

# What's Really Stopping You?

Your personalised visibility guide

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The Perfectionist

The Hider

The Serial Starter

The Overthinker

# Seriously. You actually did it.

## And that matters more than you think.

Most people scroll past quizzes like this, think "I should do that," and then never do. You actually stopped. You sat with some uncomfortable questions and answered them honestly. That is not a small thing.

A lot of the people who would benefit most from showing up online never even get this far because they are waiting to feel ready first. You did not wait. You just did it. Remember that.

Inside this guide you will find four visibility blocks. One of them is yours. Read your result, or read all four. You will probably recognise yourself in more than one, which is very normal and also very human.

Each section has a short story from my own experience, an honest look at what is really going on underneath the block, and some prompts to get you moving. No fluff. No ten-step frameworks. Just the real stuff.

### How to use this guide

- Find your result type in the pages ahead
- Read the story, your block, and the reframe
- Pick one action prompt and do it before the day is out
- Book a free call at the end if you want a thinking partner

## The four visibility blocks

### The Perfectionist

Hiding behind not ready yet

### The Hider

Afraid to be seen, not afraid to fail

### The Serial Starter

Works in cycles, not content rhythms

### The Overthinker

Waiting for clarity that never arrives

You got: **The Perfectionist**

## Your content is not unfinished. You are just scared of what happens when people actually see it.

*A gentle reframe: you are not a perfectionist. You are someone who cares deeply and has forgotten that done is so much kinder than perfect.*

I spent weeks on a B-roll video of me making art. Filmed it. Edited it. Added music. Was genuinely proud of it. Then watched it back one more time and decided the lighting was off. Kept tinkering until posting it felt too high stakes to get wrong. It sat in my drafts for three months and never went up. Not because it was bad. Because I cared too much to let it be imperfect.

### WHAT IS REALLY GOING ON

- Perfectionism is not about quality. It is about safety.
- If it is never quite done, you never have to find out what people think.
- The bar keeps moving because that is the whole point.
- You are not being fussy. You are protecting yourself from being seen.

### WHAT IT LOOKS LIKE IN REAL LIFE

- You create something good and spend twice as long making it "better."
- Your drafts folder has more life in it than your actual feed.
- You tell yourself you will post when you feel more ready.
- Spoiler: ready never actually shows up at the door.

### THE REFRAME THAT CHANGES EVERYTHING

- Your audience cannot find a video that lives in your camera roll.
- Imperfect and published beats perfect and invisible every single time.
- The content that helps someone does not have to be your best work.
- It just has to exist out there in the world.

### WHAT YOU ACTUALLY NEED

- Not more editing. Permission to be a little bit messy.
- Something at 80 percent is infinitely better than nothing at 100.
- Posting is a skill. You only get better at it by doing it badly first.
- Give yourself the chance to find out what people actually think.

### Try this today

- Set a timer for 20 minutes. Create something. Post it when it goes off. Do not reread it first.
- Find one piece of content sitting in your drafts right now. Post it today as it is.
- Ask yourself honestly: what is the actual worst thing that happens if it is not perfect?

You got: **The Hider**

## You know exactly what you would say if nobody you knew was watching. That is the post.

*A gentle reframe: you are not someone who lacks confidence. You are someone who has been performing for the wrong audience inside your own head.*

I uploaded a YouTube video and someone at work stopped me the next day. You have a YouTube channel? Not mean. Just genuinely surprised, like I was a different person. I went home and made it private. Then public. Then private again. Nobody said anything bad. But that one moment lived in my head every time I went to post. I was creating for that voice instead of for the people actually searching for what I made.

### WHAT IS REALLY GOING ON

- There is a specific face that appears when you think about posting.
- Usually someone judgmental. Often someone who is not even following you.
- You are creating for their imagined reaction, not for your real people.
- That is an exhausting and completely unfair audience to create for.

### WHAT IT LOOKS LIKE IN REAL LIFE

- You make something you like and immediately picture who might cringe.
- You keep your content vague so nobody can pin anything on you.
- You publish, panic, and quietly delete it within the hour.
- Or you just never post at all. Safer that way.

### THE REFRAME THAT CHANGES EVERYTHING

- The people you are scared of judging you are not your audience.
- Somewhere out there someone needs exactly what you have to say.
- They cannot find you because you are hiding from someone who is not even looking.
- That is the trade you are currently making.

### WHAT YOU ACTUALLY NEED

- Write your next post for one specific real person who needs it.
- Not for everyone. Not for the critics. Just for that one person.
- When you create for them, the fear of the others genuinely shrinks.
- That is how you start showing up like yourself.

