

Color Your Dreams Podcast - EP67

Tiffany Neuman: Welcome to this joint episode. I am here today with Elaine Lou Carthus, who is an award winning business coach, career coach, and speaker for Women of Color and Allies. She specializes in helping women of color entrepreneurs and industry leaders land their dream career, create business opportunities through authentic relationships, both online and offline.

Tiffany Neuman: She has been featured in Forbes, Business Insider, Money Magazine, and so many other places, spoken around the world, as well as to Fortune 500 companies, and she lives in Pasadena, California, and loves Muay Thai and hot yoga in her downtime.

Elaine Lou Cartas: Before I introduce Tiffany, fun, some fun facts of what we share in common.

Elaine Lou Cartas: So Tiffany boxes, I do Muay Thai, both of us play violin. We were like, what? I wanted to share that fun fact. And Tiffany is my brand strategist. So I'm very honored. And she's been a brand strategist, like in the corporate world for 15 years, working with brands like FedEx, Adidas, and Burt's Bees, and then helped small businesses like myself.

Elaine Lou Cartas: So you see the hearts for Color Your Dreams, the left heart that represents the sea, and then. The right heart, that's the D. Well, that's Tiffany for you. So she's the brains behind my brand and I'm excited for this joint venture. Tiffany, why don't you share how we came upon deciding to this episode. It was basically Voxer Rants, essentially, right?

Elaine Lou Cartas: Yeah,

Tiffany Neuman: I know. We, were catching up and you were talking about updating your podcast graphics a little bit and the naming conventions. And we just started going off about. social media and how things are changing and AI and sales tactics and all of the things. And then you were like, we should really do a podcast about this.

Tiffany Neuman: And it was interesting because we both had said we wanted to talk, really openly about these things because we're very both straightforward people. We don't do any sugarcoating around here and we're both just really focused on the future. We're playing our businesses for the long game.

Tiffany Neuman: And so we said, let's do it. And we've

Elaine Lou Cartas: been, I've been in business for six years. Same as

Tiffany Neuman: you, right? I will be getting to six years soon. Yes. Yeah. So

Elaine Lou Cartas: I started back in 2017 and it just has changed and shifted. And I'm sure for all of you, I've also seen businesses close. and stop or take a break. And there's also nothing wrong with that.

Elaine Lou Cartas: I also want to share that. But then the question becomes, for us, for small business owners, how do we keep for the long run? And yeah, anything you want to add to that, Tiffany?

Tiffany Neuman: Yeah, no, I just agree with you a hundred percent. I feel like, the last three years specifically, we've all been through a lot and there was a lot of trauma that kind of came from that, that I, a collective trauma that I don't think people were starting to really feel or realize until this year.

Tiffany Neuman: And then there's also some, I've experienced hearing some curiosity and fear around next year, in the States, we have the election year coming up and a lot of people are. We're like wondering how to proceed and I have a lot of thoughts around that and I know you do too. So that's, really where we're coming from too.

Tiffany Neuman: It's like what's shifting what the opportunities actually are instead of looking at it and fear and Oh, what could happen? What are the possibilities for us? Ooh, yes.

Elaine Lou Cartas: Okay. we're just going to have a conversation talking about the 2024 brand prediction. So we have six we want to share with you, but we're also mindful maybe we'll be sharing more.

Elaine Lou Cartas: So we're going to tag team this, but one of the things that Tiffany and I were talking in our Voxer, essentially we're just publicizing our Voxer conversations. That's exactly. On this episode is people want you. They want more one to one. The success rates for courses are like 1%. And to be transparent, I'm actually doing a course, I didn't even share this with you, Tiffany, but a good friend of ours, a mutual friend, Amber Duggar, who is in a mastermind with us, I'm doing her Profit for Keeps, it's a cash management course, but I told them, I can't just do this course, I need to work with someone, I already know myself, I am not going to do this course self paced, so I'm working with a coach on it, And that's because I need that, I do need the hand holding, I do need the accountability, and also we are human and we process better when we are communicating with one another.

