



THE SELF-ISH CREATOR PLAYBOOK

Come Back to Yourself

Tami Sue Heckel

Rediscovering yourself in the second half of life—one small
choice at a time.

Meet the woman you're becoming

You are not starting over from nothing. You are starting from experience.

You have spent decades being useful, available, responsible and needed.

You have been a mother, grandmother, caregiver, maker, helper and the person who shows up.

Somewhere inside all of that, parts of you became quieter.

Now you are asking a different question: *What do I want this part of my life to feel like?*

That question is bigger than skincare. It is bigger than jewelry. It is bigger than building a Beauty Society business. It is the beginning of

your brand.

You have an opportunity to become the woman other women recognize themselves in—the woman who is not pretending to have everything figured out, but who is willing to rediscover what brings her joy and invite others to do the same.

That is why you do not need to become louder. You do not need to become younger. You do not need to become trendier. You do not need to become more polished.

Your audience does not need another person telling her how to fix herself. She needs someone reminding her that she still gets to choose herself.

“You need to become more recognizable.”



YOUR MOVE

Stop thinking of yourself as someone trying to build a beauty account. Start thinking of yourself as a woman documenting—and leading—a rediscovery.

RECOGNIZED

You are the throughline.

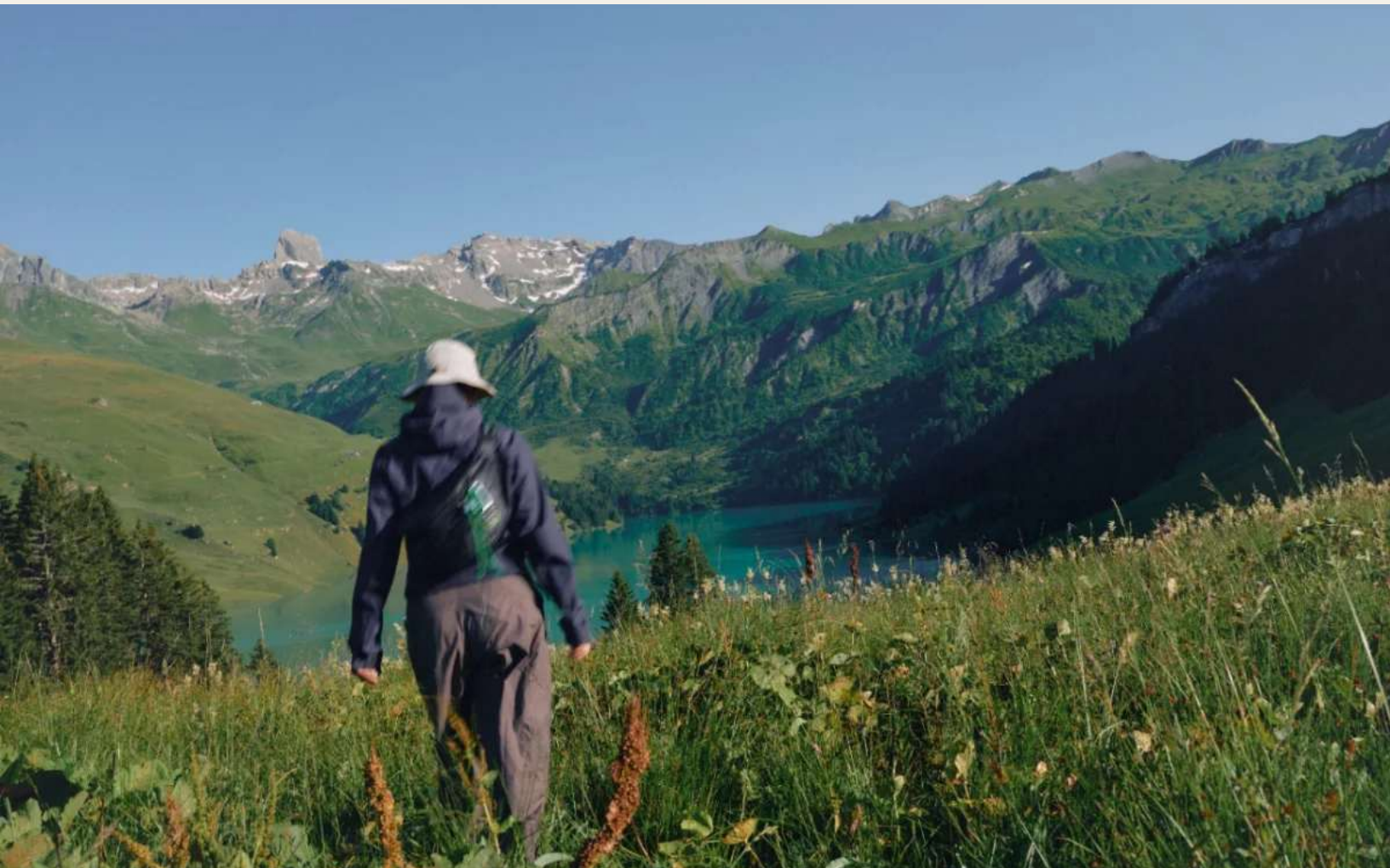
Beauty Society can help fund the journey.

