



FREEDOM

IDENTITY

CONFLICT

CONFRONT

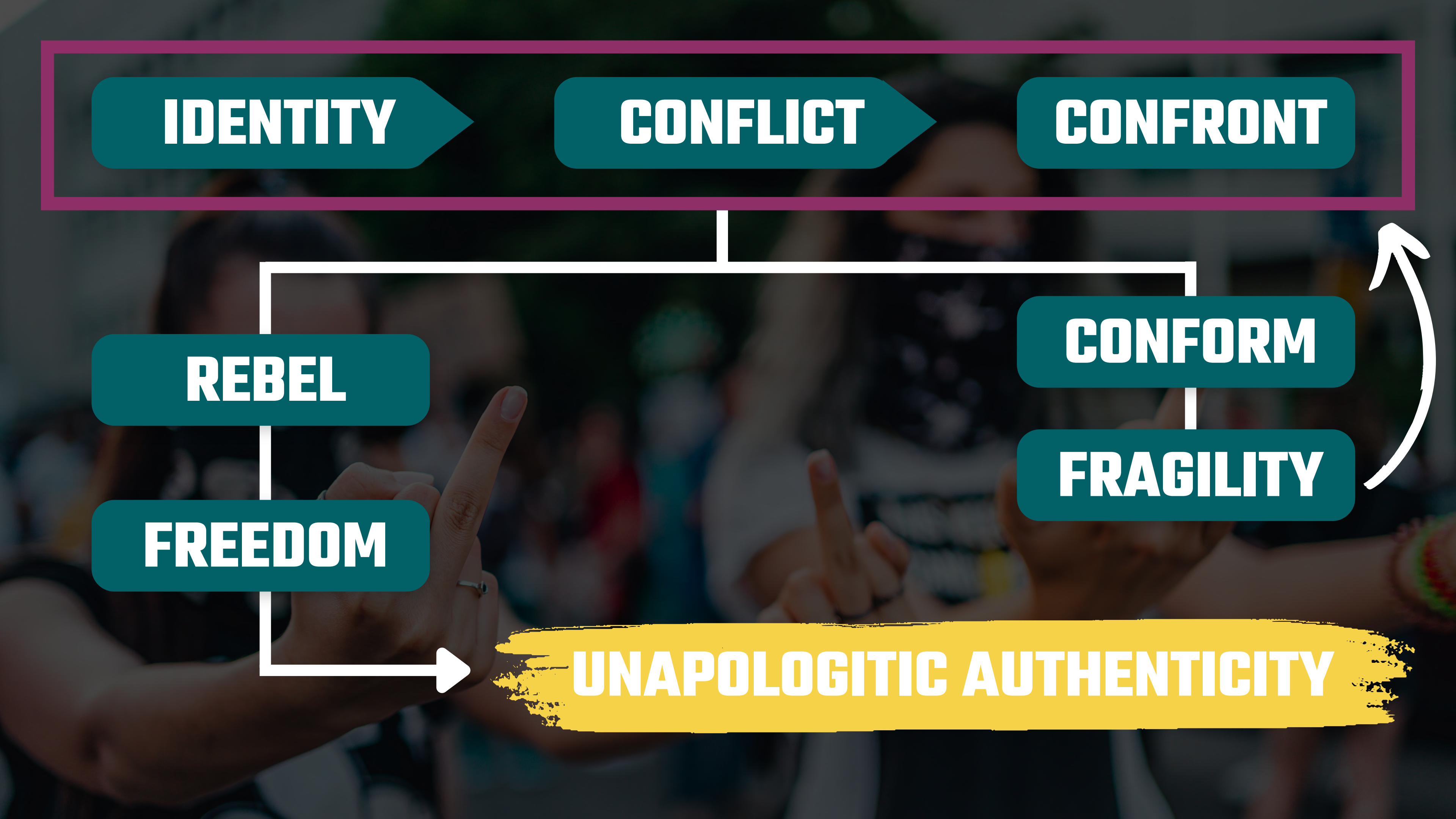
REBEL

CONFORM

FREEDOM

FRAGILITY

UNAPOLOGITIC AUTHENTICITY

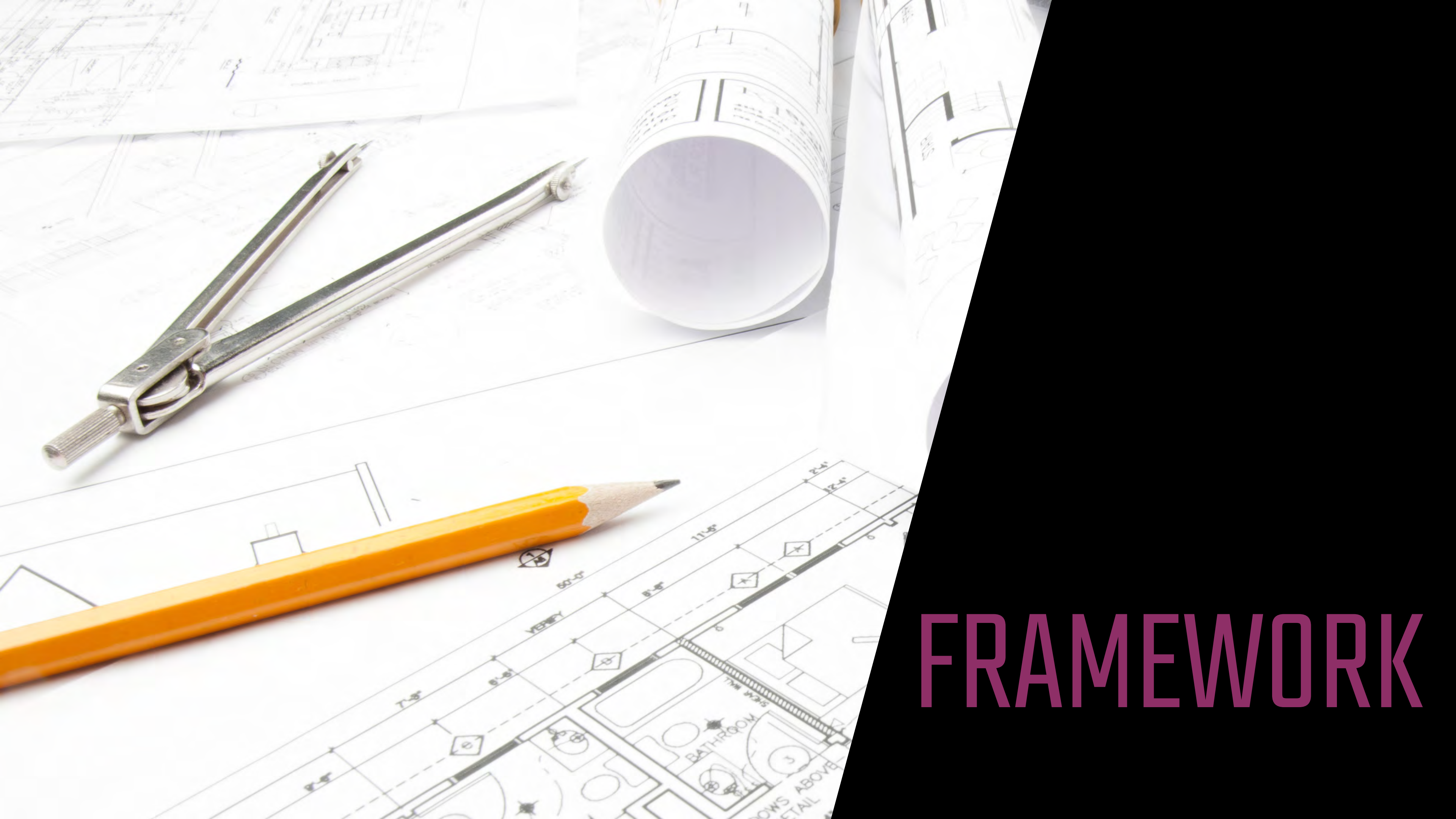




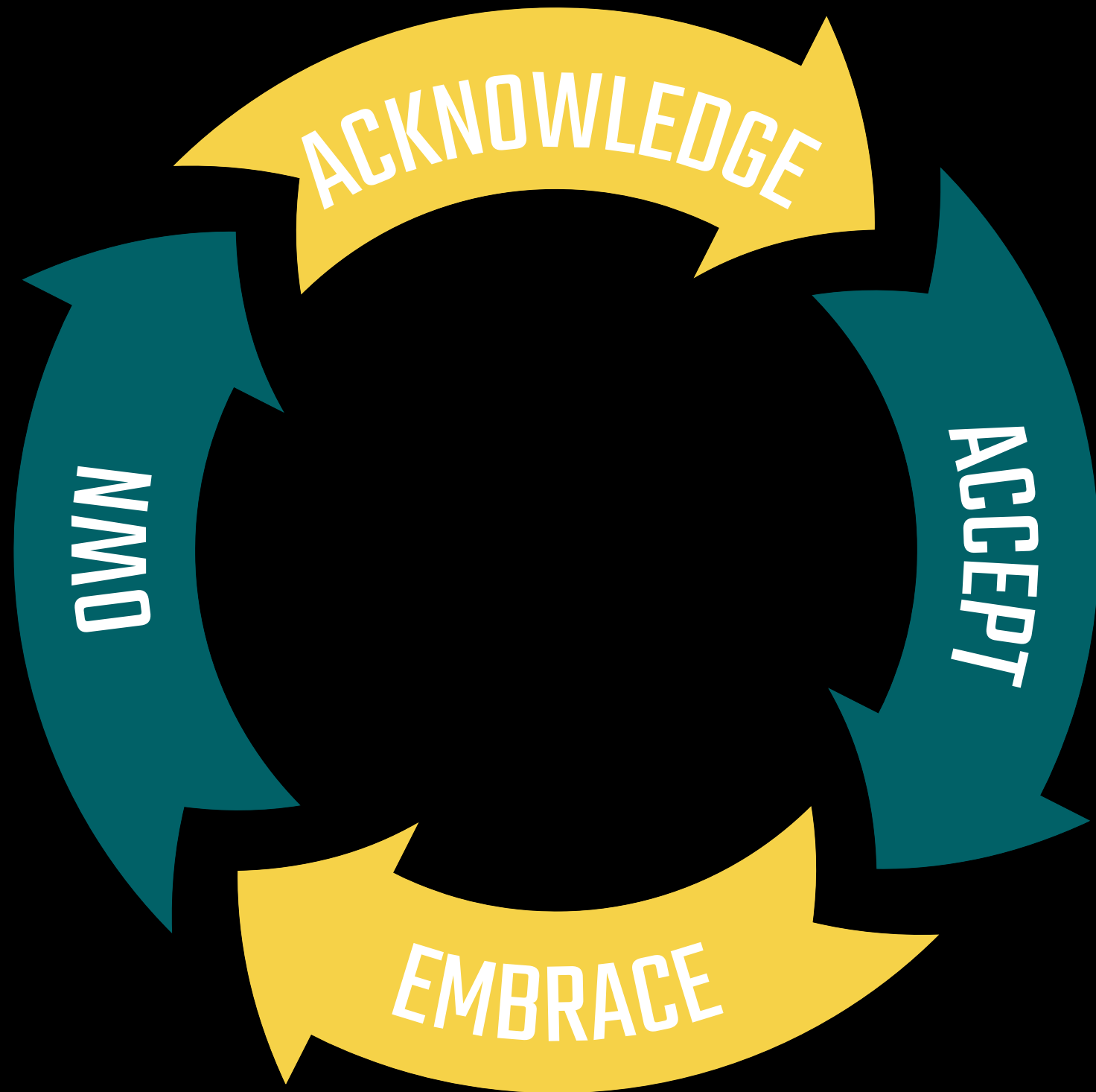
AUTHENTICITY



It's **NEVER** Easy But It's **ALWAYS** Worth It!



FRAMEWORK



Four Step Framework

Acknowledge | See It.

Accept | Welcome It.

Embrace | Love It.

Own | Harness It.

Tips & Tricks

In Your Own Time
At Your Own Pace
In Your Own Way



A group of people are dancing in a studio. The central figure is a woman in a white t-shirt with 'Aerobics' and 'Variety' printed on it, and black shorts. She has her arms raised and her head tilted back. To her right, another woman in a red tank top and black leggings is