

CONTENT GROWTH PLAYBOOK ON A PAGE

THE FREESTYLE CREATOR



HIDDEN STRENGTH

You're creative, spontaneous, and confident but your content isn't going anywhere. You're not afraid to show up, and you are already doing what so many creators don't! Now it's time to be more intentional.

TRY THIS INSTEAD

Pick a post format that performed well recently.

Recreate it in 3 ways (3 different topics/angles/pain points).

Focus all your content this week on one version of your dream follower.

WHAT'S HOLDING YOU BACK?

You're vibing and we love that for you *but* your **audience is drifting**. You're creating the moment but without a clear message or structure, **your dream follower doesn't know why they should stay**.

JOURNAL PROMPT

"If I could only talk to one type of person with my content... who would that be? What would they need to hear from me this week?"