

S2: E176: The Intuitive Scan That Determines Your Success

Hey there! Welcome back to the Make Your Message a Movement podcast. This is your host, Tiffany Neuman, and I am looking forward to spending some time with you today. Thank you for having me in your ears. I cannot wait to open your eyes to a new way of looking at the moment when people find you.

First, I want you to think about the last time you looked someone up. Maybe you heard their name from a colleague and were considering them for a collaboration, a referral, or maybe you just wanted to follow them more closely or work with them. You probably didn't spend a ton of time analyzing them right away. You scanned, clicked around their website, and maybe checked them out on LinkedIn or Instagram. Within a very short amount of time, you had a sense of whether it felt aligned or not.

Now, I want you to flip that and realize that is the exact same process happening when someone looks you up. There is a moment in every opportunity that I believe shapes far more of your results than most people realize. It's not what happens when you're speaking on a stage or in a sales call; most of the time, it's happening when you're not even there. Someone hears your name, looks you up, opens your website, skims your LinkedIn, and reads your bio. They click through a few things quickly to get a sense of who you are. This all happens very quickly. It's an intuitive scan where they are trying to place you and gather information to make a quick decision.

We are all busy in this day and age, and people don't spend the time we wish they would reading through every bit of your website. We want all that information there because some people will read it, but the first interaction is usually a very quick scan. What is happening in that moment isn't as simple as, I like this or I don't like this. It's more subtle. They are asking themselves, even without realizing it, whether it feels clear, credible, and whether it matches what they are looking for.

They aren't looking for perfection; they are looking for confirmation. That confirmation allows them to quickly understand who you are, what you stand for, what you offer, and whether you're the right person for the opportunity, whether they are looking to hire a coach or find someone to speak on their stage. If your brand is super clear, their decision will be easy. There will be a sense of, Yes, this makes sense, and things will move forward. But if that signal is even slightly unclear, they don't usually just reject you or say this person is horrible. It just doesn't land. They might think, I don't know, and keep looking for the person who immediately feels like the right fit. They move on to the next option or tell themselves they'll come back later, but

most of the time, they don't. The opportunity disappears in a way that is almost invisible, and you may not even know it's happening.

I was working with a client recently who had been considered for a significant speaking opportunity. She was more than qualified, with the experience, results, depth, and credibility you would expect. But when the organizer—who had met her in person and thought she was a great fit—shared her information with the rest of the team, they passed. She was devastated. When she came to me a few months later, she had been wondering what she did wrong.

What I found immediately was that her positioning wasn't obvious. It took effort to understand how everything in her business fit together, who she was, and who she was serving. Her point of view wasn't anchored in a way that felt distinct. She didn't have her own intellectual property (IP) or an immediate sense of clarity. In a situation where people need to make a decision quickly among many options, even a small amount of effort to piece things together becomes friction. Instead of an easy yes, it became a no thank you.

It wasn't really about what they read; it was about what they concluded. Typically, no one is sitting there carefully analyzing every word or thoughtfully studying your entire body of work the way you might hope. While we need robust content on our platforms, we also need fast clarity. When people look quickly, they are trying to determine if engaging with you feels like the next right step.

Once that initial impression forms, it's very hard to reverse. Most people don't stay long enough to let a second, more accurate impression replace the first. If you see something on Instagram that doesn't resonate, you aren't going to follow that person. On the flip side, if you do follow or connect with someone, you're given the chance to be nurtured over time. But if that initial impression doesn't land, you probably won't get a second chance. This is where a lot of opportunities are decided—not based on who is the most capable, but on who is the easiest to say yes to and the easiest to place.

Think about walking into a beautifully designed, organized space versus one that is disorganized. In both cases, everything you need is technically there, but in the first, you immediately understand where to go and what to do. In the other, you hesitate and feel confused. That's what your brand is doing; it's helping people orient themselves to your work. When that orientation is clear, things move naturally. When it's not, things stall.

You don't see the person who almost reached out or the organizer who chose someone else. You might just feel the absence of what you expected. Often, the instinct is to push harder and

increase visibility, thinking more exposure will create more opportunity. But if the underlying orientation isn't clear, more visibility just increases the number of people having an unclear experience.

Clarity is a decision-making tool. Our brands and our messages determine how quickly someone can move from awareness to trust to choice. Remember, people aren't slowing down to decode your messages; they are scanning for clarity. This can be hard to see on your own because you experience your brand with full context and history. You know what you mean, but they don't. They meet you at the surface level and make decisions from there.

This is exactly why I recently created the Authority Positioning Audit. It gives you a way to step outside your own perspective and see how your brand is actually being experienced. It looks at the message, positioning, infrastructure, and more to identify where things are landing clearly. Most people—myself included sometimes—can't see the label from inside the bottle.

We look at what's working and where the gaps are, because those gaps are often the difference between being considered and being chosen. The audit takes less than five minutes, but it will give you eye-opening visibility into your brand. It provides custom results and next steps on how to increase your authority positioning.

If you feel like you are being seen but not converting into the opportunities you want, I invite you to take the audit. It's linked in the show notes. Decisions are made here because you don't lose opportunities only when people don't find you; you need both visibility and clarity.

I hope this was helpful and eye-opening. Grab that link, take the audit, and I'd love to hear how it lands for you. I look forward to being back with you next week as we continue the journey of making your message a movement and creating your category-of-one brand. We'll see you next time.