



A SOMATIC WORKBOOK

Why You Keep Not *Posting* (And It's Not Because You're Lazy)

*Procrastination is not laziness.
It is a nervous system response, and it is not your fault.*

zoffie · visible and consistent af

Hey, it's Zoffie.

I wrote this in pockets of time, while my son's outside riding his bike or lost in his own game. That's just how life works when you're full time mothering, unschooling, and building a business out of a caravan.

I have created this book because I shamed myself for nine years for being unable to do what I desperately wanted to: post online.

It took me nine years to start posting online. Not nine years of thinking about it once and forgetting. Nine years of wanting to show up every single day, and putting it off.

First I told myself I didn't know enough, so I scrolled to learn more. Then I told myself I hadn't done enough cool stuff yet, but then I was travelling overseas and still couldn't hit post. Then I decided I wasn't cool enough. Interesting enough. Enough, full stop. The more I scrolled, the less worthy I felt.

Obviously, these beliefs didn't just show up in my goals, they showed up in all areas of my life. So I hit rock bottom at 27. It cracked me open into realising my self-worth issues had led to a lifetime of self-abandonment. I couldn't remember the last time I'd felt real joy. I genuinely thought it might be made up.

I realised rock bottom was a very firm foundation to build on, and threw myself into personal development, spirituality, and mindset work, slowly rebuilding my self-worth, self-esteem, confidence, and self-love. Three years into my personal rebuild, I managed to start posting online. Yahoo!

Eight months later, I burnt out completely. I hadn't realised I still didn't feel safe to be seen, so I was chasing trends, blending in, overthinking every caption, and content was taking me hours and hours to make.

I logged off every platform for two and a half years. In that time I did a lot of work with EFT tapping, journaling, and rewriting my own story with visibility.

I'd been bullied at school. I thought I was well and truly over it, hadn't thought about it in years. But my body hadn't forgotten. The moment I tried to expand my visibility again, it didn't feel safe, because it hadn't been safe back then. That was the whole reason I kept procrastinating, making excuses, calling myself lazy. Once my body felt safe enough to actually tell me, all of it came up in a tapping session.

This workbook is what I needed. Please take it as my way of paying it forward, because I promised I would.

I want you to know that I believe in you. There are things that you know, and ways that you see things, that only you have. There are people who are waiting for you, exactly as you are. I know you can feel it, that's why you are here.

There is NO shame in the procrastination that has come before this, all the fear, all the doubt. You are a deep feeling, deep thinking person and you care. All the best qualities. Don't shame yourself for them.

Hopefully this book teaches you to work with your body, rather than against it.

Zoffie x



"Everyone says 'just do it', and no one tells you how. It's not the hooks, the scripts, or the b-roll that actually get you online. It's feeling safe in your body, and safe as who you are."

What procrastination actually is

It is not a discipline problem or a consistency problem. It's a fear that lives in your body, and your body is reacting appropriately to what it remembers.

Procrastination around being seen is your nervous system doing exactly what it's designed to do: protect you from a threat it remembers, even when that threat isn't actually here anymore.

Your body doesn't know the difference between "someone might judge my post" and "someone might reject me from the group entirely." To an old, wired-in part of you, being seen and being unsafe are still the same event. So the second you go to hit publish, your body pulls the handbrake, and calls it laziness, perfectionism, or "I'll do it tomorrow."

THE REFRAME

You're not avoiding the post, your body is avoiding what it thinks will happen if you become visible.

What does your body think will actually happen if you post? Don't stop at "they'll judge me", play the whole scene out, right to the end.

A PRAYER FOR YOU

I release the belief that I am lazy, undisciplined, or simply not cut out for this.

I remember that my body has only ever been trying to keep me safe.

I trust that I can feel afraid and take the next small step anyway.

And so it is.

The wound part

Your body hasn't just invented this fear, it's remembering something that happened, a moment you went to be "bigger" and got shut down.

Most of us land here one of two ways:

SEEN TOO MUCH

Criticised, laughed at, or punished for standing out. Visibility meant danger, so the body learned: shrink, and you'll be safe.

