

Romina Massa

THE SUSTAINABLE ✨ CONTENT WORKBOOK

FOR CREATIVES WITH A
BRAIN (AND A LIFE)



A Step-by-Step Workbook
for Smart Online Creators

Define Your Why

Creating content as a modern creative, whether you're overwhelmed, multi-passionate, neurodivergent, or just tired, means figuring out how to share your thoughts in ways that don't drain you. You don't need to go viral to be valuable. You don't need to be optimized to be impactful.

Showing up consistently (on your terms) builds trust, connection, and visibility without forcing you into a system that was never designed for your brain, your schedule, or your emotional bandwidth. With the right support, you can express yourself, stay visible, and grow your creative or professional impact without burning out or losing your voice.

Why This Exists

Most content planners assume you're a machine. No emotional waves. No executive dysfunction. No sensory overload. No real life. That's not realistic. That's why this workbook isn't about optimizing. It's about supporting.

It's not a calendar. It's a flexible system you can use to plan, post, and show up in a way that feels human and sustainable.

You don't need to post every day. You don't need to be everywhere.

You just need a rhythm that works for your energy, your clarity, and your creative style. Let's figure out what that looks like.

Who this is for:

- Creatives, freelancers, and solopreneurs with more ideas than bandwidth
- People building visibility without chasing virality
- Anyone tired of content "rules" that punish inconsistency
- Neurospicy folks looking for structure that doesn't collapse under pressure

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 short statement that explains why you want to create content online. This should be personal and meaningful—something you can come back to when motivation fades or algorithms get loud.

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 lived experiences helps dismantle shame, deepen empathy, and remind others they're not alone. Writing lets me make sense of the world, claim space for my truth, and connect with people who feel like they've had to hide theirs.

Remember, your *why* should reflect your goals and values, not someone else's version of success. Use this exercise as a grounding point to reconnect with what matters most to you. Revisit it whenever you need clarity or inspiration to show up again.



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.

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?

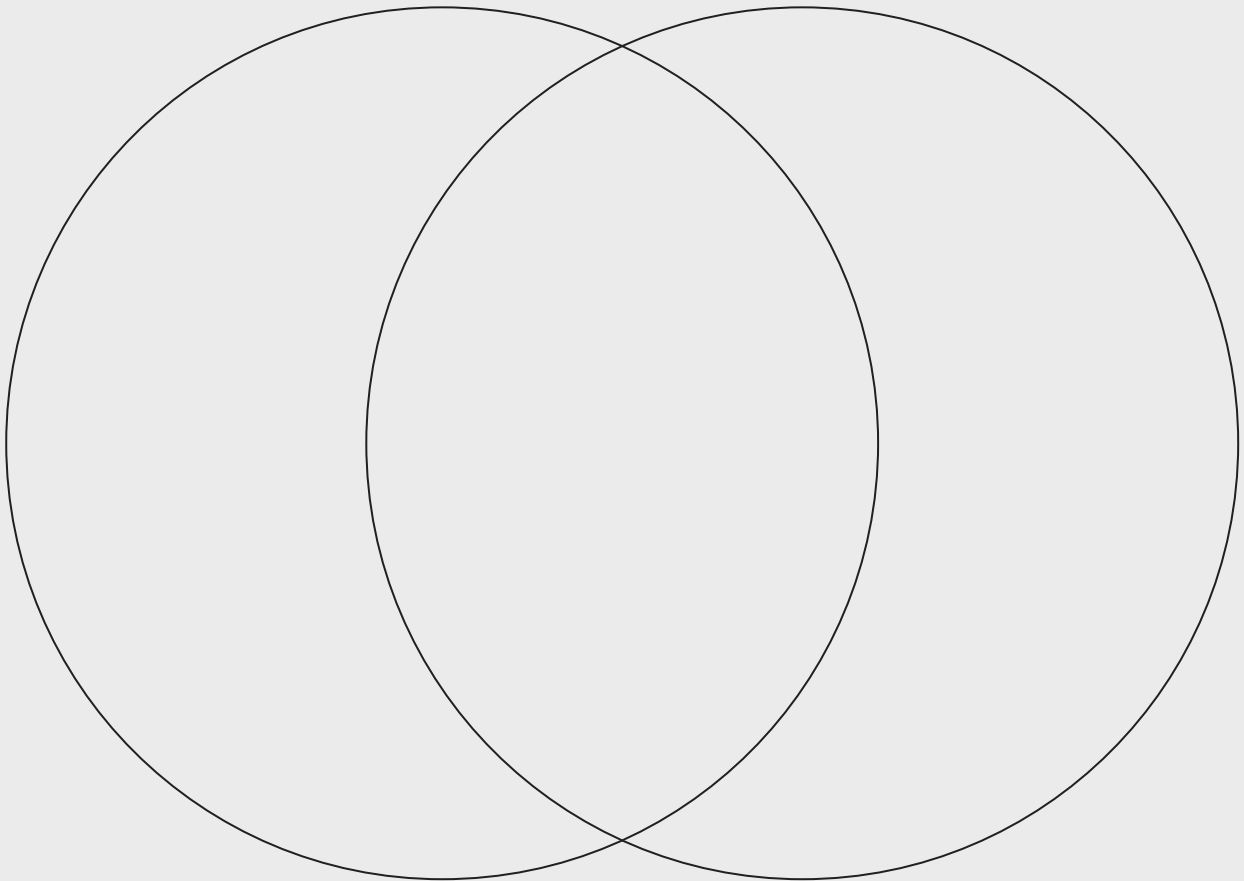
Research popular topics within those areas and identify gaps or underserved niches.

