

S2: E170: When Your Expertise Outgrows Your Positioning, it may be Costing You Premium Opportunities

Hey there and happy March. We're going to start right out today and get right into it because I know you're busy and I want to be mindful of your time.

So I want to talk about something that might hit a little close to home today because I have so many prospective clients that turn into clients that often come and they're not quite sure what is off. They know something needs to shift, and so I've noticed the trend that oftentimes brands no longer match who you've become.

So maybe this has ever happened where you've gone to send someone your website link and then hesitated—not because you don't believe in your work or because you're not good at what you do, but maybe because something about it just doesn't feel like you anymore. You've evolved. Maybe your offers have matured. Maybe you're charging more. Maybe you're stepping into bigger rooms. Maybe you're a little embarrassed by your website. And when someone Googles you—or now we could say "Chat-GPTs" you or "AIs" you—the version of you they meet online might feel like an old chapter, an old identity.

And that right there is what I call the brand transition moment.

And if you're in that moment, you probably know it's subtle at first. Maybe you start explaining yourself a little bit more than you used to have to, or you overcompensate with your energy because your brand isn't doing the heavy lifting for you. This can also look like tweaking headlines, adjusting fonts, rewriting your bio for the 10th time. It's doing a lot of little things when really deep down, none of these are the problem. It's actually an identity gap.

So a brilliant friend of mine recently described her website as "sedimentary rock," and I thought the analogy was so beautiful that I wanted to talk about it here. So basically what she said is, "Yeah, I have a layer from 2019, another layer from 2020, another layer from 2021, and another layer from my pivot year." And each layer made sense at the time, but eventually, you're left with a digital fossil of who you used to be.

And here's the sort of hard truth: You oftentimes evolve faster than your brand. Especially as a coach, consultant, speaker, or author, you grow through your lived experience—clients, failures, wins, becoming more of yourself. And so your brand actually freezes in time unless you intentionally evolve it. And when it doesn't catch up, unfortunately, it creates a big friction.

This friction you may be feeling, but might not actually be able to name. Maybe it's hesitating to pitch yourself for bigger opportunities, or you avoid sending people that website link like we talked about earlier. Or maybe you're not fully leveraging referral opportunities or actively looking for partnerships because you're slightly embarrassed by this old relic that no longer represents you.

That subtle mismatch is costing you stages, premium clients, media opportunities, partnerships, and most of all, confidence. Confidence changes how you speak, how you price your offers, how you show up, and how others perceive you.

So when I was talking to this friend of mine last week and she talked about her website being a sedimentary rock and that it needs updating, I really wanted to bring this message forward to you because if you're feeling that yourself, whether it's the website or the brand in general, I want to also be very clear: It's not necessarily only about aesthetics either. It's not about looking polished; it's really about alignment.

And here's what I see over and over again: You become more powerful than your positioning. This means you're operating at a higher level than your messaging communicates. And the longer that gap stays open, the more energy you waste compensating for it.

I see this transition moment show up in a few ways depending on the business owner or the thought leader. So oftentimes it's when you're about to launch a book, or you're stepping into speaking more seriously, or you've already been speaking but you want to get on those bigger stages or have keynotes. Maybe you really want to raise your rates. You're pivoting your niche. Maybe you're leaving corporate to lead under your own name. Or you simply outgrow the version of your business and brand that built your very first wave of success.

And here's the nuance: You don't necessarily have to be new in business or semi-established to experience this. I've worked with people who have been in business for 15 to 20 years and this still happens. I've also seen people who have been newer in business, but like I said, maybe you're leaving corporate so you have a ton of expertise behind you and you haven't yet fully stepped into this new identity. So maybe your website isn't outdated; you don't even have one yet.

So all of these are strong transitions, and the bigger conversation is when you're shifting into deeper thought leadership because there's a difference between being a business owner and being a thought leader. A business owner focuses on services, transactions, and fulfillment. A thought leader focuses on positioning, voice, authority, and long-term brand equity.

When you step into thought leadership or you up-level thought leadership, your brand can't be reactive anymore. It's truly a different level and people are perceiving you differently. So it has to be intentional and it has to feel congruent with the rooms you want to enter and the stages you want to step onto.

