

S2: E201: ADHD, Perimenopause...and the Authority Era

Hey there, welcome to the Make Your Message a Movement podcast. This is your host, Tiffany Neuman, and I want to start today with a question I don't think we ask ourselves nearly enough as business owners.

Who are you becoming?

Not what are you launching next quarter, or what's your revenue goal? Not what you should be posting on LinkedIn.

But who are you as the business owner becoming? If we were sitting together 3 or 5 years from now and you were telling me things that had unfolded even better than you had imagined, I want you to think for a moment. What would have happened? What would you be known for? What are the rooms you want to be walking into?

What stages would you have been standing on? What ideas would have your name attached to them? And most importantly, would the brand you have today be capable of carrying that version of you, that vision forward? Because one of the things I say all the time is the biggest mistakes I see brilliant experts making is building a brand for where they are today. As opposed to where they want to go.

They build the brand around the offers they currently sell, the clients they currently have, and the opportunities currently available to them. And then a few years later, they end up feeling trapped inside something they've outgrown because we evolve. And I believe we need to do the opposite. We need to get clear on where we're going first and then reverse engineer the positioning intellectual property, visibility, and brand strategy that will help us become the person who can step into that future. And I believe that becoming is even more important because we are entering an entirely new era in business.

And this is what I'm calling the authority era. I've talked a lot recently about the shift happening in the expert economy. We all know this information is everywhere. AI can create content, more content before breakfast than most of us could create on our own in a month. And you know, I love AI.

I use it all the time. And I'm also really tracking the development, the downfalls of it. And I truly do believe. That despite all of the scarcity around it and fear around it, it's not going anywhere. And it's going to make our lives dramatically better if we take care of the few issues around it.

Now, this is not an episode about that. So actually, maybe I should create an episode about that. But the point is, the easier it becomes to generate information, The less valuable information alone becomes. So having expertise isn't even always enough if nobody understands why your expertise matters or what they should remember you for, which is why I believe we are moving out of the influencer era and truly into the authority era. Now, the influencer era has been around for probably the last 5 to 10 years, even before 2020, probably because this was the age of Instagram, TikTok.

Now, I'm not saying those platforms are going anywhere. TikTok especially is alive. I don't use it at all, but I'm not saying they're going anywhere. There's still room for that, and there's still going to be a lot of influencers on TikTok because it is an influencer platform. However, outside of that, we're seeing the rise of other platforms like Substack, which is very much authority-driven, expert-driven, deeper context.

Instead of dancing, you're having people with intellectual conversations. And so the era that told us visibility required perfection And performance is really starting to fade. The immaculate photo shoots, the perfectly curated life, the idea that you had to look, sound, or behave in a certain way to deserve the microphone. People want real humans more than ever. And especially as AI fills the internet with more noise, being unmistakably human becomes more valuable.

And this is where your quirks matter, your stories matter, which they always have, of course, your lived experience matters, your perspective matters, and the way your brain connects ideas that nobody else would connect them really matters. And this is really personal for me because I am so tired of seeing real experts sitting on the sidelines while somebody who simply mastered marketing gets the microphone or gets the views. I want people who actually earn something worth saying to get those stages, to get the clients, and to get the recognition.

So this month I have 2 speaking opportunities in New York. 5 years ago, That was part of the vision. I wanted to speak on bigger stages. I wanted my ideas to reach beyond the people who directly hired me. I wanted to build a body of work.

I wanted my business to stand for something bigger. And of course, I couldn't see every step between there and here, but I could see enough of the destination to start building towards it. And here I am. I just completed those incredible speaking engagements, and I'm not a shinier, more perfect human than I was 5 years ago. Actually, I've aged 5 years.

And if you're a woman in perimenopause like me, you know there's a difference. So not only that, but I have ADHD and approximately 14 browser tabs open on my computer and my brain at all times. But none of that disqualifies me from being an expert. In fact, some of the things I used to think I needed to fix are part of what makes me good at what I do, because my brain sees patterns like no one else. I can look at 20 years of someone's experience and see the golden threads running through it, and that is part of my gift.

And I want you to hear this because there's probably something about yourself that you've quietly decided is the reason you can't have that next level of visibility, right? You maybe haven't spoken it out loud, maybe you haven't shared it with others, but subconsciously or consciously and quietly, maybe you think you're too old or too introverted, not polished enough, not charismatic enough. Maybe you're neurodivergent like me. Maybe you hate social media like me. Maybe you don't look like the people you see online.

Good, because I don't think the future requires you to become more like someone else. It requires you to become more of yourself. And that is the Authority Era, not celebrity, Not internet fame.

Authority is becoming deeply associated with an idea, a perspective, a body of work, or transformation that matters. It's when someone encounters a problem and your name immediately comes to mind, or when an event planner says, we need her on our stage. When someone recommends you for an opportunity before you even know it exists, And when your ideas begin traveling into rooms that you're not even stepping foot into.

And it starts with knowing where you want to go. So I want to do something a little different today. If you're driving, obviously keep your eyes open and come back to this later. But if you're somewhere you can safely give yourself a few moments, I want you to imagine the future with me. Okay.

Maybe pause and grab a notebook if you don't have one nearby so you can take some notes after.

And then go ahead and close down your eyes, taking a few deep breaths in and out, and just allowing your imagination to be set free. Letting go of everything that's happened today or that you have to do today, and start to imagine that it's 5 years from now.

A lot of things have changed. There's been enough time for things to evolve, for ideas to compound, enough time for people to discover your work and begin associating your name.

With a certain body of work.

Imagine waking up on an ordinary day in that life, not the highlight reel. Maybe it's a Tuesday.

Where are you in a perfect day? What does your morning feel like? A perfect normal day.