Elaine Lou Cartas: I always thinking about when we were teenagers and our small problems of the people we didn't like or someone bullying us, we talked to our friends and family members and then we feel better, but anything else you want to add with Why people want one to one versus courses, and not just one to one, but also group as

Tiffany Neuman: well.

Tiffany Neuman: So I thought that's a good one. Absolutely. I think for me, it all comes back to, I'm famous for the saying of, you can't see the label from inside the bottle because we're so close to what we do. So from a branding perspective, So many people have been working on their brand and trying to go it alone for like years.

Tiffany Neuman: which is why I, I do one on one branding, but I also have a group process, which you went through. And same thing, why you, do so much one on one, but also group coaching, neither one of us have courses. And I've been told by mentors so many times, you could make your process into a course, you could reach so many people, you could make so much money.

Tiffany Neuman: And I said, yes. But. I have had a 100 percent success rate for people going through my program. You can't say that about courses. And I think the same for you, right? it's so different having people in your community.

Elaine Lou Cartas: Yeah, it's like a values and ethical decision, right? I've talked to a lot of my friends, that's cool.

Elaine Lou Cartas: I could make a lot of money if I did a course. But knowing that people are not gonna get the success and the results they deserve doesn't sit well with me. And. Also for me coming from, a fundraising non profit sector working in politics, my career prior to this, I need to be in touch with the people I'm serving, because if that's not there, then I, don't know how to connect.

Elaine Lou Cartas: So I do need that connection. Even in my group coaching, I provide like monthly one to ones. So I have, if I have clients who are one to ones, it's bi weekly. So it's two sessions a month. So there's

integration implementation. And then even my group programs, I do the monthly one to ones. And I see that my clients appreciate.

Elaine Lou Cartas: I just own to the fact of, you know what? I want to be like a liberal arts Ivy League school. I want to work with a limited number of clients and that's it.

Tiffany Neuman: Same. I love being that boutique CEO. And then for people listening who are like, have a course or working on a course, they're like, Oh no, this is horrible news.

Tiffany Neuman: I guess the thing I would say to that too, is it doesn't mean that you can have a curriculum behind a program, there's something, but like to your point, it's where are the touch points. Don't leave people to their own devices to try and work through it on their own. So maybe it's weekly.

Tiffany Neuman: calls with you or, whether it's in a group or whether it's one on one. So you're just not leaving people to their own devices. Yeah.

Elaine Lou Cartas: And I will say there's a reason why they're taking the course with you and a challenge of why they haven't been able to get the results. all right, Tiffany, you're on number two.

Tiffany Neuman: Good. So number two is an extension of what we were already talking about is like why community is so important, but also That I believe that communities are the new social media. So this sort of stems from my friend, Laura Zugg, Credit Where Credit's Due. And she is a community specialist, right?

Tiffany Neuman: she's a community expert basically. And we were having a conversation and I've just had so many clients saying Literally, I was on a call yesterday and a prospect was saying social media just seems icky now. And she was like an influencer on social media, a high level influencer, and she just went bold.

Tiffany Neuman: stopped posting, and she was like, after everything that's been happening over the last three years, but especially the last She's it just feels icky. It feels gross. I don't want to be there. So I don't think that necessarily completely removing yourself is from social media is the best idea, but a lot of people are pausing to reconfigure because it's, changing and it's moving.

Tiffany Neuman: So what we were talking about earlier is to me, it's more of like social media is there for awareness and to people to okay, like I see what Elaine's about, I can see what Tiffany's about. It's less for sales, like a lot of people used to just always be selling on social media. Now it's not that you're never going to sell on social media either, but what I truly believe is communities are where it's at.

Tiffany Neuman: So I myself am part of a networking community and I also run a women's networking community because that's a space where you can forge deeper, really valuable relationships where social media. It's so surface. And you don't really get to know people, so again, it doesn't mean you have to leave social media completely, but like we've talked about, I've pretty much left Facebook.

Tiffany Neuman: I'm on Instagram just to have a presence, but I focus more on LinkedIn now more than ever because that's where more serious business owners tend to be. Yeah.

Elaine Lou Cartas: I've also, done this shift to LinkedIn. I'm a top communication voice. I've been. At two LinkedIn events, one in their Chicago office, one in their San Francisco office.

