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THE ND–FRIENDLY CONTENT PLANNING WORKBOOK

PLAN YOUR CONTENT WITHOUT BURNING OUT OR LOSING YOUR VOICE

A Step-by-Step Workbook for Neurospicy Online Creators

Define Your Why

Creating content as a neurodivergent freelancer means finding ways to share your insights, experiences, and skills in formats that fit your energy, voice, and bandwidth. You don't need to go viral to be valuable. Showing up consistently, on your terms, can build real trust, spark meaningful connections, and carve out your own space online. With the right tools, you can express yourself, stay visible, and grow your impact without sacrificing your capacity or identity.

Why This Exists

Neurodivergent brains aren't broken. But most content systems assume you're a productivity machine with no sensory input, emotional nuance, or executive dysfunction. That's not realistic.

This workbook isn't about optimizing. It's about supporting.

It's not a calendar. It's a guide to help you create and post content in a way that honors your energy, your clarity, and your communication style.

You don't need to post daily. You don't need to be everywhere. You just need to show up in a way that works for you. Let's figure out what that looks like.

Who it's for:

- Neurodivergent freelancers, creators, and business owners
- People who want to be visible without performing wellness
- Anyone tired of rigid planning systems that punish inconsistency

Use what works. Skip what doesn't. Let this be flexible on purpose.

First Steps

Take a few minutes to reflect on your personal and professional goals. What are your passions, interests, and hobbies? What topics do you feel strongly about?

Write your answer here...

Consider the benefits of creating content online. What do you hope to gain by becoming an online content creator? Do you want to share your knowledge, connect with others, or build a personal brand?

Write your answer here...

Write down your why. Based on your reflections, write a brief statement that explains why you want to become an online content creator. This statement should be personal and meaningful to you.

Write your answer here...

What can this look like?

My why is to explore the messy, meaningful parts of life through honest storytelling—especially the parts that don't fit cleanly into categories. I believe that sharing our lived experience, especially as neurodivergent people, helps dismantle shame, deepen empathy, and remind others that they're not alone. Writing lets me make sense of the world, claim space for my truth, and connect with others who feel like they've had to hide theirs.

Remember, your why statement should be unique to you, and should reflect your personal goals and values. Use this exercise as a starting point to define your why, and refer back to it whenever you need motivation or inspiration to create content.

Finding Your Niche

Brainstorm your interests, skills, and expertise.

Write your answer here...

Research popular topics within those areas and identify gaps or underserved niches.

Write your answer here...

Define your target audience by considering demographics, interests, and needs.

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Are they male or female?	
How old are they?	
Single? Married? Kids?	
What do they do for work?	
Where do they live?	
What worries do they have?	
What are they frustrated with?	
What are their values in life?	
Why will they want to visit your site?	

Research popular topics within those areas and identify gaps or underserved niches.

Write your answer here...

Create a Venn diagram or list to find the intersection between your passions and the audience's interests.

