

S2: E195: A Raw Reflection After a Near-Fatal Crash

Hey there, it's Tiffany, and you're listening to the Make Your Message a Movement podcast. Today, this episode is going to be slightly different. If you are new here, welcome in. And if you've been listening for a while, I just want to share so much gratitude for you being here and listening.

The reason this episode is going to be a little bit different is because I'm literally recording it from bed. I'm moving a little slowly and a little uncomfortably, so if I sound a little different than usual, that's why. That's because I was in a pretty bad car accident over the weekend — last weekend, actually. So I'm recording this episode just a few days before it's going to release.

A little bit behind the scenes: normally I batch record my episodes over the weekends. It's just something I like to do in the downtime or in the evenings after my daughter's in bed. This episode is a little bit later, and I'm now recording this one from bed. I can hear some of you saying, "Tiffany, why are you doing this? You're in an accident. You should just not worry about the podcast." But I'm a little bit stubborn sometimes, and I'm almost at 200 episodes. And I have been resting. Don't worry about me. I'm going to be okay. I'll tell you a little bit more about what happened in just a moment.

And it's part of doing business, right? I love what I do. I love this podcast. I love speaking to you and hopefully offering wisdom. And that's why this podcast is a little bit different, because it's much more personal. And I've been kind of feeling the call to do more personal episodes. I'm not sure if you love them or hate them. At this moment, either way is fine, but I'd love to hear back from you once you listen, just to hear your thoughts.

Obviously, I'm guessing you'd like to hear about branding, you'd like to hear my methodologies, and I know a lot of you really love hearing my futurism and trend predictions. And up until now, I really haven't shared a lot of personal things. And so I thought this would be a fairly good time to start, because to be completely transparent, I did not have time to prepare anything for you.

So I wasn't sure if I was going to talk about the accident here or if I should postpone the podcast. Part of me thought, well, maybe I should wait until I have a little more perspective, till I process things a little bit more, until I could come back with some beautifully packaged lesson for you about what the experience taught me. And I can't say I've really gotten there yet.

I also, if you don't know this, teach people how to craft their signature talks and speak from stage, and what I always tell them is you always speak from a healed wound, not an open wound. And in this case, I think it's a little different. I'm sitting in my bed. I feel very

comfortable, and it was a traumatic experience, but it's also something that a lot of us have probably been through. A majority of you listening have probably been in a car accident, which is unfortunate.

So again, I'm saying this because a lot of women listen to this podcast, and I can already hear you in my brain saying, "Take care of yourself, Tiffany. Don't worry about us, XYZ." And this is me taking care of myself. I think that's the beautiful thing about having a business — it gives us agency to do what we feel is right in the moment.

So I didn't have any client calls this week. And I'm probably not going to next week as well. So I am giving that space and time that's needed. And I trust for you to do the same in your business.

That's really what this episode is about today: how we reflect on the things that happen to us in this 3D world. We don't always have control. And someone I really admire once told me, "It's a third, it's a third, it's a third." And what that means is, I absolutely believe in manifestation. And so there was a moment where I'm like, "How did I create this for myself?" Right? We oftentimes do visualization and manifest, and I've grown my business in beautiful ways, and a lot of things have happened in my life that I couldn't ever imagine through what I believe is manifestation. However, that can also have a not-so-fun side when something not so great happens. Although I've learned not to put labels of good or bad on anything — it simply is — because I'm sure I will be recording a podcast maybe a month, a year from now, looking back, and I will know the reason for all of this happening.

But despite all that, I found myself beating myself up for a moment: "How did I create this?" Until I remembered the third, the third, the third: we create one third. For those of us who are spiritual on some level, however that looks for you, a third is divinely guided. And a third is simply life happens. We're human. We live on this crazy planet that's doing crazy things all the time. And we're involved with other humans that are manifesting and being guided by the divine. So that's one of my personal beliefs that have really come into play in moments like this. And I really felt like it may be a powerful tool for you to hear as well. And you may not agree with it, and that's fine. But I remember the first time I heard it, it really helped me to just allow things that happen to be, without judging them.

So again, I don't have a perfectly wrapped lesson for you today. I'm still in it. I'm still healing. But I also know something did shift in me that I don't want to wait a month or six months to talk about.

The other thing that's happening is my parents are living with us right now while my dad goes through cancer treatment. And over the weekend, we had driven two hours back to my hometown to their house to do very normal things: pick up some clothes, grab their mail, water the plants, take care of those pieces of life that still need to be taken care of when everything else is happening. And on the way home, traffic came to a stop on the highway, and we stopped, but the man behind us didn't. So he didn't even hit the brakes, apparently. He wasn't paying attention, and he drove into us at full speed.

And so it's one of those moments that you hear people describe, where everything changes in a split second. And I've had some of those experiences for sure in the past, but I feel like this one truly happened so quickly that I couldn't even compute what was happening. So I remember the impact, the feeling of my life flashing before me. And then, of course, immediately I needed to know that my daughter and husband were okay. Once I realized, okay, I'm still alive, I think I'm okay, and then I could hear both of them and they said they were okay — I became aware that I was having trouble breathing. And then everything around us became really chaotic.

But there were also these incredible moments of humanity in the situation. A nurse happened to be just a few cars behind us. She came over and essentially just took control of the entire situation until an ambulance arrived. And another woman, an absolute angel, was driving her daughter's softball team home from a tournament, and our little dog Ziggy, unfortunately, took a lot of impact in the crash. So, while an ambulance was coming to take me and there was chaos all around us, this woman offered to take him to the animal hospital for us — a complete stranger.

