

S2: E171: The "Embarrassing" Mistake I Made During My Last Launch

Hey there, and welcome back to the Make Your Message a Movement Podcast. I'm your host, Tiffany Neuman, and I'm excited to dive in today. If you've been listening to the podcast for some time, welcome back. If you're brand new, I want you to know a few things about this podcast. I do not do intros and outros because we all know we just scrub through them and they're kind of annoying. So if you want to learn more about me and my credibility and why you should listen to me, you can pop over to yourlegacybrand.com. I'll put that link in the show notes.

Also, I do not edit the podcast. In the world of AI and everything being so perfect, we're human, and humans make mistakes. So I keep going, I laugh at myself, and I hope you enjoy this episode.

So today, I'm talking about a hard lesson I had to relearn recently, and it's pretty embarrassing, actually. And because I'm an open book, I'm going to share it with you today because I don't want you to make the same mistake. We all know about the idea of the cobbler's kids with no shoes. Now, I feel like we could have a newer version of this analogy or metaphor because, really, who uses a cobbler anymore or who is a cobbler anymore? But anyway, that's beside the point. If you think of a new metaphor, please let me know, but I'm going to stick with that one for a moment.

And I think this happens to so many of us in business—you know, the coaches who have their own personal issues and they're like, "I can coach everybody else on this, why am I struggling?" For me, it was actually during the recent launch of Brand OS Pro. So if you've been listening, you know I recently launched a whole new suite of offers that help speakers, authors, coaches, and consultants create a brand or rebrand in under 30 days, including visuals, copy—we have a whole messaging sprint—and a website, really fast and really affordably.

So the beta went well. The right people said yes. The feedback from the beta has been incredible. People are excited, genuinely lit up by what I've built. And you know how it is when you build something new and you're not sure, "Oh, how's it going to go?" and you're excited and you're nervous. I could see, and I could still see, the potential clearly. I could feel the momentum. And on paper, everything was working. And it still is working, don't get me wrong.

But yet, I couldn't shake this quiet feeling that something was slightly off. Now, if you know me, you know the saying that I'm famous for is: "You can't see the label from inside the bottle," right? Which means you're too close to your own work to have an objective view. So because

I'm a brand strategist, I'm a messaging guru, I write copy—all of the things—I'm a designer by trade. I do this for clients all day every day. I decided I had to do this process for myself. I created the brand, I created the message, I created the platform, I created most of the software because I like that. And sometimes, we're a detriment to our own success because I found myself in this familiar space I've been in many times before: that quiet after something big. Not a frantic review of numbers or an emotional rollercoaster that sometimes follows a launch—the launch went decent and I felt really good about it, people were excited, like I said—but more of a reflective space where you start to see what was actually happening underneath the surface.

I went back through everything. I reread the sales page without the adrenaline of being in the launch, and I thought about the conversations that I had with the people who said yes and stepped into Brand OS Pro, but also the ones who maybe hesitated or didn't sign up. And somewhere in the middle of that reflection, it hit me: I had been selling the tool, not the transformation.

And the moment I saw it, not only did I want to kick myself, but I laughed because this is what I tell my clients all the time: "Don't sell the tool, don't sell the how, sell the transformation." And not in some manipulative way, because you all know that I don't like bro-marketing and I keep it real. However, nobody cares about the how. Everyone wants to know: how is it going to work for them? How is it going to affect them? How is it going to change their life? How is it going to make their life easier, right?

And so the other thing I always also say to clients is: it's not about necessarily a nice-to-have, it really needs to come off as a need-to-have. You need to meet the potential clients who are ready for your service in the moment where they can see, "Wow, this is what I've been waiting for, I really need this," right?

And so it's humbling how easy it is to drift from your own philosophy when you're close to what you've built. When you've spent so much time refining something, thinking about it, improving it, architecting it, integrating pieces together, right? It's natural to want to explain how it works. You want people to understand the sophistication, the intelligence behind it, the elegance of the system or the offer or the coaching program or the course—whatever it is that you're inviting people into.

But describing how someone works is not the same as articulating why it matters. And I realized that somewhere along the way, I had started describing the kitchen instead of the meal. So it's like inviting someone over for dinner and spending the entire evening explaining your cookware. You can talk about the quality of the knives, the temperature precision of the oven,

the imported spices you're using, but the person sitting at the table doesn't care about the equipment. They care about the experience. They want to know how it will taste, how it's going to make them feel. Is it going to be memorable? Was it cooked with love?

That distinction seems so obvious when I say it out loud, right? And yet, when we build something we're proud of, we forget—myself included, even though I do this for a living. We default to features because features feel tangible and, honestly, they're easier to explain. They make us feel safe. But transformation feels so much bigger, and it requires us to name a deeper shift. And the deeper shift is always identity.

The people who joined Brand OS Pro during the launch and during the beta weren't buying the tools and the AI integration and my brain on steroids. They weren't buying a faster website build, necessarily, or messaging clarity—although those are all part of it. They were actually buying alignment. They were buying the feeling of finally having a brand that reflected who they had become, not who they used to be. They were buying relief from the subtle friction of knowing they had outgrown their online presence. They were buying the confidence that comes when your positioning matches your expertise, and your digital footprint actually feels like an extension of your authority rather than an outdated snapshot of your past.