Elaine Lou Cartas: And I think, the reason why moving, people are moving towards that is because there's pretty good boundaries in terms of people sharing their professional life. And people know that's what it is. As

opposed to Instagram, it's a mess of all of it, right? Of the, here's my reality television show, as well as let me sell to you.

Elaine Lou Cartas: And it also becomes so much. And. As someone who's trauma informed, because I'm trauma informed certified, it's like we don't, when we open up Facebook or Instagram, there's an algorithm. the things we see in our feed isn't even the things we chose, it's based off of what social media's choosing for us.

Elaine Lou Cartas: As opposed to, LinkedIn, or even this podcast episode, you're choosing to listen to it. going back to communities I'm sure you receive this too. Like for example, whether my clients are one-to-one, or they're part of my mastermind, I have office hours weekly, twice a month with me, and then the other weeks with my other coaches who compliment my, like what I do.

Elaine Lou Cartas: And a lot of my clients just say, it's so nice to meet other people who also have problems. Because on social media, what do we show? We showcase, the highlight reels of how amazing our life is. majority of people do. I

Tiffany Neuman: usually show them that target. Or they go completely opposite and share everything, which becomes TMI.

Tiffany Neuman: And then I would, people say to be vulnerable, and then it's there's too much vulnerability, I believe, as a brand strategist, where I would look at this person and be like, I would never fire them because They're sharing everything, yes, humans are humans. So there's, to me, there's a balance, right?

Tiffany Neuman: Of the vulnerability and not being picture perfect. But also, you do not have to share every little detail. Thank you

Elaine Lou Cartas: so much for sharing that. And also, um, we're not going to share names here, but I remember around lunchtime for this specific individual, this person would share a very vulnerable story.

Elaine Lou Cartas: Of what happened to them before. I'll say, huh, that's fascinating. Every single time she has, like this person has a launch, it's about two weeks before, and they share this vulnerable story. And it just feels icky. It's like you're using your trauma to sell? It just doesn't feel good. One, and then two, I understand that for some people, they do need to process, and they write what they want to, and they share it on social media.

Elaine Lou Cartas: Great for them. But then, unfortunately, it creates this unconscious pressure where everyone feels like they need to share all their stuff. And that, I am not a licensed therapist, I'm not a psychologist, but I could only imagine the ramifications if you are not self regulated to share your trauma because you haven't processed it yourself.

Tiffany Neuman: I just, literally, I don't know. I sent an email about this so one of the things that I do is help people write their signature stories and share it from stage and things as part of the brand. And so I shared that I shared one of my more vulnerable stories from stages from stage because it was impactful, but because it, it was inspiring to people and it created an impact, not for like self serving purposes, right?

Tiffany Neuman: And I said, There is no reason, I love to help people create their signature stories because it is how, we're going to talk about storytelling later. Like storytelling is important, but it's always up to you what you share from what you share and if you're ready to share it. And what's the purpose?

Tiffany Neuman: don't share stories just for story's sake, if it makes sense and it resonates, with what you're speaking to. So there's so many, details to that.

Elaine Lou Cartas: Yeah. I could give an example. There was an email I sent out earlier, because we were recording this, what, mid December of 2023. And I wasn't really vulnerable.

Elaine Lou Cartas: It was just, I had this New Year's resolution that I was going to start doing Muay Thai. Muay Thai is Thai kickboxing, because I got into it when I was 16. And so I wrote in my newsletter, yeah, I had this New Year's resolution, but I am 11 months late to hitting that resolution of going back to Muay Thai.

Elaine Lou Cartas: And The purpose of that, I was just like, hey, it's never too late. you don't, I know it's 11 months into the year, but if you want to get started, you can get started now. you don't have to create a timeline. So that was my intention for what I wrote. But it wasn't also too vulnerable. It was just an every, not an everyday story, but nothing emotional about that.

Elaine Lou Cartas: the third of Brad prediction is We touched on it, but content on social media is just good for awareness. And also, I'm excited to share this because both Tiffy and I were ranting. I'm sorry. Actually, I'm not sorry. I'm excited. The fake lifestyle photos of people showing their perfect life, the laptop lifestyle with other big hitters or friends in the industry.

