

TAMARA LUNARDO

@tamaraoutloud

Notes courtesy of the wonderful
Jessica Buttram
@JButtWhatWhat

EMBRACING
YOUR
NEEESH



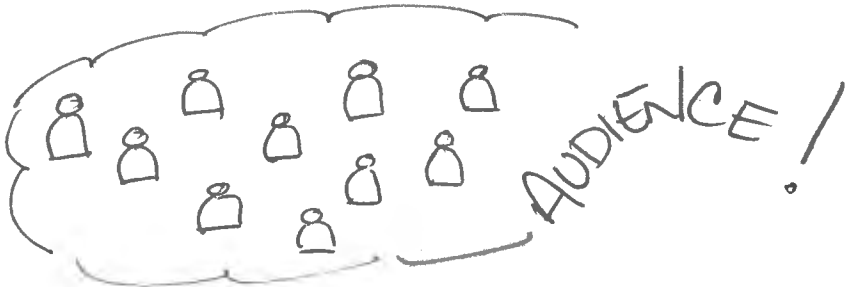
(or: "niche" for people who like to spell)



WHAT WOULD YOU DO? if no one was WATCHING.....



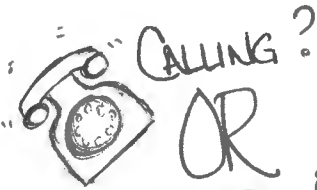
BEFORE



"I love crafting words
until they taste good"



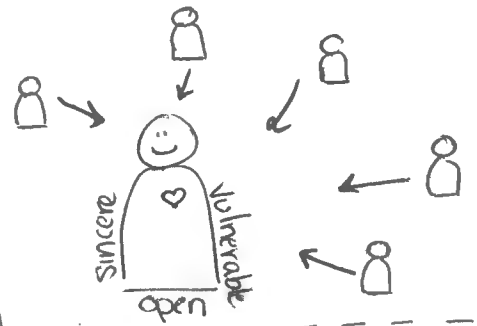
NICHE ≠ SMALL
= SPECIFIC
LOYAL



Rock only ONE!

CROWD?

DO NOT GIVE A SHIT!
WHAT ANYONE THINKS!



INVITE, don't CHASE

REDEFINE SUCCESS:
• Engaged -!
VS
• BIG - ;

Honor your GIFT = Honor the GIVER