SEEN TOO LITTLE

Ignored unless useful, praised only for being agreeable. Visibility meant nothing happened, so the body learned: don't bother, it won't land anyway.

Both wire the same instruction in: don't be visible, it's not safe. Your adult brain knows perfectly well that a caption on Instagram isn't the same as your childhood dinner table. Your nervous system hasn't been told. This is the gap this workbook works in, not your beliefs, your body's memory.

Which one sounds more like you, seen too much, or seen too little? What's the earliest memory that comes with it?

A PRAYER FOR YOU

I forgive the version of me who learned that being seen wasn't safe.

I thank her for protecting me the only way she knew how.

I now choose to update the story she's been carrying alone.

And so it is.



"The best part about doing the work to feel safe enough to post, is that the safety trickles into every facet of your life. One of the best ways to get in touch with a version of you that's different to the one you show the world at the moment, is posting online."

Acknowledging it, in the body

This is where it stops being theory and starts being useful.

You can't think your way out of a body response. You can only meet it, which is a completely different skill to "positive self-talk."

TRY THIS, BEFORE YOU TRY TO POST

- 1. Name it.** "There is a tightness in my chest, and ____." Once you name what's happening, you separate yourself from it.
- 2. Feel it, and do it anyway.** "I can feel this, and I do it anyway. I am safe."
- 3. Regulate, then act.** A hand on your chest. A few slow exhales, longer than the inhale. A round of tapping if you know it. Do this before you post, not instead of posting.

The goal isn't to feel calm or confident before you're even allowed to be seen. Everyone, I mean EVERYONE, who has gone to post online has felt what you are feeling right now. It feels like a party with the cool kids that you haven't been invited to, but actually, everyone who is showing up and posting is rooting for everyone else who is showing up and posting, because they know exactly how hard it is.

Confidence comes after reps, not before them. It only comes from doing. So you are absolutely NOT going to think your way to feeling confident enough to post.

Get this: I have worked with people who have over 100,000 followers who do not feel safe to be themselves online. They are terrified. We trick ourselves into believing that once you have the followers, you become invincible, but it's not true. We all feel fear. The difference is, they pushed through it.

Imagine going to post online, and the discomfort that brings up. Now ask your body: what was the first time I felt this?

A PRAYER FOR YOU

My body is not my enemy, it is my oldest ally.

I give myself permission to feel the fear and act anyway.

Safety was never the absence of fear, it is trusting I can hold it.

And so it is.

Be your own detective

Every excuse you've ever had for not posting is a clue. Follow them backwards.

"I don't know enough." "I haven't done enough cool stuff." "I'm not interesting enough." If you've cycled through reasons like these, and they kept changing shape while the not-posting stayed exactly the same, that's the tell. The reason was never the reason. Something underneath was picking a new excuse every time the old one stopped holding up.

This page is you playing detective on your own life. Answer slowly. You're not looking for a tidy answer, you're looking for the moment the trail goes cold.

What's every reason you've told yourself for not showing up, in order? (Not enough X, then not enough Y...)

When did you first want to be seen, create, or post, and what stopped you that very first time?

Now go earlier. Before any of this had anything to do with the internet, when's the first time being seen didn't feel safe? School, home, a friendship, anywhere.

What did you do in that moment? Go quiet, shrink, perform, disappear, something else? Is that still what you do now?

A PRAYER FOR YOU

I am willing to see the pattern clearly, without shame.

Every clue I find is evidence of how well I protected myself, not proof something is wrong with me.

I trust the story I'm uncovering is leading me somewhere freer.

And so it is.

Write your why

Not the polished one, THE REAL ONE BABE.

Everyone's got a version of "why" that sounds good in an interview. That's not the one we're after here. Go deep. Not wishy-washy, not noble-sounding, not the one you'd say out loud to impress someone. Make it selfish. Make it true.

IF YOU GET STUCK

It can be about proving someone wrong. It can be about the life you want to build for your kids. It can be about never wanting to feel invisible again. There's no wrong answer here, only an honest one.