Elaine Lou Cartas: doesn't work for a lot of people. Actually, consumers are just smarter. When I see stuff like that, I even question, do you have a life outside of your work? Why? Why? Why are all your friends people in the industry? Can you not make friends outside of it? Because that's questionable. And what about your friends and family?

Elaine Lou Cartas: I'm just, even me, as someone who is observing, I'm like, I don't know. I remember when I used to work in politics, I was with, working so much, I was missing friends and family parties, and my life was consumed with work and nothing else. And so I can't help but think that. Anything you want to add to content on social media?

Tiffany Neuman: Yeah, no, and I think, there's, just like we were talking about the stories, there's a balance to it, because, if you go to an event and you're surrounded by those people, it is fun to share those things, and there's nothing wrong with that. Or if you're hosting a retreat, or what have you.

Tiffany Neuman: But I do think a lot of it's used for positioning, which branding is positioning, but how authentic are you being is, really where it comes from. Like the whole bro marketing, it reminds me, like renting a Lambo for the day in front of a mansion and leaning against it and then posting those pictures, which I know nobody listening to this does.

Tiffany Neuman: like, how icky is that? now, as a brand strategist too, I do, I creative direct photo shoots for people's websites. that's different because you do need professional looking photos, not just like snapshots from your phone for your website. you need to look the, look, walk the walk, talk the talk, right?

Tiffany Neuman: However, on social media, I think you're 100 percent right. Not every image needs to be perfect, right? Not every image needs to do all those things because people do, like we said, there's that balance. People, you don't need to be super vulnerable and show up with no makeup and a messy bun every day either, but feel like there's, that in between stage where you're a real human and you're, like hiking with your boyfriend or hanging out with your child, and I think there's that balance of showing people the behind the scenes and not, so I don't know, this is my personal thing.

Tiffany Neuman: Most of those images I like to share on stories. I'm like, okay, if you're following me on stories, that seems a little more personal and I'll share I met Disney with my family or whatever, where Instagram, and I'm just talking about Instagram for this moment, Instagram itself, those are going to be more like.

Tiffany Neuman: business focused posts. And then LinkedIn, it's mostly business. there's not as much need for all of that. Like I'm going to share everything about me and my family behind the scenes because that's just not the space for that platform, Yeah. It's fascinating. Cause when I look at my Instagram stats, the engagement has gone down by the way.

Elaine Lou Cartas: Ever since 2020 and everything that's happening this past year. But my Instagram engagement has gone completely down and I'm not surprised, right? There's so much being shared. It's also overwhelming. We've been people are still getting COVID, but like we're three years since the pandemic, since people have been getting like COVID and it's a lot.

Elaine Lou Cartas: Yeah. So it makes sense why it's gone down and it could be a lot while at the same time it's like finding that healthy balance. Yeah. And another thing, not just in a professional business brand prediction, but I used to post stories all the time. I used to do lives. But what happened is when I would be on vacation with my partner or with my family, I would start thinking, I would take my phone out, ooh, this would be really great content that I could take right now.

Elaine Lou Cartas: Or let's put the food this way. Or what if I put it in the background and do it slo mo? And it was like Instead of being present. Exactly. Instead of being present, I was like, what would make great content? And Yeah. And even my partner would be irritated like, Do you really need to post and take all this?

Elaine Lou Cartas: yeah, I need it. people love seeing this stuff. And, thank God for therapy and self awareness. I was like, I just stopped doing it. Same. I took my family to Thanksgiving, to Disney over Thanksgiving. And, my parents, my brother, and everything. And, I took my phone out like we took some pictures of each other and I think I posted one picture of my daughter and I just this is what we did and that's it and because I wasn't thinking and I really didn't have a lot of great photos to share but I didn't feel compelled to I'm like this really you know it's like there's all these like Instagram gurus saying like you have to do all these things I've seen and again if you're listening this you're an Instagram guru like don't shoot the messenger, but I've seen a lot of people who actually are social media strategists getting burnt out themselves and talking about the burnout themselves.

