



WELCOME

I love the content creation process. A great passion of mine is getting my hands dirty in collaboration. My other great love is in the power of words, structure, meaningful content, and refined edits. With extensive experience in copywriting, editing manuscripts, and creating playbooks, I've created a simple, no-nonsense process to accompany your endeavours.

THIS GUIDE IS TO INSPIRE AND SUPPORT your content creation 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 in to what sets you up for success (including time of day, scene and setting, snacks on hand, etc.). Honor your creative process every step of the way.

Now, let's get started!

*With Love,
Sophia* ♡

ONE. Your Copy Why

It's much easier to create something (or complete it) when you know why you're *really* doing it.

Look for the “*why*” beneath the “*why*.”

Ask yourself: beyond goals like “building my business” or “publishing a book,” what deeper impact do I hope to make?

Maybe it's to inspire, connect, or help. *Remember*, there is a story or perspective that only you can share with the world, and as you share it, your work can ripple out and guide others.

ANCHOR INTO YOUR MOST ESSENTIAL WHY.



TWO. Your Audience



WHO ARE YOU WRITING OR CREATING FOR?

How well do you know your audience? Learning about your audience is an ongoing process, not a final destination.

Only start creating once you can hold your audience in your heart and mind.

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

THE MUSE LOVES TO BE INSPIRED and also needs the spaces and parameters to flow.
Set time containers & non-negotiable writing time.
Find the creative spaces that work for you.
Know what you need to create.

Is it the coffee shop in the cute part of town? Is it by your altar when you know the kids are in daycare? Is it a cabin in the woods? Do you start typing or need to journal by hand first?



FOUR. Create a Holistic Structure

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. If it's a program, what happens to welcome participants and what supports integration. Consider what natural structures may already exist to guide your outline. For example, if you are a coach or therapist, perhaps there is a clear arc or method that supports your clients' transformation.



FIVE. Free Flow Writing

Get it all out and put 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. I know this is easier said than done, just make sure it's legible to you.

Have a Journal, NotePad, or Dedicated Online Doc to put all your ideas in one place. I LOVE writing things out in my journal first and then transferring them to text. I continue to expand on and edit my words once my work is digital. I love the concept of 'heartstorming', where you write everything out without censoring it; also, referred to as a 'braindump.'

SIX. Editing - Edit, Edit, Edit

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' doc in case it wants to be expanded on later or it makes for good short-form content.

Have some external editing and proofreading support whenever possible - even for emails! AI editing tools are great but keep in mind they still make mistakes and they can re-write the meaning of your words.



SACRED SIMPLICITY. QUALITY OVER QUANTITY.

Notice if you are saying or sharing too much - this can be overwhelming for you and your audience. 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 actually designing a 3-month course.

LESS IS MORE.

SEVEN. Deadlines to Create

DEADLINES ARE NECESSARY TO GET THINGS DONE. And you need enough time to set yourself up for success.

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 from your creation so you can revisit it 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

I know if I'm writing my own materials I need support and soundboarding. When I created a Trauma-Awareness Workbook for practitioners, it took me consulting with various people and subject matter experts, multiple drafts, and many edits. I also realized I could create a series of workbooks going deeper into the topic.

If there is one thing you take away, I hope it's that you remember: you don't have to do it on your own and, it can be a lot of fun with the right support.

MOST GREAT WORK ISN'T CREATED ALONE ♡



THE PRINCIPLES in review!

THINK OF YOUR CURRENT PROJECT, WHETHER IT'S IN ITS SEED FORM OR AT HAND. 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 my audience? 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? How do I support welcoming/landing and integration/next steps in my offering?
- ♡ 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 - pets count too!)

QUESTIONS? COMMENTS?

LET'S CONNECT