Now this matters more than ever right now because—I don't have to say it—we're living in an AI-accelerated world. Everyone can build a funnel. Everyone can design a logo. Everyone can spin up a landing page in 30 minutes. So the edge is no longer the tool. The edge is coherence, identity, and clarity.

And the people who will win in this next chapter of evolution of humankind, I believe, are not the ones with the most content and "spraying and praying" on social media anymore. It's truly the ones whose brand clearly communicates, "This person is operating at a different level." What I call a Category of One brand.

And ChatGPT or AI cannot create that alone for you. They scrape the internet and they're just going to give you a cobbled mess of what's already out there. So what I'm talking about is an AI-assisted way of doing this, but it actually pulls your essence, your soul, and your new identity altogether.

And this is exactly why I built BrandOS Pro, the premium brand growth platform for speakers, authors, coaches, and consultants who are ready to close that gap between who they've become and how their brand shows up. So they can attract better clients, step onto those bigger stages, and unlock their next level of opportunity. It's not just about a prettier site; it's about collapsing the identity gap in under 30 days so your external presence finally reflects your internal growth. Because people can sense that energetically as well if there's a mismatch.

So before we wrap today, I want to give you something you can walk away with. So if you have it close, grab a pen; otherwise, you can just answer in your head. And I want you to ask yourself:

1. First, who have I become in the last two to three years? (If you did grab yourself a pen, you can pause and come back in just a moment to answer that question. I'll keep moving on though, and you can pause as I ask these questions.)
2. Next, does my website and my copy—my communication, my coherence—reflect that person that I have become? Reflect that identity? Reflect the level of service that I now offer?
3. Next, if a dream opportunity Googled me today—meaning the stage that you've been dying to speak on, the agent that you've been wanting to sign with for your next book opportunity, or

your first book opportunity—if that dream opportunity person Googled you today, or looked you up in an AI platform/LLM, what would they assume? Are they seeing your true value, your true essence?

4. And last question: Where am I compensating in conversations because my brand isn't doing the work for me?

And if you feel any tension while you answer those questions, you're probably in a transition moment, just like my friend who mentioned the sedimentary rock layer. So I just want to give a shout-out to her for bringing that up because it prompted this entire episode, because I know she was feeling that and so many clients when they come to work with me say the same thing.

And oftentimes, people like I said earlier, are not able to put their finger on exactly what's off. So I wanted to name that for you. So if that's the case, it doesn't make you wrong or bad or a failure or like something's really off. It's just your brand has not caught up with your new identity.

And here's what I want you to know: This isn't about burning everything down. We see a lot of people sometimes they're like, "I burnt down my entire business, I burnt down my entire brand." I mean, sometimes you need to do that and rise up like the Phoenix. However, that can take more work.

So what it really is, is typically about realigning your foundation, which is what I help most clients do. We look at the entire ecosystem of their brand and keep what's working, get rid of—bless and release—what's not working, and then reposition and recalibrate into that new identity, into that new level. So you can break that glass ceiling that's been holding you back.

And so this allows you to grow into your next three, five, 10 years and achieve that vision that you have for yourself faster without reinventing and adding those sedimentary rock layers every 18 months. Because the thing is, when we look into your vision and reverse engineer it, the whole point of BrandOS Pro is to help you build your legacy brand so you can evolve and grow into it, not so you have to redo it all the time.

So again, if you're in that moment—you know your brand hasn't caught up with who you've become—I invite you to book a private BrandOS Pro demo with myself. We'll walk through your current positioning, where you are in your transition moment, and whether installing a true brand operating system makes sense for where you're headed. Because the world doesn't need another scattered brand; it needs more aligned thought leaders to step up into this moment and be the change that we want to see in the world.

I hope this episode was helpful for you today. I can't wait to hear what you think and I'd love to walk through your transition moment with you. So check out the show notes, book a call, and no strings attached, I'll guide you through the process and you can decide if it's a right fit.

And next week, come back because I'm going to share a very personal lesson that I learned recently. We all hear about the "cobbler's kids with no shoes"—that was me recently. And I want to share a personal fail—that of course, we all look at failure is not failure, it's feedback, right? But I want to share it with you so you don't make the same mistake in your own brand and messaging.

We'll see you next week and have a beautiful rest of this week.