Tiffany Neuman: And I'm like, what's it worth? and if you're focused on building content all the time and that's all you're focused on, how well are you really serving your clients? Unless that's your role. if it's your role to serve people in social media, it makes more sense. like as a coach, as a brand strategist.

Tiffany Neuman: If we're spending 50 percent of our time creating this content, what's really happening in the back end? How are we showing up for our teams? How are we showing up for our clients?

Elaine Lou Cartas: 100 percent everything that you just said. see, we're like jumping all over, but one of the things we're going to talk about is like the consumer being smarter.

Elaine Lou Cartas: But I even think about that. I was like, if you're putting out all this marketing and a lot of content, does that mean your service and product is real shit because you have to create all this? cause the best compliment for being a business owner is having referrals and renewals, which is a majority of my business.

Elaine Lou Cartas: Same. That's the best compliment. you shouldn't have to market and try so hard if, unless you have a very bad service or product.

Tiffany Neuman: Yeah. And I think there's probably, again, objec like objections to the ru to that rule because there's, we're gonna talk about A I later and there's ways to create content faster now, but that has a whole nother ramification that we can go into later, Yeah.

Elaine Lou Cartas: why don't we go into the fourth tip, Tiffany? Yeah.

Tiffany Neuman: It's really extending from everything else we talked about, but what you and I have really focused on doing since the social media is, and then there's also, like we didn't even talk about so much of that is vanity metrics, right?

Tiffany Neuman: Like I've never really focused in building my Instagram building, but you can see people with 30, 000 followers and they're getting seven likes. A lot of the followings aren't even real people or they're not engaged and all those the things. So I really had to do my own work around that, I don't have a billion followers, what does that look like when people show up?

Tiffany Neuman: And it doesn't matter because the people who work with me know the value. And like you said, I am referred, like I have a wait list for one on one most of the time. And I don't have to even I could go completely off of social media. But the next piece of that is the long form content SEO, which I know you've really dug into and I've started to dig into, which is our podcasts.

Tiffany Neuman: Our blogs, email marketing, and having those searchable things because, we need to show up where people are actually searching for us. Not just hoping and praying and spraying, I'm going to put this on social media. Maybe somebody will see that and want to work with me. Again, I think it's important to have a presence for awareness on some level, but really having, we both talk about legacy, right?

Tiffany Neuman: A body of work that truly is going to be our legacy. But somebody 10 years from now could search on Google and find one of our podcasts or find something on Pinterest or our blogs or YouTube is another great one. I'm not really on YouTube, but those are all great places that your content's going to live for a long time and it's searchable.

Tiffany Neuman: I

Elaine Lou Cartas: mean, let's think of it like basics, right? Let's say you're planning a trip. But for me every day. I go to Instagram not because I want to buy something, because I want a break. So I want to look at memes and funny cat or dog videos. Literally, that is what I use on social media. I love the

Tiffany Neuman: inspirational quotes.

Tiffany Neuman: It's silly, it's easy, but I love them.

Elaine Lou Cartas: But I don't go for, I'm gonna take my credit card out and buy something. So that's what I go to social media for. But for example, my partner and I were planning to go to Banff in Canada to go skiing. We were Googling, we were searching hotels, we were using TripAdvisor, looking at reviews or Google reviews of hotels to stay at, what to do, like we were intentional on the research we wanted to do.

Elaine Lou Cartas: So if you think about that, vacations and trips, think about that with your consumer and your client. What are they doing to search for you? just like to

Tiffany Neuman: fast woman of color coach, best branding strategist, what is that for

Elaine Lou Cartas: you? Yeah. Look up WOC business coach or WOC career coach. I'm number one after the ads.

Elaine Lou Cartas: Like I worked on it for the past two years. And another thing when it comes to SEO blogs or podcasting long form content, the thing where social media has been trendier, people want to go to it. It's because it's instant gratification. And social media companies know that it gives you a dopamine hit.

Elaine Lou Cartas: The unfortunate thing, I'm just warning all of you with long form content like blogs, it does take a while. But, to our benefit, both me and Tiffany, because we're not focused on getting so many clients or consumers, but working with a limited amount, is that our type of clients and consumers want to get to know us.

