

# CP WEBSITE COPY

STYLE: Playful, colorful, artsy

## PAGE 1: HOME

### Headline

Not a course. Not a hustle. This is a journey.

### Sub-line

Monthly events, simple strategies, and one clear action for creators who want to build with intention.

### CTA

Watch the latest event (leads to Events page)

## What this is

### What is Creator Playbook?

Creator Playbook is a monthly check-in on your creative journey.

One short event on the 1st of every month.

Simple strategies.

One clear action point: creating and building deliberately in a noisy world.

## How it works

### Watch

A short monthly event exploring one idea that matters to creators right now.

### Think

About the strategy and how you can apply it to your journey.

### Act

On it and share your story. Nothing more.

## Why now

The world feels louder than it used to.

Things move fast. People are anxious. As a creator, you feel the pressure to keep up, even when you don't know what you're chasing. The result is a quiet kind of confusion where you're making content but you're losing clarity and direction.

Creator Playbook exists for this moment.

A monthly check-in on your creator journey that helps you slow down, pay attention to what's happening around you, test simple strategies, and turn all the noise into one clear action you can take before the next chapter.

If you've felt the confusion, the frustration, or the overwhelm, this is for you.

## About me

This is the result of a ten year journey, starting in 2015.

The first 3 years were tech, driven by pure curiosity. I got hooked on the idea that you can give a computer instructions and it will execute them right in front of you. That obsession turned into building small games and apps, then real projects and early products, launching things while still in uni.

The next 7 years were about creating. I followed that same curiosity into design, art, motion, and 3D, learning what makes us stand out, and how to make things people actually feel. That was my introduction to storytelling.

3 years of tech and 7 years of art. That order matters. Here's why:

Someone who spent their ten years in tech sees this new era through the lens of systems. Someone who spent ten years as a creator sees it through craft and culture. I've lived both worlds long enough to see the overlap, and the gap creators are standing in right now.

Creator Playbook is built for that gap.

A monthly checkpoint to slow down, understand what's happening, test simple strategies, and keep building with intention. I'm inviting you to be a part of that journey.

## **This month**

### **Chapter 1 | INTENTION**

One sentence describing the idea.

- Creating intentionally in a world of chaos.
- Finding alignment across work and life.
- Staying authentic while everyone copies.

### **CTA**

Watch the event (embedded YT video)

## **Be Intentional**

Creator Playbook isn't something you buy.  
It's a story you step into.

## **PAGE 2: EVENTS**

### **Title**

Creator Playbook Events

### **Sub**

Each event captures a moment in the journey.  
Start anywhere.

### **Chapter 01 | INTENTION**

One-line promise.

## **PAGE 3: TOOLBOX**

### **Title**

Creator Toolbox

### **Sub:**

Simple tools designed to help creators think clearer and move faster.

Zero fluff. One job per tool.

## **Toolbox cards**

### **Toolbox Name**

One-line description of what it does.

Button:

- Access toolbox

### **Gate copy (important):**

Enter your email to unlock this toolkit.

No spam. Just the journey.