

S2: E196: Why More Money + More Women = A New World

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

If you've been following along, I recorded a much more personal episode than usual last week, shortly after I had been in a really bad accident. Car accident, to be exact. And I had some other episodes planned for this week and next, and I feel called instead to continue on this path for a little bit longer. So I'm still recording from bed this week. I'm doing much better, but fractured ribs apparently have their own timeline, so I'm trying to listen to my body and my doctor, not rush the healing process, which, if you know me, is definitely a practice in itself.

And after the episode I shared last week about the accident and everything it brought up for me — so in case you missed it and you have no idea what I'm talking about, you can hop back over and listen to the details — I wasn't actually sure what I wanted to talk about next. So in the next couple of weeks, we're going to talk about why I think the expertise economy as we know it is changing, and why your business probably doesn't need another funnel as much as it needs a point of view, and some really important shifts I see happening in authority branding and really in the online space. But those episodes can wait another week or two, because there's something else I keep thinking about while I'm lying here and healing.

So last week, the question that came up for me was, what is this all actually for? When you see your life flash before your eyes. And let me just say, I know I'm not the only one struggling right now. I cannot tell you how many people just have really insane things happening in their life right now. On top of that, my parents are staying with me as my dad goes through cancer treatment. My cousin just lost his mother yesterday, my aunt. And those are just the people around me. And I am an eternal optimist, and so I always look at the bright side of everything. But it's really interesting, this kind of collective energy that we're moving through right now. And I could talk about that for a whole episode, and maybe I will in the future. But I also just want to pause and say, if you're going through something, or if someone you love is going through something, my heart goes out to you, because it is a rough time right now. And I truly believe that sometimes things have to get worse before they get better.

And so this week, I think I'm starting to understand my answer a little bit more clearly about what this is actually for, especially when it comes to our businesses. Yes, we need to make money, but the business isn't the point. The business is a vehicle. And maybe that sounds strange from someone who spent years helping people build businesses and brands. Of course, I care about the business. I want my clients to make tons of money. I want them to attract incredible clients and be booked on stages they've dreamed about, and sign meaningful

partnerships, write the book, get the media opportunities, and create businesses that support their lives beautifully. I want those for myself too. But I'm realizing more deeply than ever that those outcomes are not where the story ends. They are what makes the next part possible.

Because I have the incredible privilege of working with people who have really big visions. And I don't mean "I want to hit seven figures or eight figures" big. I mean people who genuinely want to change something. People who want to change how leaders lead, or how mothers trust themselves, or how nonprofits create impact, how founders build companies, how people heal, communicate, lead, live. All of those things. And somewhere along the way, I started realizing that when I help one of these business owners clarify what they believe, position themselves as an authority, develop the language for their ideas, and build a brand capable of carrying those ideas further, I'm not only helping them build a better business. I'm helping their work travel. And that is really motivating me in this pause right now.

I used to have moments earlier in my career when I would think, I'm a brand strategist. How am I really making a difference? I'm not a doctor. I'm not developing life-saving medicine or working on the front lines of a humanitarian organization. I'm creating brands. But I don't really think about it that way anymore, because when I help someone who's changing the way companies lead their people, or when I help someone with an idea capable of changing how thousands of people change their life or impact millions, then that person is affecting thousands, millions of people, right? Their body of work changes something, and that's the ripple effect. And we all have that in our business.

And I really believe that we are spending too much time measuring impact by what we can immediately trace back to ourselves: the client, the conversion, our revenue, our audience size, the books, the speaking fees. Yes, those are measurable and they matter. But what happens after your work reaches someone? That is so much harder to measure. What decision did somebody make because of something you simply said? Or who did they treat differently? What did they build? What did they finally have the courage to change? Who did they go on to impact? Those are all things we cannot neatly put into a dashboard. And that is a part of our legacy too.

And we all couldn't help but see the news about Dolly Parton's passing this week. And there have been so many conversations about her music, the extraordinary creative legacy that she leaves behind. She built success. She's an extraordinary artist, but she was also a businesswoman who took that success and turned it outward. She created a platform and then used that platform. She gave millions of books to children. She donated millions to charity. And she's such a beautiful example of what's possible when women entrepreneurs, especially, have more money.

And I increasingly believe that entrepreneurs, especially women, have an enormous role to play in creating the new world we want to live in. I don't mean that business is going to magically solve every problem. But we as entrepreneurs have leverage. Even if we own smaller companies, we employ people, we create platforms, we influence people, we move money, we can also fund causes, we bring new ideas, and we build communities. So when we have more wealth, more influence, more authority, and more ownership, we get to decide what to do with it. And that's what I've been thinking about this week. And it truly excites me, because despite everything going on that feels like a shit sandwich, to be frank, maybe building a successful business and making an impact aren't two separate things. The business can be an infrastructure for the impact.

Because I've been forced to pause, I've been thinking about what needs to change and what I can come back differently with. So this is "be the change you want to see in the world" in a new and different respect for many of us. So I want you to think about what this looks like for you. What happens if your message reaches 10 times more people, or your idea becomes a book, or your framework becomes something another organization can license, or your company creates wealth that allows you to support causes you deeply believe in? What happens if the client you help goes on to impact tens of thousands of people you will never meet?

This is why I care so much about thought leaders becoming more visible. Not visibility for visibility's sake, but because everyone needs amplification. Not like an Instagram following, because if you know me, I'm not even on Instagram anymore. It's behind-the-scenes work. There are people doing extraordinary work whose message is still far smaller than the change they are capable of creating. And if my role in that ripple is helping them find the language, confidence, and brand that allows their work to travel further, I'm more clear than ever that I want to do more of that. And that's part of what has shifted for me since my accident. I feel less interested in building things simply because they're what you're supposed to build in business, and much more interested in asking: what will create the ripple effect? What actually matters? What opens the door for someone who has something meaningful to contribute? What gives an important idea enough clarity and momentum to reach the people who need it? And that is the work that I want to spend my time doing.

And I'm curious what your answer is. If your business is the vehicle rather than the destination, what is it a vehicle for? What change are you ultimately trying to create? What do you hope becomes different because your company existed? Who gets helped when your work succeeds? And who might they go on to help? You don't need some enormous save-the-world answer. Your ripple might begin with just one client, one family, or one employee, maybe a conversation or one stage. But I think it's worth knowing what the ripple is. Because then revenue becomes something different. Visibility means something different. Growth means something different.

And even branding means something different. We're not simply trying to make ourselves look impressive. We're building the vehicle capable of carrying our work even further.

And right now, lying here with a little more time than usual to think about all this, it feels like work worth healing faster for. So that's what I'm sitting with this week. Again, your business is not the point. What becomes possible because you built it is. So I'd love to hear what your ripple is. Send me a message on LinkedIn, tell me what change you're creating through the work you do, or send me an email at tiffany@tiffanyneuman.com. I read every email and I always respond personally. And I have a feeling there are a lot more world-changing ideas inside this community than any of us fully realize. So maybe it's time we stop treating them like quote-unquote small businesses and started building brands capable of changing the world.

Wishing you a beautiful rest of your week, and we'll see you back here next Tuesday for another episode of Make Your Message a Movement. Much love.