Elaine Lou Cartas: They want to know the quality. They want to know that we are providing them one to one attention, not just knowing their first name, but knowing that they love the color blue. And that they have a dog that they're, that they were in love with when they were seven and they think about that dog all the time, like to those granular details.

Tiffany Neuman: Yeah. So, true. And I especially, again, with email, and you hear that too, like everybody needs an email list and so a lot of you listening are probably have your email list. Maybe you're doing some of these long form things, but I really think next year is going to be. Very pivotal, I can't tell you how many people that I see are like either leaving social media completely, and that also goes with communities, like I took my community off of Facebook and we are on Fartbeat, um, which is an amazing tool to get off of social media and have a really congruent and aligned and engaged community, right?

Tiffany Neuman: So there's so many reasons for that and. Yeah, I don't know. I know my productivity has gone way up now that, I don't really use social media as much. Oh,

Elaine Lou Cartas: same. Oh my god. I remember I used to, spend an hour to first thing in the morning working on social media stuff. It was just exhausting.

Elaine Lou Cartas: Thought we had it all. And also, I will be vulnerable and transparent. Checking my phone to see how many likes and comments got up, or oh no, why am I not getting any likes or comments, oh my gosh, like social media. Yeah, it's releasing that is

Tiffany Neuman: so like freeing.

Elaine Lou Cartas: Yeah, I feel like I'm in a high school teenager when I'm in social media.

Elaine Lou Cartas: Cause you're thinking about who likes it, who comments, but anyways. It's true

Tiffany Neuman: and I have a nine year old and I've been thinking about that, obviously she's not on social media, she wants to be, and she sees. I don't know who these people are letting their nine year olds on social media, but there are, out there and I'm just like, for mental health, it's just not, it's not good enough.

Tiffany Neuman: A future

Elaine Lou Cartas: podcast episode I'm doing is actually with an occupational therapist who works with kids so she does parent coaching and we're just talking about screens and how, because our generation, we weren't born with it, unfortunately our kids are, but because of that. What a lot of kids are using or even adults is using their screen when they're feeling anxious When I feel creates more anxiety as opposed to having that conversation Having that difficult conversation with that person.

Elaine Lou Cartas: Hey mom I didn't like that you yelled at me and then as a parent telling them I'm, sorry. I yelled at you that you shouldn't be close to the stove I was just really scared that you were gonna get hurt next

time. I'll tell you to move away so you don't get burned. Okay So fifth tip is the consumer and client is more aware now.

Elaine Lou Cartas: Like persuasion selling doesn't work. You know the whole like, hey, get it 50 percent off before midnight. The shiny objects syndrome just doesn't work. People know that the glitz and glamour doesn't work and they just want to get to know you if you're going to give them the one to one attention and they are going to get the results or the transformation that they deserve.

Elaine Lou Cartas: Yeah.

Tiffany Neuman: 100 percent and I think we've all had this like shiny on object syndrome for years now and so there's still people selling in that way and there's still people buying on some level but from everybody I've seen and talked to like launches like that are way down because people are being more mindful with.

Tiffany Neuman: What they're engaging in, if they see a shiny object, they're able to say, no, I don't need that right now. This is what I need, which is so smart because they're going to search that out. And find you, like I have people all the time that will come in and be like, okay, I'm ready. Like I need a new website.

Tiffany Neuman: I need a new brand because of this. I don't need to be out there convincing people, you need a new brand, And so meeting our people where they're at, when they're aware of their problem, with air quotes. And looking for a solution, that's the best peop way to meet people because you are serving them from a space of authenticity and from love instead of you have to buy this thing, get on a sales call now, and, then convincing people to purchase.

Tiffany Neuman: It's just not healthy.

Elaine Lou Cartas: before I hit record here, I'm not going to share names once again, but I So I took this course because I did need to learn, which I did learn, and they're upselling this program. And okay, if you sign up for a sales call for this program, you get these free things.

Elaine Lou Cartas: And I wanted the free things. I'm like, okay, I'm going to schedule a call, even though I knew that I was not going to buy the thing that they're upselling me. So I went ahead and scheduled one, and then I got the free thing. And then I canceled the call and then it was so aggressive, passive aggressive.

