

S2: E180: The 3 Points Of Authority that Make or Break Your Business

Hey there and welcome back to the Make Your Message a Movement podcast. This is your host, Tiffany Neuman, and I'm super pumped because we kicked off our new Brand Clarity Workshop series this week. There's been a theme coming up in different ways, and I feel like it's the perfect time to share it here in real time with you. It's not necessarily about what people are doing wrong, but what's actually happening when someone lands in your world—whether that's your business center, landing pages, website, or social media.

We've been talking in the workshop about how it's not necessarily that you're not visible enough; it's actually what's happening when you are visible. Most people assume that if they are experienced, their work is strong, and they are visible, the right opportunities will naturally follow. When they don't, the instinct is to tweak things—try different angles or refine minor details. In all of this tinkering, it usually makes the problem worse.

We want to think about what happens when people find you—when a colleague mentions your name, or someone hears you on a podcast and looks you up. Whether it's for a stage, a potential client research project, or a collaboration, people are asking a set of questions. Most of the time, these are asked subconsciously: Do I understand what this person really does? Do I trust this is the level I need right now? Do I need this right now? Do they feel like the right fit for me?

Your brand is answering those questions instantly. Our brains, just like AI, are supercomputers. When we review a website or watch a video, we receive immediate feedback that we often aren't even aware of. The challenge is that most people don't realize what questions are being asked in this evaluation moment. People focus on improving little pieces or tweaks they assume are the issue, not realizing what really matters is the signal, the resonance, or the energetics those pieces create together.

As you move up the ranks from business owner into thought leadership, your work isn't evaluated solely on how good it is anymore. It's also evaluated on how easy it is to choose you and if people trust your authority. Those things are not the same. You can be incredibly good at what you do and still be hard to choose.

It has become my mission to help true experts make their message a movement. I'm tired of seeing people with good marketing get all the clients, only for those clients to get burned because they aren't getting the results an expert would have provided. When it's hard for

people to choose you, it's because your brand operating system is not fully aligned. It doesn't create a clear signal.

Think about the Bat-Signal in the Batman movies. When you look up into the night sky and see that signal, that is what we want your brand to be doing: energetically, visually, and verbally attracting. All of those signals should match and support each other. If you're listening to this, I'm pretty sure you're not lacking effort or experience. You're probably visible on some level, but things maybe aren't always reliably working in the way you expect.

Often, we see a gap where someone has a successful business and people looking in think, Oh my gosh, she has it all together. But on the inside, you're thinking, No, it's not reliable, or I feel like a fraud, or I don't even love this work anymore. When you come into brand alignment and clarity, a different type of confidence opens up. Instead of asking, What should I fix? you start asking, Where is this signal breaking down?

In most cases, it shows up in a few specific places. This is what I call the Three Points of Authority. Once you align these, the opportunities you've been waiting for will start to unfold.

The first point of authority is how you see your own work. We don't often realize how important this is. We're always thinking about what the audience or the booking agent thinks, but we want your multidimensional self to be fully seen. If you're confused by how your work fits together, then ultimately others will be too. What's happening isn't necessarily confusion; it's compression. We're compressing something meant to be distinct or letting it get convoluted.

The second point of authority is how your work is structured and presented. This is where the big fragmentation, or what I call a Frankenstein brand, shows up. You're building the plane while you're flying it—adding an offer, a new framework, or a lead magnet, and leaving old pieces up just in case. Those pieces weren't built together. From the outside, it feels like someone is walking through different versions of you.

The third point of authority is how your work is interpreted by others. Think of a thought leader you admire. The core of their work immediately comes to mind because it's clear. A lot of us never take the time to get that clear, or we try to map too many things together without a high-level umbrella. This third point is how people respond to your work. This is the piece most people can't see on their own because we can only guess what others are thinking. It's hard to have an objective view of your own brand because you understand the nuance and fill in the gaps automatically. But the person on the other side doesn't have that context. Even a small gap between what you mean and what they interpret creates hesitation and an authority gap.

When you put these three points together—how you see your work, how it's structured, and how it's interpreted—that's where the real solution lives. Think of it like tuning an instrument. I used to play violin; I was second chair and very good. If you've played an instrument, you know that out-of-alignment pitch that gives you a twinge. You can tighten a string or adjust another to get it mostly tuned, but if the instrument as a whole isn't tuned to the same standard, it's never going to sound right.

Expand that to an orchestra. If one instrument is off, the general public might not hear it, but someone with superhuman hearing—like me as a mother—will pinpoint it. It creates a feeling that something isn't quite clicking. Inside the workshop this week, we are looking at these lenses to gain clarity. We're helping you see the label from inside the bottle.

Most likely, you have many elements that are working. If we fine-tune them and look holistically at the entire brand, we can bridge that gap so people stop needing to think about it and instead know immediately that you are the person they are looking for.

If you've been recognizing this misalignment, it's not your fault; it's very common. If there is a gap between the level you're operating at and the results you're receiving, this is your moment. We started the workshop yesterday, but you're not behind. You can still join, catch up, and be part of the live sessions tomorrow and Friday. The live experience is where the biggest shifts happen, but replays are available too. It's normally \$197, but for this community, it's only \$47.

The difference between listening to this and being inside that room is the difference between thinking about change and taking action. If you're serious about stepping into bigger stages and thought leadership this year, this is the work that makes it possible. I've dropped the link in the show notes. I hope to see you in the workshop. Either way, we'll see you next week for a new series. See you soon!