

S2: E185: A Frank Conversation Around Becoming Internet Famous

Hey there, and welcome back to the *Make Your Message a Movement* podcast. This is your host, Tiffany Neuman.

Over the past few months, I've found myself sitting in rooms, both virtually and physically, with people who are building incredibly successful businesses. The interesting thing I realized was that almost none of them look like traditional influencers. They're not necessarily posting constantly, they're not chasing virality, and most of them aren't even interested in becoming "internet famous." And yet, they're deeply in demand.

If you've been listening over the past few weeks, we've been talking about the new era of thought leadership, and we're going to continue that today. The thing about where we're heading is that you can be deeply in demand, have a calendar that's full, strong referrals, growth in community, and opportunities that seem to naturally shift towards you. Meanwhile, there are people online with enormous visibility who are actually quietly struggling right now. That gap is fascinating to me because it tells me we are witnessing the end of the era of online business and the beginning of something very different—not online business in general, but the way it's shifting.

I've noticed this pattern everywhere. I took a summer sabbatical for most of the end of May and June. I was so blessed to take a vacation to the Bahamas with my family for a much-needed reset after a very full season of work and building Brand OS Pro. Shortly before that, I attended the Kit conference in Idaho. If you're not familiar with Kit, they are an incredible email service provider; they're the ones that I use and they have an awesome conference. Before that, I traveled to Toronto to attend and speak at my client Selena Sue's event. On top of all that, back in May, I hosted my mastermind in person, which I love doing.

All of these experiences reinforced the same realization: the people building the strongest brands right now are investing heavily in human connection. This matters more than I think most people realize. For years, the online business world rewarded attention over everything else—more followers, more content, more reach, more launches, more urgency, and more noise. The assumption was that visibility itself was the moat. But AI changed that equation completely and very quickly.

Now, everyone can generate content endlessly. Attention has become less valuable, visibility is no longer rare, information is no longer scarce, and content is no longer difficult to produce. Because of that, I believe we're moving into what I call an "Authority Economy" rather than an "Attention Economy." This is the kind built through trust, relationships, intellectual property, lived experience, and what I call ecosystems that deepen over time.

Most people are still trying to play the old game while the rules are quietly changing underneath them. They are blind to the shift, or they sense something is changing quickly but are so focused on learning AI, talking out against AI, or scrambling that they're missing this quiet shift happening right in front of them.

Today, I want to walk through the five major shifts I see happening right now in business and thought leadership because I genuinely believe these shifts are going to shape who thrives in the next decade.

Shift 1: From Visibility to Trust I've talked about this a little bit in past episodes, but it's worth resurfacing. Staying top of mind and feeding the algorithm used to be the key to success. But the people building extraordinary businesses right now are optimizing for trust. Trust behaves very differently than attention. Attention can happen instantly; trust, however, compounds slowly through repeated exposure, meaningful interactions, referrals, conversations, deeper content, and consistency over time.

This is the reason I believe podcasting, newsletters, guesting on other podcasts, private communities, and in-person experiences are becoming much more valuable again. Gone are the days of just throwing up a course and making a buck. This human interaction is so much more valuable and deeper. People are paying far closer attention to who feels grounded, who has an original perspective, and who they actually trust.

Shift 2: From Content to Ecosystem This one has shaped almost everything about how I approach branding because content by itself is incredibly fragile. You post something, the algorithm moves on, and you're constantly feeling pressure to create more. An ecosystem behaves differently; it's not so exhausting. When you create an ecosystem around your intellectual property, it compounds. Just like a podcast, an email list, relationships, a strong website, and a trusted reputation—they all compound.

Most experts do not need to create a ton more content; they need stronger infrastructure around their ideas. One of the most intentional decisions I made when I built Brand OS Pro was designing it as a deeply conversational process rather than a course. You go through the process, answer questions, talk through it, and get instant feedback.

AI cannot sit across from you and recognize patterns in your lived experiences. It cannot pull out your deepest perspective, challenge your blind spots, identify your intellectual property, or reflect back the brilliance that has become so natural to you that you barely notice it. It requires discernment, conversation, and depth. Paradoxically, AI is increasing the value of deeply human work because the more automated everything becomes, the more people crave experiences that are relational, nuanced, and real.

Shift 3: From Audience Size to Audience Depth People have always assumed that a bigger audience automatically meant a bigger business. But some of the healthiest businesses I know right now, including my own, are being built through smaller, more trusted ecosystems—conversations instead of broadcasting.

Sustainable brands are rarely built through short bursts of attention alone. They are built through relationships that deepen over time. Referrals, partnerships, reputation, and thought leadership are repeated trust signals. Many people are underestimating how much the future of business depends on human connection. People are seeking guidance, curation, discernment, perspective, and transformation.

Shift 4: From Virality to Intellectual Property The old way rewarded reactive content—trends, hooks, and fast takes. But when AI can replicate generic marketing instantly, original thought becomes exponentially more valuable. The future belongs to people whose ideas cannot be commoditized: people with original frameworks, lived perspectives, and deep synthesis. This is why I spend so much time helping clients craft their intellectual property. Often, I help them create frameworks that then become their book. AI can generate mediocre marketing, but it cannot generate true lived wisdom.

Shift 5: From Short Bursts to Compounding Authority The old way was obsessed with "fireworks"—big launches, big spikes, and big moments of attention. But fireworks disappear quickly. The people building lasting authority right now are building what I call "campfires" instead—a place people return to, deeper conversations, and communities that grow stronger over time.

That is the game I want to play: not constant performance or chasing algorithms, but building something sustainable and rooted. We want deep relationships, beautiful experiences, and a genuinely fulfilling life. I believe if we stick through what is unfolding, it's going to be even more possible than we ever imagined.

It may not feel like it given the way the world is or what we see on the news, and yes, I am an optimist. But this isn't false optimism. From everything I'm seeing, it's truly pointing in this direction. Many people are craving this shift. The goal was never to become internet famous; the goal was to become deeply trusted by the right people.

The people quietly building ideas that compound, relationships, and authority are going to become extraordinarily difficult to compete with in the years ahead. As we wrap up today, if this conversation resonated with you, I'd love for you to give the podcast a review. That helps more people find it. I would genuinely love to hear from you; you can connect with me on LinkedIn and tell me which of these shifts you're noticing most personally.

If you realize you need deeper infrastructure around your own ideas—whether through Brand OS Pro, my mastermind, or one-on-one work—go ahead and book a conversation with me through my website linked below. Let's chat, because the conversations I care most about right now are with the real humans doing the deep work and making the world a better place.

I hope to talk to you soon. Make sure to come back for next week's episode, where I'm going to dive deeper into who is going to thrive in the AI era and how those people think differently. We'll see you then.