

BUSINESS & SKILLS

The Creator Playbook

Give your ideas a direction.

GUIDE / FIRST EDITION

Read it. Use it. Make it yours.

BEFORE YOU BEGIN

Make this yours.

Create useful content around a clear audience need. This guide gives you a repeatable process for ideas, scripts, filming, publishing, review, and an eventual resource your audience can use.

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A NOTE ON THIS EDITION

An original Ownable resource for personal use. Work through the examples, then use the worksheets to make a plan that fits your life.

Choose the person you want to help

A clear content focus begins with a person and a useful problem. Describe what someone is trying to do, what keeps getting in the way, and what you can explain from experience. Start narrow enough that you can make a helpful post today.

QUESTION	MY ANSWER
Who is the reader or viewer?	
What are they trying to do?	
What is confusing or difficult?	
What can I demonstrate clearly?	

WORKED EXAMPLE

A home cook with little evening time may need quick dinner decisions, not a broad promise to “transform their life.” A creator can show a one-pan meal and explain the preparation.

My content focus in one sentence