Elaine Lou Cartas: Hey, why'd you cancel the call? What happened? I wanted the free thing. I was, I had no intention to go on the call. you should've gone on

Tiffany Neuman: the call. And that was an integrity because you were truthful. think about if they were given the free thing and then invited people on the sales call, maybe people actually would've.

Tiffany Neuman: Join more instead of being under like heated pressure.

Elaine Lou Cartas: Yeah, it was such heated pressure. And it's if you join now, like you'll get X amount. And it's just it just doesn't feel good. And I will be transparent. I used to do that because that's what I was taught. And then I realized, wait, this feels so icky.

Elaine Lou Cartas: I need to not do that

Tiffany Neuman: anymore. So many of us were taught these tactics and strategies and. You know how to persuade people that I don't want to persuade people like that's just so itchy, and I'll I to be transparent here like I became NLP trained because I saw the need for people to break through blocks, right?

Tiffany Neuman: I have so many women who have visibility blocks and different blocks and If you know anything about NLP, it can be used persuasively. It can be used and it's just like anything else, right? money's a tool. It can be used for good or for bad. And it just shows people's true colors. Like I use it in a way that's very conscious and kind and like literally helps people through what's holding them back.

Tiffany Neuman: There's a lot of people that use it in their sales tactics and. Convince people and then they have buyer's remorse and then they wonder why they have so many chargebacks, right? anyways, we could go on tangents for that for a while.

Elaine Lou Cartas: the sixth, and final tip is more of your expertise.

Elaine Lou Cartas: So do you want to share that tip?

Tiffany Neuman: Yeah, I can jump into that as we wrap up here. So it's all about brand voice and storytelling, right? When we do put content out there, and I think you are already wonderful at this, and I obviously do it too, is, instead of what are the selling tactics and how, what are the shiny objects, is showing up in a way that's truly using your voice and telling stories and being the story.

Tiffany Neuman: the right amount of vulnerable and all of those things, which is part of what I teach. But this huge thing that's landed on us in the last few years is AI, right? And so there's so many people that are like, Oh, now you can create all of your content in a year. So going back to what we were talking about earlier, it's are these people really working?

Tiffany Neuman: maybe they're using AI and they are writing their content in a day. But when you use AI, first of all, it's scraping the internet for things that already exist. So you're technically using other people's language. So you could sound just like somebody else and you're not putting your like spin on it.

Tiffany Neuman: You're not putting your secret sauce on it. So you end up sounding like a robot. So That's the other piece is really when you, even if you do use AI, cause it is a wonderful tool and I teach my clients how to use their brand manuals and turn it into content. The thing is, it's great for brainstorming and it's great to start, but you need to edit it.

Tiffany Neuman: You need to put your touch on it. It's, not like a, tool that should just spit out things for you to use as it is. Yeah. It's not a

Elaine Lou Cartas: copy and paste. So I've done two courses on AI with the company. And remember, just like you were saying that money is a tool, NLP is a tool, AI is a tool. it can help you save time, just like we use a Qt or a Canly on our calendar.

Elaine Lou Cartas: But, what it is not, you. It is not a human. It doesn't have emotions. It hasn't gone through personal experiences. Or the storytelling that you could provide. So when you do put a prompt on AI, taking that, don't copy and paste it, but then editing it. Adding more of your voice and maybe stories you want to share.

Elaine Lou Cartas: And I'm not saying vulnerable stories, I mean like the Muay Thai or Thai kickboxing story that I shared earlier. Because, you are the brand. Just that I've learned from Tiffany.

Tiffany Neuman: Yeah, and it's really obvious to me when somebody's using AI, like whether it's their email or their social media, you can read it and just be like, this was definitely not that rating.

Tiffany Neuman: Like it's so formulated and so again, yeah, save time, but always put your spin on it.

Elaine Lou Cartas: Yeah. So anything else you want to add, Tiffany, or should we just wrap up and share with people how to follow us?

Tiffany Neuman: Yeah, absolutely. Yeah, we could just share. I, would just say, I would love to continue this conversation and, definitely follow both of us because I think going back to the very beginning, there's some hesitancy in what's happening over the next few years.