Why do you actually want to post online? Keep asking yourself why, until you hit the bottom of it.

A PRAYER FOR YOU

My reasons don't need to make sense to anyone but me.

I am allowed to want this for myself, loudly and without apology.

My why is enough reason to begin.

And so it is.



"You don't have to feel ready. You just have to feel it, and go anyway."

Rewrite it

You found the moment. Now go back to her, as you are now, and finish what actually happened.

Think of the younger version of you from the memory a few pages back. How old is she? Where is she? What does she believe about herself in that moment, that she's not safe, not enough, not allowed to take up space?

THE LETTER OUT

Write to her. Tell her you're sorry that happened, that she didn't deserve it, and that it was never about her. Tell her what you know now that she couldn't have known then. Tell her she's safe now, and how you know that.

THE LETTER BACK

Now let her answer. Actually write it, in her voice, however young or scared or stropky that is. What does she need to hear from you, specifically, before she'll believe any of it?

THE LETTER FROM YOUR FUTURE SELF

One more. Write to yourself, right now, from the version of you who's already posted, already been seen, already done the scary thing. What does she want you to know? What does she want to thank you for, for not giving up on her?

A PRAYER FOR YOU

I go back to that little version of me, and I do not leave without her.

She is safe now, because I am here to be what she needed.

The old story is complete. A new one begins the moment I choose it, and I have chosen it.

And so it is.

The old story had a line in it, something like "I'm not interesting enough" or "it's not safe to be seen."

Write the new line that replaces it. Not a hype affirmation, just a line that's actually true now.

Your three biggest visibility blocks

A quick look at what's usually running underneath, once the freeze itself has been named.

FEAR OF JUDGEMENT

Sounds like: "What if they think I'm stupid," "I need to make sure they like me."

Not everyone will like you. Not even pizza manages that. You're not here to be everyone's cup of tea, you're here for your people, and mostly, you're here to be you.

PERFECTIONISM

Sounds like: "It's not good enough yet, I'll just tweak it more," "I'll start when I'm more ready."

None of us ever feel ready, but no one ever wants to admit it. Show up anyway, and the clarity will come from the doing, not the other way round. YIKES. I know 😂

IMPOSTER SYNDROME

Sounds like: "Who am I to teach this," "Eventually they'll realise I'm not qualified."

You only need to be one step ahead of someone to help them. Someone out there needs to hear it in the exact way only you say it.

Fear of judgement, perfectionism, imposter syndrome, they're not three separate problems to fix one by one.

They're symptoms of the same nervous system state we've been working with this whole workbook. Regulate the root, and a lot of this noise quiets down on its own.

A PRAYER FOR YOU

I release the need to be liked by everyone, and reclaim the ones I'm actually here for.

I release the need to be perfect, and choose progress instead.

I release the need to already be the expert, and trust I am exactly one step ahead of someone who needs me.

And so it is.

Where this workbook stops, and the work begins

What you've done on these pages is notice the pattern: where it started, where it lives in your body, and how to meet it instead of muscling through it. That's real, and it matters. You're allowed to stop right here and just carry that with you.

IF YOU WANT TO GO DEEPER

This workbook found the block and gave you words for it. Content Confidence is where you actually clear it: a full guided EFT tapping session, tapfirmations that land, a confidence meditation, and the exact camera and lighting setup to make posting feel like less of an event.

Same nervous system work, just with me sitting next to you for the whole thing instead of a workbook doing its best from the page.

THE NEXT STEP

Content Confidence

A mini-course for face to camera, so you can actually hit post.

A guided tapping session, tapfirmations, a confidence meditation, and a quick camera and lighting breakdown, so you walk away not just understanding why you freeze, but no longer freezing.

Just \$27 AUD

Instant access. Do it once, or come back to it every time an old pattern flares up.

zoffiefig.com/contentconfidence

See you on the inside, Zoffie x



@ZOFFIEFIG

*"I don't have a niche. I am the niche.
But I do have a throughline:
does this make them feel safer to be themselves,
or excited to be alive?"*