



# WELCOME

I love the content creation process, especially when I get to roll up my sleeves and collaborate with others. My passion is shaping words into meaningful content: building structure, developing curriculum, and refining every detail. For one organization alone, I co-wrote thousands of pages of materials, including three manuals and two comprehensive programs.

THIS GUIDE IS TO INSPIRE AND SUPPORT your creative process, the old-fashioned way, without the use of AI. Whether you are right at the start with a seed of an idea, feeling blocked, or just wanting to refine it.

THERE IS NO ONE WAY. You can apply the principles I share to many types of creative processes. Tune into what sets you up for success (this includes time of day, scene and setting, snacks on hand, etc.) Honor your creative process the whole way through. Now, let's get started!

*With Love,  
Sophia ♡*

# ONE. Your Copy Why

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It's much easier to create something when you know why you are creating it. There are so many reasons we create content.

With anyone I've worked with, under the why of "to build my business is the greater impact and reach they'd like to have. There is something unique that only you can share with the world and as you share it, your work can ripple to support others.

ANCHOR INTO YOUR MOST ESSENTIAL WHY.



# TWO. Your Audience

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## WHO ARE YOU WRITING OR CREATING FOR?

How well do you know your audience and ideal client avatar (ICA)? Learning about your audience is an ongoing process and path with no final destination.

Hold your audience and ICA in your heart and mind when you create your content.

## KNOW YOUR AUDIENCE'S WORDS, DESIRES, FEARS, CHALLENGES & GUILTY PLEASURES.

If you are creating something to change their lives, take a step further and think about how to make your work truly accessible to your audience. Consider design, structure, languaging, all of it!





## THREE. A Space for the Muse

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THE MUSE LOVES TO BE INSPIRED and also needs the spaces and parameters to flow. Set time containers, non-negotiable writing time, and find the creative spaces that work for you. Is it the coffee shop in the cute part of town, or is it by your altar where you are reminded of your intention? Is it a cabin in the woods or where no one can interrupt you? Do you start typing or need to journal by hand first? Know and embrace the conditions you need to create.



## FOUR. Create a Holistic Structure

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WHAT IS THE BEGINNING? MIDDLE? END? of your offering or content. I like to spell out. I usually sit down and create a structure based on the dates, number of calls, deadlines, etc. I also like to look at what other natural structures already exist. Are you working with systems and teachings that have structures? Can you create a structure based on the arc of your work that supports your client's transformation or learning?



## FIVE. Free Flow Writing

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Have a Journal, a notebook, or a dedicated online document to put all your ideas in one place. I LOVE writing things out in my journal first and then transferring them into a digital shareable document. I love the concept of Heartstorming, which is another way to say 'brain dump'. Another option is to audio record yourself and get the transcript. Whatever your process, get it all out and capture it in a format that is easy to edit!

In the first stages of allowing ideas to flow, do not get distracted by editing, grammar, and spelling (turn grammar check off). I know this is easier said than done, just make sure it's legible to you.

# SIX. Editing - Edit, Edit, Edit

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Editing happens over multiple drafts. COPY your work before making big edits. If something gets CUT, I feel reassured to know it still exists in an earlier version. Sometimes, I move what has been cut into a 'graveyard' document, in case it's an idea that wants to be expanded on later or can be used for short-form content. Take breaks and seek external editing and proofreading support.



SACRED SIMPLICITY. QUALITY OVER QUANTITY.

Notice if you are overgiving and sharing too much. For many clients I've worked with, we've identified that within them is a wellspring of wisdom and enough materials to create a year-long program when they are designing a 3-month course. Keep in mind what your audience needs and how they will digest the information. LESS IS MORE.



# SEVEN. Deadlines to Create

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DEADLINES ARE NECESSARY TO GET THINGS DONE. And you need enough time to create with the right amount of pressure.

UNDERSTAND YOUR OBSTACLES (internally and externally) that may get in the way of your deadlines and plan accordingly. What boundaries do you need to establish to make sure you will meet your deadline?

BE GENEROUS WITH YOUR DEADLINES, and then plan up 1.5 to 2 times. Projects almost always take longer than expected - especially if you've got a huge vision. You also need breaks so you can revisit your work with fresh eyes.

ACCOUNTABILITY. Have someone to keep you accountable and show up with whatever you've got.

Confront the perfectionist within you and remember, that what you are creating isn't final - it will keep growing & evolving.

COMPLETE IS BETTER THAN PERFECT ♡



# EIGHT. GET SUPPORT

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I know that when I'm writing my own materials, I need support and soundboarding to gain perspective beyond myself. For example, when I created a Trauma-Awareness Workbook for facilitators, the process involved consulting with others, drafting multiple versions, and refining through countless edits. Ultimately, it's a labor of love.

If there's one thing I hope you take away: you don't have to do it alone.

MOST GREAT WORK ISN'T CREATED ALONE.





# THE PRINCIPLES in review!

THINK OF YOUR CURRENT PROJECT IN YOUR HEART,  
ASK YOURSELF...

ONE. What are my Copy Whys? Why am I creating this?  
Connect to your heart and the practical aspects...

TWO. Who am I making this content for? How does it serve them?  
How can I make it engaging and responsive to what they need most?

THREE. What containers and spaces inspire me and support my  
creative process?

FOUR. What is the Beginning? Middle? End? What natural structure  
exists in what I'm creating?

FIVE. What's my favorite way to capture and get it all?  
Heartstorm or braindump?

SIX. What's my editing process and relationship to editing? Is it  
working for me?

SEVEN. What Deadlines Am I Working With? Does it feel spacious  
and keep me accountable? What boundaries do I need in place?

EIGHT. Who's on my support team? (This can include the inner  
circle and wider circle, yes, pets count too!)

QUESTIONS? COMMENTS?

LET'S CONNECT