And that is the part I should have led with, especially now in this strange moment when everyone has access to tools right now with AI. We're living in a time when you can generate copy in seconds, you can design a website really quickly, and you can build something that looks reasonably professional without speaking to a strategist or designer. And while that accessibility is powerful, it has created a quiet illusion: that because you can build something, you should.

And it reminds me again, if we're using this kitchen and chef analogy, of walking into a professional kitchen supply store, right? And you can buy the same pans used in a Michelin-star restaurant. You can purchase those same fancy knives, mixers, precision thermometers. But owning that equipment does not make you a Michelin-star chef. The outcome doesn't change simply because you have access to the tools.

And that's the biggest mistake I've been seeing so many entrepreneurs making: is outsourcing their expertise to ChatGPT—now Claude, which does do, is doing a little bit better job in the moment—but again, those all scrape the internet and they're outsourcing you to other people's ideas.

And so what really creates the result is orchestration, discernment. And if we're going to use that kitchen analogy again, it's knowing which flavors belong together and which don't. It's

understanding structure, sequence, restraint, and when not to add another ingredient. And that is what most experts are actually missing in this moment: integration.

When we sell the tool instead of transformation, we invite comparison at the wrong level. People will start evaluating if they can replicate the features. They start thinking about cost savings and shortcuts. They mentally compare it to the last thing they bought or something they saw that was shared on LinkedIn.

But when we sell the transformation—the identity shift, so in my instance, stepping into your next level of thought leadership and actually having a coherent, concise, clear brand that you're proud of and that positions you as one of the top thought leaders in your category—the conversation changes. It's no longer whether they could technically assemble something similar on their own or cobble it together. It's about whether they are ready to step into the next version of themselves. And that is the real conversion moment.

It's typically never about the mechanics, and it's almost always about identity. And when someone invests at a higher level, it's because they are claiming something internally. For Brand OS Pro, they're claiming that they're no longer a beginner. They're no longer hiding behind old positioning. They're ready for bigger stages, better clients, more aligned opportunities like TEDx or a best-selling book. The investment is a declaration before it's a transaction.

And when I zoomed out, I saw that this is exactly what Brand OS Pro exists to support. It exists to close the gap between who you've become and how your brand shows up. And more importantly, how potential clients, people that are going to book you, partners that could share your brilliance with their audience—how they perceive you.

You don't really care about installing an operating system, unless you're a tech dork like me—and if so, kudos for that. But really, reinforcing the foundation of your business so your next chapter isn't built on a structure that was designed for a previous season of your life.

Most people, when they sense misalignment, start renovating the décor. They'll rewrite a headline, update a photo, tweak a color palette, adjust a few sentences in their bio. And sometimes that's enough for a little while. But if the underlying positioning hasn't evolved, those updates feel truly cosmetic. Something will still feel off, even if you can't immediately articulate it.

So, it's like living in a house that's been beautifully repainted but never structurally leveled. You can feel that slight slope in the floor even if your guests maybe don't notice it the first time. But

you have to notice it every time you walk through that room. And you start compensating. That's what happens when your expertise has grown but your brand hasn't caught up. You compensate in conversations—maybe over-explain, work harder to create trust because your positioning isn't doing it automatically. You might hesitate before sending your website link because, let's face it, it's either five years old or no longer reflects who you've become.

This happens, and you subtly downplay your own growth because your external presence doesn't fully support it. And again, this is all what I should have led with from the beginning.

So, I'm sharing in real time with you today because I want you to understand two things: how even as trained experts, we can tend to sway away from our own teachings—and how hilarious that is—but also how you really need to think about positioning yourself and positioning your offers for transformation, not the "how," not the "tool."

So if you're listening to this and you feel that quiet tension in your own brain, knowing that your identity has shifted, and if you want to explore what it would look like to close the gap intentionally, quickly, rather than patching it over for another year and continuing down the path and missing out on opportunities that you could have landed if everything was aligned—I invite you to book a private demo with me personally. Not just to experience Brand OS Pro and see how it works—although it is being raved about by beta adopters—but more so to examine your own transition moment. To look honestly at where your brand is still representing an earlier chapter of your business, of yourself, and to decide from a grounded place whether it's time for the structure to catch up to the business owner and the thought leader you've become.

If that speaks to you, I'm offering these one-on-one calls for a limited time while we continue the initial launch and beta for Brand OS Pro. We will ask you a few questions in advance. I will personally review your current brand ecosystem and then also provide you with a review of what's working, the gaps, and the opportunities on our call together.

Because in a world flooded with tools, clarity and alignment are the real differentiators. Those are not things you download; those are things you step into and install deliberately.

Sending you so much love as you go throughout this week, and I'll be back next week to discuss the authority gap that no one is talking about. You're not going to miss this juicy episode. We'll see you then.