### Try this today

- Write down the name of the person who hijacks your brain when you post. Look at it. Choose not to create for them.
- Post something small and low stakes today. A question. A thought. A single honest sentence.
- Unfollow anyone online who makes you feel smaller. Your feed shapes your courage more than you realise.

You got: **The Serial Starter**

## You have not failed at consistency. You just keep trying to run a rhythm that does not fit your real life.

*A gentle reframe: you are not someone who cannot follow through. You are someone who works in cycles, and your system has been designed for a life you do not actually live.*

I work in cycles. Always have. I will be in a creative wave, posting feels easy, ideas are everywhere. Then my daughter needs something, work stacks up, I miss a few days. And instead of just coming back, my brain decides the gap is proof that I am someone who does not follow through. So I stop. Wait for a fresh start next month. Next month arrives. Life happens again. The problem was never my commitment. It was a rhythm built for a much quieter life than mine.

### WHAT IS REALLY GOING ON

- You are a cyclical person trying to live in a linear content world.
- Missing days feels like failing, so you stop and wait to restart.
- The restart needs a whole new plan, which takes energy you do not have.
- And the whole cycle begins again from scratch.

### WHAT IT LOOKS LIKE IN REAL LIFE

- A strong creative burst followed by a complete disappearing act.
- More time planning the comeback than actually coming back.
- Guilt about the gap that makes starting again feel heavier than it should.
- A fresh start that is always just around the next corner.

### THE REFRAME THAT CHANGES EVERYTHING

- Missing days does not break anything. Only refusing to return does.
- Consistency for you might look like waves, not a straight line.
- Showing up imperfectly and regularly still beats perfect silence.
- Coming back after a gap is not failure. It is the whole skill.

### WHAT YOU ACTUALLY NEED

- A system so small it survives a genuinely chaotic week.
- Permission to post one thing and call that an actual win.
- Something built around your real life, not an imaginary organised one.
- The next post after a gap is always the most important one.

### Try this today

- Commit to one post this week. Not a plan. Not a system. Just one post, this week.
- Next time life pulls you away, do not wait for a fresh start. Post something the very next day.
- Design your content habit around your actual life. What could you do even on your hardest week?

You got: **The Overthinker**

# Clarity is not something you find before you start. It is something you build by starting.

*A gentle reframe: you are not unclear. You are someone who has been waiting for a permission slip that only comes from doing the thing itself.*

I had a document called My Niche. Thirteen pages long. Mission statement. Values. Three audience personas. Brand colours. Zero posts. Meanwhile someone online with half my ideas was posting every week, figuring it out in public, occasionally getting it wrong, posting again. She was not clearer than me. She had just stopped waiting to feel ready. I had been writing about showing up instead of actually showing up.

## WHAT IS REALLY GOING ON

- Waiting for clarity feels like responsible preparation.
- But it is also a very comfortable way to never have to be seen.
- The clarity you are waiting for only comes from posting, not from planning.
- You cannot think your way into a voice. You have to actually use it.

## WHAT IT LOOKS LIKE IN REAL LIFE

- A detailed strategy document and zero published posts.
- A niche that gets redefined roughly every three weeks.
- Consuming ten times more content than you create.
- Waiting to feel ready. Still not quite feeling ready.

## THE REFRAME THAT CHANGES EVERYTHING

- Every post is a data point. You are learning what actually resonates.
- You cannot gather that data from inside your own head.
- Your first ten posts are research, not a permanent reputation.
- The niche tends to find you. You do not find the niche.

## WHAT YOU ACTUALLY NEED

- Not a clearer message. One messy, imperfect, real post.
- Post an opinion. Post a question. Post something you genuinely think.
- See what happens. Then do it again and notice what happens then.
- That is the whole strategy right there.

## Try this today

- Post one genuine opinion today. Not your niche. Not your brand. Just something you actually believe is true.
- Close the strategy document. Open a blank page. Write one thing and post it.
- Ask yourself: if I already knew what my thing was, what would I post today? That is your post.

A NOTE FROM JENNY

# I will walk with you through this.

Reading about your block is one thing.  
Actually moving through it is another.  
You do not have to figure this out on your own.

## On our free 20-minute call, we will:

- Name exactly what is keeping you stuck and why it keeps showing up
- Map out what your version of showing up could actually look like
- Find the one first step that fits your real life right now
- Figure out together whether I am the right person to walk alongside you

*I have been where you are. I know what it takes to move through it.*

**Book your free call with Jenny**

[calendly.com/jennytlandis/20mins](https://calendly.com/jennytlandis/20mins)

No pitch. No pressure. Just two people figuring out your next step together.