Tiffany Neuman: So if we reframe this as what are the possibilities? How can I stand out, how can I become a category of one brand? How can I live my legacy? Cause we both love to talk about legacy and really stand out from that perspective rather than come at it from a fear place of okay, social media is going down.

Tiffany Neuman: What am I going to do? there's, so many strategies that those of us who are in it for the long game, like I think there's actually a lot of opportunity coming our way, which is pretty awesome.

Elaine Lou Cartas: Yeah, and I think, just like the market and the economy, there needs to be corrections, right?

Elaine Lou Cartas: I think we're just seeing it in businesses. There needs to be edits or corrections. I'm not saying businesses need to go, out and adding their businesses, but I think overall it is good. For people to rebusinesses to realize what they need to work on and edit how they can be better in supporting their clients one to one.

Elaine Lou Cartas: How can they could be more intentional, conscious, trauma informed in their content that they are creating. Yeah. So this is all good.

Tiffany Neuman: I think that's a really good point, Elaine, and then like maybe to wrap up, we can, we can invite everybody listening is like we're At least at the time this is recording, but you could do this anytime.

Tiffany Neuman: We're wrapping up the year. You're probably looking ahead to the next year and like doing your goals. So re evaluate how you're showing up, how you're Being people, like it's a really great time, how you're launching. I actually, anyways, I could go off on a whole other tangent, but the last thing I will say, I actually postponed the launch of my branding program, which was going to be in February, because I realized that I had some of those.

Tiffany Neuman: ta marketing tactics that I had been using through the past, because I was taught this way. And I really wanted to re imagine the way that I did it. I really, and I also am including, some, really amazing AI things in the next round. I won't go into all the details, but anyways, When you look at that process, maybe you want to postpone things. Maybe you want to add new things, remove things, don't be afraid to take those, it felt really scary. that's my biggest revenue driver. And I'm like, I'm going to just not do it until September. That's a big gap, but I knew I can fill in the gap in other ways and still have an amazing service.

Tiffany Neuman: So anyways, I think it's an invitation for us to really look deeply because if we just keep doing the things that we've been doing. maybe that's not going to serve us the best.

Elaine Lou Cartas: putting friend hat on rather than just a guest or co host here in this episode, but we've been voxering and I remember I shared with you, I went through that two years ago where I paused and it was really scary.

Elaine Lou Cartas: And I'm like, I just don't want to launch the same way. And what was interesting, now that it's two years later, I don't do launches. I get consistent sales calls and clients. I'm making more than I did the year before. And taking that pause and reflecting now, like 2023 back, not 2020, get it? 2023 back. I'm like, I got addicted.

Elaine Lou Cartas: I realized I got addicted to that adrenaline rush. Of it's like a drug, like prepping to get this all out and then putting it all out. And it's like a rollercoaster because I'd crash. Oh, she's on. Yeah. Yeah. It was like always on and it's just really nice that it is steady. I want to be a tortoise, not a hare.

Elaine Lou Cartas: Yep.

Tiffany Neuman: 100%. And I think there's so much comparison that people do of this person got from here to there. But normally, there's always exceptions to the rule, but the people who come out of nowhere and doing big things, they've been at it for a long term. And then it just seems like they came out of nowhere because they have been the tortoise and they've been implementing and they persevered, right?

Tiffany Neuman: Yeah. I

Elaine Lou Cartas: know it's, people will always compare to like big names, right? I need to do what Oprah's doing or Tony Robbins. okay, they're like billionaires. They have resources and a team, and I'm not saying you can't get there, but be mindful of where you're at right now. Yeah. And what you could do with

Tiffany Neuman: it.

Tiffany Neuman: Yeah. And celebrate, too. we just did a thing with my group of women yesterday of, reflecting at the past year. celebrate what you did accomplish, because so often we only look to the future and what we haven't accomplished, too, Yeah. Yeah.

Elaine Lou Cartas: Despite us sharing the scariness of 2284, it's also exciting because you get to not just do a business audit, but a life audit of what do you want and how do you want

Tiffany Neuman: to show up.

Tiffany Neuman: Exactly. Yeah. And how do you want to be on the daily? Yeah. So

Elaine Lou Cartas: happy new year!