also dancing. In the background, other people are visible, some blurred, suggesting a busy dance class. The floor is light-colored wood or laminate. The overall atmosphere is energetic and joyful.

“DANCE LIKE...”

A group of people in a dance studio, with a woman in the center wearing a white t-shirt that says "Aerobic" and "Variety". The scene is dimly lit, and the background is blurred, showing other people in the studio. The text "IT DOESN'T MATTER" is overlaid in white, stylized font.

“...IT DOESN'T MATTER”

Your Unique _____ is
an Extension of Your _____

Your Creative _____ is
an amplification of your

MAD LIBS

Your Unique **BRAND** is
an Extension of Your **IDENTITY**

Your Creative **MARKETING** is
an amplification of your
VOICE

ANALOGY



Don't Look for a **Photographer**, You Want **The Mamones**

What Does That Mean?



Attract Your Dream Audience

Create Raving Brand Fans

Render Your Competition Irrelevant

Increase Prices

Improve Conversions

Inspire Fierce Loyalty



LET'S GO

Q&A
Let's Be Social
Continue the Conversation



A photograph of a group of people at a table, likely during a wine tasting or a social gathering. Several hands are visible, holding wine glasses filled with a golden liquid. The table is set with various items, including a large wedge of cheese, a glass of water, and some bread. The scene is dimly lit, creating a warm and intimate atmosphere. The word "Cheers" is overlaid in a bold, yellow, sans-serif font in the upper right quadrant of the image.

Cheers