Your passions   Audience's interests
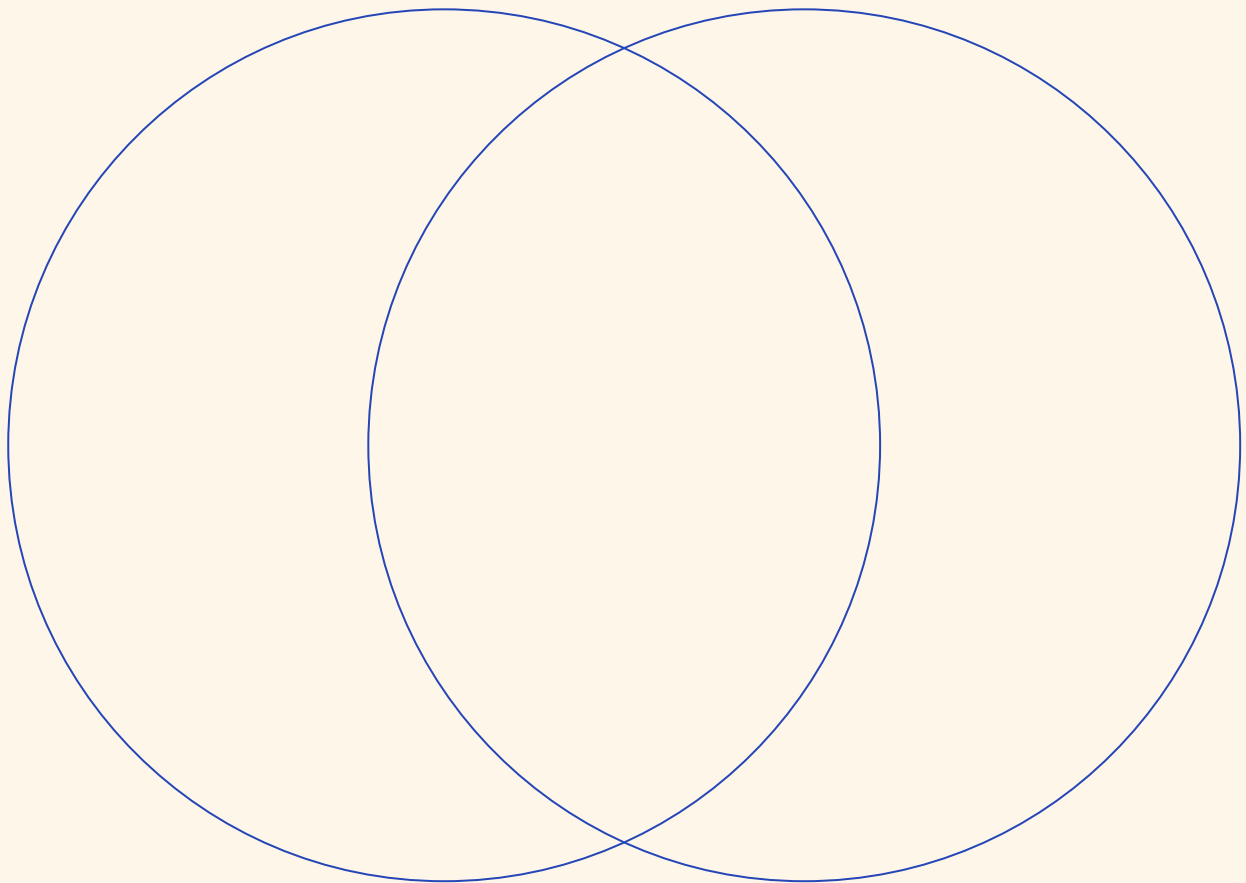
Notes:

Content Foundations

Creative Expression

Let's get clear on what you want to say and how you want to say it.

You don't need a rigid niche. But it helps to know what conversations you want to be part of, and what formats feel good (and tolerable) for your brain.

Pillar (Topic)	Format You Like	Energy Level
e.g. Burnout Recovery	LinkedIn Post	Low
e.g. Strategy & Systems	Carousel / Mini-Guide	Medium
e.g. ND Lived Experience	TikTok or Short Video	High

Prompt: What do you want to be known for? What kinds of content do you actually like making? What's a no for you, even if it "works"?

This isn't about what's trending. It's about what's sustainable for you.

Let's build a rhythm, not a schedule.

Start with a sample structure and tweak it to fit your life:

Sample ND-Friendly Content Rhythm:
- Monday: Longform or Newsletter-style (anchor topic)
- Tuesday: Data, Process, or Building in Public
- Wednesday: Rest, or repurpose something older
- Thursday: Personal insight or ND perspective
- Friday: Poll, recommendation, or quick CTA

This is just one way to do it. Feel free to:
- Swap days
- Skip days
- Post when you feel safe, not obligated

Now try your version:
- What days tend to be lower energy for you?
- Which topics feel heavier to write about?
- What could become your "anchor post" each week?

Consistency isn't about frequency. It's about recognizability. Pick what feels safe enough to repeat.

Write your answer here...
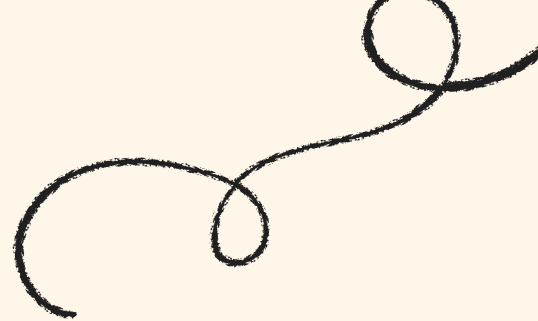
30 Plug-and-Post Prompts

When your brain is blank, your executive function is shot, and you still want to say something—start here.
Use these as-is, adapt them to your tone, or build a week of content around one.