And there are so many other pieces I could tell you, but details are not the point of this episode. This episode is not about the crash. Although, if you're like me, you'd want to hear what happened if I told you I was in an accident and then just went into the episode. So, that's an overview of what happened. But I'm safe. We're alive. Ziggy seems like he's going to be okay. He was in the hospital for a few days. But if you have a dog, they're like your little light being, right? They come up, they're so happy to see you. So it's been rough to see him out of his element. And I'm here with fractured ribs, definitely in pain, but it's manageable. And the whole thing could have been so much worse. When you look at what's left of the car, it's almost hard to believe that we walked away from it mostly unscathed.

So I've spent a lot of time over the past week doing something that I'm not particularly good at: stopping. Not turning a stop into a productive retreat where I brainstorm 17 new business ideas or work on client work or catch up. Actually stopping, and being with my family, letting people help me, letting my body heal. And sitting with the strange clarity that comes when all of the normal noise suddenly gets very quiet. And it's really not the dramatic movie version revelation

that I was maybe expecting, because we ask ourselves in these situations, why is it happening? What's happening? There's already a lot going on. Why does this other layer have to be added?

But I was noticing how quickly all the things that felt incredibly urgent last week stopped feeling urgent at all. The emails can wait. Projects can move. Clients have been so understanding. I'm going to shift my upcoming launch. And the podcast episode I planned to record last week can be recorded today in bed. The business will be okay. And I'm so grateful for my team — shout out to the ladies on my team. I couldn't have done it without you.

And again, when all of those things moved out of the center for a moment, I found myself thinking about what was still there: my family, my daughter, the people I love, the fact that I am still here, and the work that I genuinely believe I'm here to do. And I kept coming back to why I built this business, Your Legacy Brand, in the first place. Not necessarily the offers or the frameworks, but the reason underneath it all. Like Simon Sinek always talks about "why." I built this company because I believe there are brilliant people walking around with ideas, messages, and bodies of work and expertise that can genuinely change other people's lives. And far too many of these people maybe never bring that work fully into the world, or they stay hidden behind the scenes. Sometimes they're waiting for permission. Sometimes because they're exhausted from feeding a marketing machine that was never designed around the life they actually wanted. And sometimes because — I don't even know the reason.

So the thing that I want to talk about really today, and of all the things that this accident has made me think about, one thing that keeps coming back is that we act as though time is guaranteed. Myself included. Of course, we know intellectually that it isn't. And we hear people say that life can change in an instant. And we nod because we understand the words — or maybe we have gone through something that has allowed us to actually feel the frailty of our lives. But understanding the words and experiencing them in the moment are two different things, right? And although I've had near-death experiences before, which we don't need to get into today — I don't know, there's something different about what happened last week.

And I don't mean that I'm coming out of this believing I need to work harder, move faster, or cram more into every day because life is short. It's pretty much the opposite. I want to be much more discerning about what deserves my life, my attention, my energy, what deserves a yes. And what am I willing to stop giving so much importance to, simply because the world around me says it should matter.

And that's the question I want to give you today too. What deserves your life? Not just your business strategy, but your life. What is the work you would still care about if all of the metrics or clients disappeared for a minute? What is the message you would never regret saying? Who

are the people you wish you had spent more time with? And what are you actually building this all for?

Entrepreneurs often become so focused on the next level that we forget to ask what the next level is supposed to make possible. I talk about it all the time, right? More revenue, more visibility, more clients, bigger audience. All of those things can be wonderful. And I want many of them just like you do. But why? What is the business actually for? That question is feeling different to me this week.

And I've talked about legacy for years. It's literally the name of my company. But legacy can sound like this enormous thing that we leave behind someday: your body of work, your book, the company, a movement. And it is all those things. But right now, I'm also thinking about legacy a little bit differently. Maybe legacy is also how we're living while we're building it. Whether the business gives us room to be human. Whether we are present with the people we say we are building it for. Whether the work still feels connected to something we genuinely care about. And whether our message actually sounds like something we believe, or something we learned we were supposed to say in order to market ourselves.

I don't want to build a business that requires me to perform constantly in order for it to survive. I want to build ideas that have weight, relationships that matter, intellectual property that continues to create value, a reputation people can trust, a team that can carry things when I cannot, and a body of work that does not disappear because I need to spend a week in bed healing fractured ribs. And I looked up and realized I have pretty much all of those things. And I want that for the people I work with too.

I want you to build something that is bigger than your next post, bigger than your launch, bigger than whatever you're working on now. I want the right clients to find you. The event organizer to understand why your voice belongs on the stage. I want your work to reach the people it's capable of helping, because that's why I created this company. That's why my tagline is "Make Your Message a Movement." And it's not like I didn't believe it before, but it's more important to me than ever. Because sometimes life burns away the noise, and suddenly the thing you already knew becomes impossible to ignore.

So again, this episode does not have a big strategy lesson. There's no five steps. I'm not going to turn this scary life experience into a neat little framework for you. But I do want to leave you with a question. If life interrupted your plan tomorrow, what would suddenly become very clear about the life and business you're building today? What would matter more? What would matter less? And what would you stop waiting to do?

I would genuinely love to hear your answer. As I'm lying here in bed, I could use some — not necessarily encouragement. I've been so blessed. I've had so many people reaching out, sending me things and sharing their love. But I genuinely would love to hear from you how this affected you. Did it change the way you think about your business or your life?

And as for me, I'm going to keep resting and healing, spending time with the people I love. And when I come back fully, which I hope is very soon, I'm coming back even more committed to the mission that was underneath this business all along: helping brilliant people stop hiding work that matters, helping them make their authority more visible, turning their ideas into something bigger, and making their message a movement. Because I'm so incredibly grateful that I'm still here to do it.

So I'm sending you so much love. Thank you for being here and listening today, and we'll see you on the next episode.