What kind of work are you excited to do that day? Who is supporting you?

What have you created space for?

I'll give you a moment to just sit and be with that perfect normal day.

And now imagine you're opening your calendar. What's on your calendar? Maybe you're preparing for a keynote, meeting with your publisher, advising an organization you once dreamed of working with, leading a small room of extraordinary clients, recording your podcast. Or maybe you've built a business where you only work 3 days a week because freedom was the goal, and you're just going to the farmer's market.

There's no right answer, but what does your calendar tell you about who you've become?

Now let's fast forward Say a week or so. And I want you to imagine somebody is introducing you. Maybe you're walking onto a stage or joining a loved podcast. What do they say you are known for? Not your job title or certifications, but what idea or methodology or perspective?

And I want you to hear them say, you have to know your name. They're the person who— and fill in the blank.

What are they shouting your name to the rooftops about?

Now fast forward. A few hours, and I want you to look around at the opportunities that have come to you. Who are you working with? Who's your dream ideal clients? What rooms are you being invited into?

Maybe what publications are calling? What partnerships have unfolded?

And maybe there's a book sitting beside you, and your name is on the cover. What is it about? What idea did you care enough about deeply to develop? What are people underlining in the book and telling their friends that they have to read this book?

And finally, I want you to notice this future version of you. How do they walk into a room? How do they talk about their work? What have they stopped apologizing for? What have they stopped trying to prove?

What are they excited for?

Notice the feeling, the confidence, the calm, the certainty, and that sense that you're exactly where you're supposed to be.

And when you're ready, come back into the room and open your eyes.

And I don't want you to let that become something that you experience for 5 minutes and forget tomorrow. Write down what you saw, especially the thing that felt the biggest and maybe the scariest.

And write down what are you known for in that future, what opportunities you're receiving. What body of work you've created, who you're serving, what you're no longer doing, and most importantly, what had to become true about my brand and my business for that future to happen.

Because this is where visualization becomes a strategy. Visualization is powerful, but you can't visualize your way onto the TEDx stage. Or your book into publication or dream clients into your inbox while sitting on the couch eating popcorn? I think we all wish we could. And yes, visualization is part of the solution, but the value of the vision is it helps you make different decisions today.

Your brand should not be a rearview mirror.

It shouldn't simply document who you've already been. Your brand should actually become the bridge between who you are now and who you're becoming. That's why when I work with clients, I care so much about their 3, 5, and even 10-year visions. Because if you tell me you want to become a highly sought-after keynote speaker, write books, and advise major organizations, or maybe you're already doing that and you want to take it further, I'm going to

make very different recommendations than I would if your dream is to have an intimate consultancy with just 12 clients a year. And I have clients like that too.

Neither is better, but the destination changes what we build. Your positioning, your intellectual property, your visibility strategy, the stories you tell, the language you use to describe yourself and your work. Those are all dependent on your vision, and we reverse engineer from that future. And that's very different from building a brand around whatever you happen to sell today.

And I want more brilliant people thinking about their next funnel in a new way, beyond the funnel. More experts building bodies of work. More people codifying their ideas that take them 20 years to figure out. More people writing the books, getting the stages, advising the companies. Being brilliant, unfortunately, is not enough because if nobody understands what you stand for, they cannot choose you for it.

If nobody can articulate your value, they cannot refer you. If your greatest thinking is still buried in your head, no one can spread it. Authority requires translation, taking the depth inside you and turning it into something the outside world can understand, trust, remember, and share. And that to me is the opportunity we have in this new authority era. So after you have done this exercise, I don't want you creating a 50-step plan for the next 5 years.

This isn't about more work. I simply want you to ask the question, if that is where I'm going, what is one thing I can begin on now? Maybe it's naming the idea that you've been talking about, developing your signature methodology. Switching up your positioning, pitching yourself for a podcast, writing the book proposal, starting the Substack, raising your hand for the stage. There's so many opportunities.

And the 5-year vision gives you direction, but the next 90 days will give you traction. And when you revisit this vision regularly, you'll start noticing When your current decisions don't match your future. You'll stop asking, what should I be doing? And start asking, what would the person I'm becoming do next? And that is a much more powerful question.

So if you're listening to this today and the exercise made you realize, okay, Tiffany, I can see where I want to go, but my current brand does not reflect that future. That's exactly what we're going to work on inside my next Authority Positioning Workshop on October 27th. I'm going to show you how to position your expertise so people understand what makes you different and what you should become known for. Not only that, but why you are the person they should pay attention to. And I'm going to take you behind the curtain of how we actually build this.

How I've created a body of work, how I'm able to be prolific without constantly reinventing the wheel, and how my clients are stepping onto TEDx stages, speaking at the UN, publishing bestselling books, doubling their income, and creating opportunities that once felt out of reach. We're going to talk about how a brand operating system connects your positioning intellectual property, messaging, content, and visibility. So all of those pieces begin working together, not because you're going to magically manifest these opportunities, but because your brand finally makes your expertise clear for people to understand. So if your future self has been tapping you on the shoulder during this episode, Come and join me on October 27th. We'll start turning that vision into something amazing.

And as we wrap up today, I want to talk about this concept I developed called the Authority Era. It is not becoming more impressive. It's not about becoming more polished. It's not about becoming like someone else, like I said earlier. It's about becoming more fully yourself and making that visible— your ideas, humanity, body of work.

Because somewhere 3 or 5 years from now, there's going to be a version of you standing on that stage you used to dream about, or holding the book you once wondered if you were qualified to write, or working with the client you once dreamed of. And that version of you isn't going to magically appear. You're going to build them one decision at a time. So build your brand for that person. Welcome to the Authority Era.

I think you're going to like it here. We'll see you on next week's episode. Sending love and talk soon.