✨ Epiphany Prompts

1. One thing I used to believe about [my industry/work] that I don't anymore
2. This idea changed the way I think about [your topic]
3. A moment I realized I was masking, even in my work
4. Here's what I thought success would look like—here's what it actually looks like
5. Something I said out loud recently that surprised even me
6. An unpopular truth I stand by in my field
7. Here's what I'm unlearning in real time
8. If I could go back and tell my past self one thing about work, it would be this
9. The best thing I did for my business wasn't strategic—it was personal
10. This might sound chaotic, but it works for my brain

Chapter 5:
Find Something to Write About

🎓 Educational Prompts

1. Here's how I approach [task] differently as a neurodivergent strategist
2. 3 signs your content strategy isn't built for real humans
3. Let's talk about the difference between visibility and performance
4. A breakdown of the system I use to [do something efficiently]
5. One small change that made a big difference in [your process]
6. Here's what no one tells you about [common task or metric]
7. A quick framework you can steal for [a challenge your audience faces]
8. What AI can't do—and why that matters for creatives
9. The best advice I ever ignored—and why I was right to do it
10. 5 questions I ask before I post anything online

💬 Connection Prompts

1. This is how I actually felt when [something 'good' happened]
2. A professional win that meant more than it probably should've
3. One thing about being neurodivergent and self-employed? [insert your truth here]
4. Here's a weird habit I have that's secretly helping me
5. The most unexpectedly emotional part of my work is...
6. I didn't expect [a tiny thing] to hit so hard—but it did
7. Sometimes I need reminders like: [3 truths you tell yourself]
8. I used to hide this part of myself. Now it's central to my brand.
9. I'm not proud of how I handled [something small], but I learned a lot
10. This is your gentle reminder that you don't have to [mask/sell/hustle] to be valuable
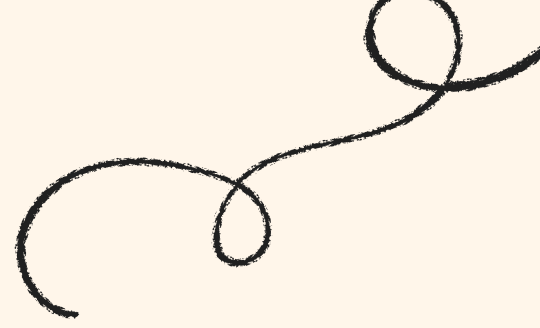
Low-Energy Content Ideas

- Repost an old post with: "Still true."
- Quote yourself from a past client convo or a past post
- Share someone else's post with 1 line of commentary
- Screenshot a note to yourself (raw > polished)
- Use this caption: "This week, I'm proud of surviving. That counts."
- Write a 3-line micro-story: "Today felt like ___, so I ___, and now I'm ___"
- List 3 things that grounded you today (or this week)
- Drop a one-liner that sums up your mood, method, or mantra
- "No caption needed." Just share the image, quote, or clip. Let silence do the work.
- Behind-the-scenes blooper or fail. Write: "This happened. I'm choosing to laugh."
- A short list of what's not working. (Format: "Currently not vibing with: 1. Deadlines. 2. Perfectionism. 3. Meetings before 11am.")
- A screenshot of your Notes app. Caption it: "Brain dump, unedited."
- "Here's something I'm still figuring out." Follow with 2 lines and a shrug emoji.
- Share a song, quote, or lyric that gets you. No explanation necessary.
- A quick "this vs that" about your process. e.g. "Planned: polished strategy breakdown. Posted: chaotic 2-liner about masking."
- Write one sentence and break it into a 5-slide carousel. (It works, it's valid.)
- "This made me feel something." Share an old comment, post, or email with a simple caption.
- Reply to a comment publicly. Start with: "Someone asked me…" and build from there.
- **Drop a meme that's way too real. **Caption it: "Insert nervous laughter here."

This week's focus pillar:

Write your answer here…

One prompt I want to answer:

Write your answer here…

One post I want to reshare or reframe:

Write your answer here…

What would feel like *enough* this week?

Write your answer here…

Keep Showing Up (Your Way)

You don't need a calendar to be consistent.

You don't need a niche to have value.

You don't need a team to show up with clarity.

You just need a system that doesn't collapse when you do.

This is that. But it's also just a beginning. This workbook is here to hold space for your voice: messy, nonlinear, and completely valid.

You don't have to be loud to be heard. You don't have to post every day to be present. You just have to show up as yourself—strategically overstimulated, beautifully inconsistent, and deeply human.

You're not behind. You're not broken. You're building something that fits you. And if you need support? I'm still here.

- Book time with me: Ask Romina Anything (Except to Sit Still)
- Follow me on LinkedIn + TikTok

Thanks for being here. Let's make content that feels like you.

Romina