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 niche carved in stone. But it *does* help to know what kinds of conversations you care about, and what formats feel doable (and not soul-crushing) when your energy is low or your brain's doing that thing again.

Pillar (Topic)	Format You Like	Energy Level
e.g. Burnout Recovery	LinkedIn Post	Low
e.g. Strategy & Systems	Carousel / Mini-Guide	Medium
e.g. Creative Process Rants	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 "performs"?

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

Let's build a rhythm, not a schedule.

(Or a content prison.) Start with a simple structure and tweak it to fit your actual life: energy dips, real-world chaos, and all.

Sample Sustainable Content Flow:

- Monday: Longform or newsletter-style post (anchor topic)
- Tuesday: Tip, breakdown, or "how I did it" post
- Wednesday: Repurpose something old or skip entirely
- Thursday: Personal reflection, behind-the-scenes, or vulnerable share
- Friday: Poll, shoutout, or call to action

This is just a model, not a mandate. You can:

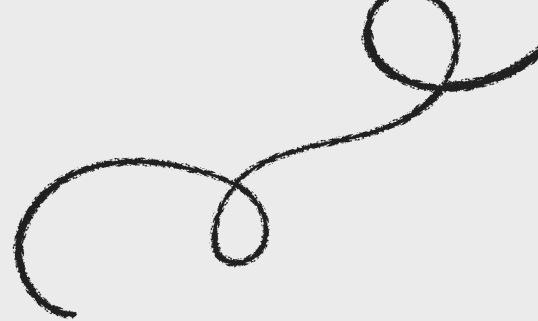
- Swap days
- Skip days
- Go silent when needed
- Post when it feels safe, not performative

Now try your version:

- What days tend to be lowest energy for you?
- Which topics feel heavier to write about?
- What could become your "anchor post" each week—the one thing you aim to show up for, even if nothing else happens?

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

Write your answer here...



30 Plug-and-Post Prompts

These are your low-bar, high-impact content ideas for days when energy is low, clarity is fleeting, and you're pretty sure you forgot what your niche is. Use them as-is, remix them to match your tone, or build a whole week of content around one. No pressure, no overthinking. Just start.

✦ 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 caught myself performing instead of showing up
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

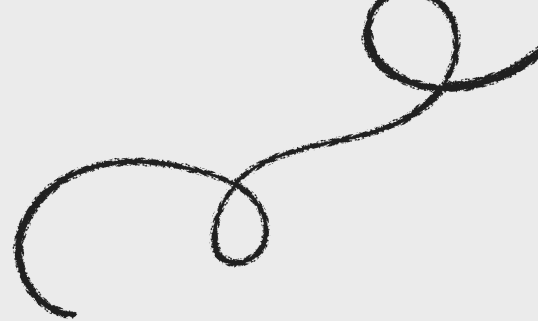
Chapter 5: Find Something to Write About

Educational Prompts

1. Here's how I approach [task] differently than most people
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 myself 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 working for myself? [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 [chase, perform, prove] to be valuable



Low-Energy Content Ideas

- Repost an old post with this caption: "Still true."
- Quote yourself from a past client convo, DMs, or post
- Share someone else's post with one 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 post the image, quote, or video.
- Behind-the-scenes blooper or fail. Caption it: "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."
- Screenshot your Notes app. Caption: "Brain dump, unedited."
- "Here's something I'm still figuring out..." Follow with 2 lines and a shrug emoji.
- Share a lyric, quote, or meme that gets you—no explanation needed.
- Do a quick "this vs. that" about your process.
- Planned: polished strategy breakdown. Posted: chaotic 2-liner.
- Take one sentence and break it into a 5-slide carousel. (Yes, it works. Yes, it counts.)
- "This made me feel something." Then share an old comment, post, or message.
- 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 be valuable.
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, beautiful.
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, busy, brilliant, wildly 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