communicate, and express ideas.

On the other side is where your people already are, where attention feels natural to them, not forced, and your job is to find the overlap.

That overlap is what I call your authority channel.

So this is often what I'm helping clients do on top of their messaging, their branding, their website, their whole brand operating system, part of that is your authority channel.

And the thing is, there is no one size fits all answer.

This is why you see people passionately claiming podcasts are the way, blogging is the way, Substack is the way, YouTube is the way.

No, it's Instagram.

None of them are lying or trying to put you in the wrong lane.

They're just talking about what's working for them.

For me, it's podcasting.

I'm a verbal processor.

Thought leaders I serve are busy.

So if you think about the Venn diagram, I'm verbal processor, I enjoy talking to you through this platform, and you are probably someone who is busy, you can pop in earbuds, you can listen while walking, driving, washing the dishes, and stay connected without pressure, right?

But for some of my clients, it's blogging or Substack because they're writers at heart.

Thinking happens on the page for them.

For others, it's YouTube because video feels natural and expansive and they enjoy it.

And yes, for some it's Instagram because they genuinely love the platform and they can play in writing, video, and whatever they're feeling at the moment.

All of these can work if you put in the effort, but none of them work if you resent the process.

So one of my favorite things to guide people through isn't just finding the message that finally clicks, it's helping them build a rhythm around that message.

A system that says, this is how I share, this is how often, this is how it connects to my offers directly, and this is how it fits into my actual life.

Because when your message doesn't have a rhythm, it becomes exhausting to maintain.

And when your rhythm isn't designed intentionally, consistency feels like discipline instead of alignment.

And this is exactly why I built Brand OS Pro the way I did.

We don't just help you clarify your message, we actually help you install a system that supports making your message a movement.

A system you can start small with, grow with over time, and expand into without starting over.

With our built-in repurposing method, one core message can become many touchpoints without the hustle.

Again, the goal is never doing more, it's replacing chaos with resonance, resourcefulness, and yes, rest.

So the goal is your brand works for you instead of demanding more from you.

There's some new questions that I want you to ask yourself.

Instead of asking how do I grow faster, try asking, what kind of presence would make feel someone trust, putting their trust in me?

Because trust, not visibility is what's going to compound over time.

We are trained to think about growing faster, but really when we slow down, that's when we really speed up.

And that trust grows when your message stays consistent, your positioning doesn't wobble, and your energy is not chasing.

That's where your authority becomes inevitable.

And this is why I talk so much about brands as a living system.

A real legacy brand holds you when you're tired, evolves when you grow, and creates continuity instead of pressure.

When your brand is built as an operating system, not a personality, it stops requiring constant effort to maintain.

It works with you and for you, not against you.

That's when thought leadership stops feeling heavy and starts feeling natural.

So as we close today, I want to leave you with this.

Where are you still trying to prove something instead of simply standing in what you already know?

Where might less effort actually create more trust?

And where and what would it feel like to lead from steadiness, not speed?

As always, remember that you don't need to hustle to lead.

You actually need to anchor in.

If this episode landed for you today, let it be permission, permission to simplify, to lead in a way that feels aligned for you, and to trust that what's real lasts longer than what's loud.

When your message, your rhythm, and your system are aligned, visibility stops feeling like effort and starts to feel like stewardship.

If you want more reflections like this, I do share them regularly also over on LinkedIn, quiet, honest conversations about thought leadership, branding, and building something that endures, your legacy brand.

I hope that you'll follow me there and I'll see you next week as well here on the pod.

Thank you for listening.

I'd love to hear from you and your reflections.

And as always, sending you so much love and see you next time.