Creativity can give it personality.

Nature, books, animals, jewelry and simple rituals can give it texture.

But you are the throughline.

You are becoming the trusted companion for women who are ready to come back to themselves.



Your brand at a glance

WHO YOU ARE FOR

Women roughly 50–70 who have spent years caring for everyone else and are wondering what they want now.

THE PROMISE

You haven't missed your chance to become yourself. Small acts of beauty, creativity and self-care can help you find your way back.

YOUR VOICE

Warm. Conversational. Gently funny. Curious. Earthy. Imperfect.

YOUR FIRST COMMERCIAL FOCUS

Beauty Society products experienced as simple, real-life self-care rituals.

THE PROBLEM

They have become so identified with their responsibilities that they have lost touch with the small things that make them feel like themselves.

YOUR ROLE

Fellow traveler. Trusted guide. Not polished expert.

YOUR PLATFORM HOME

Primary: Facebook. Supporting: Instagram. Owned: personal email list.

YOUR REVENUE DIRECTION

Build toward approximately \$500 per week while first proving consistent customer activity. Do not reverse-engineer that goal into an arbitrary order quota until your real average order value, commission tier, repeat purchasing and expenses are established.

Your brand statement: Rediscovering yourself in the second half of life —one small choice at a time.

YOUR VISUAL WORLD



Warm
Ivory
F4F0E8

Weathered
Sand
D8C8B5

Clay Rose
B88478

Moss
7B8064

Deep Olive
424737

Espresso
352F2B

Soft
Terracotta
A8634F

YOUR TYPE SYSTEM

Elegant editorial serif for emotion.
Warm, readable sans serif for clarity.
Large serif pull quotes. Small restrained uppercase labels. More air than decoration.

YOUR FILTER Before publishing anything, ask: does this help a woman come back to herself?

The big picture

“She understands where I am.”

Your greatest advantage is not expertise. It is recognition.

A woman in her fifties, sixties or seventies who discovers you should not think: *“I wish I could be like her.”* She should think: *“She understands where I am.”*

That changes how you build your business. You do not need to compete with polished beauty creators producing elaborate tutorials. You do not need to chase every launch. You do not need to post product after product.

You will build around something more durable: trust.

Your audience has spent years responding to other people's needs. Some are entering retirement. Some are watching children leave home. Some are becoming grandparents. Some are caring for aging parents. Some simply woke

up one morning and realized they no longer know what they enjoy when nobody else is asking something from them.

You understand that season because you are living your version of it. That makes your curiosity useful. You can say: “I’m trying this.” “I forgot how much I liked this.” “This tiny thing made me feel more like myself today.” “Maybe you needed this reminder too.”

That voice is stronger for you than expert language because you are not selling superiority. You are creating companionship.

Beauty Society fits when it becomes one of those small rituals. Your creativity fits. Nature fits. Books fit. Music fits. Your scattered days fit. Even the moments when you have to restart fit.

Your job is not to hide the life around the business. Your life is what gives the business meaning.

THE NEXT 90 DAYS • RECOGNITION, NOT EXPANSION

Month 1

Prove you can consistently show up with a clear message.

Month 2

Turn recognition into more conversations and natural product interest.

Month 3

Identify which stories, rituals and product connections actually create customers—and repeat them.

Recruiting, complicated funnels, multiple new platforms, jewelry launches and a larger creator-commerce ecosystem can come later. Right now, simplicity is an advantage.

PLATFORM

Facebook is your home base

Facebook is where your business should grow first. It suits both your audience and the way you naturally communicate.

Your source strategy notes strong Facebook usage among adults 50+ and women, while the platform has also been emphasizing original creator-made content. That works in your favor.

You do not need a production studio. You need original moments from your actual life.

Facebook is where people should get to know you, recognize themselves in your stories, answer your questions, see Beauty Society inside your real routines, start Messenger conversations, and gradually become customers.

YOUR WEEKLY RHYTHM

Four

primary Facebook visibility pieces per week.

-
- 2 conversational, photo or story posts
 - 1 short original Reel
 - 1 question, ritual or product-connected post

You do not need to publish every day. Your goal is dependable presence—not constant presence.



Open like Tami

Do not open like a marketer. Open like you.

TRY

“At 63, I'm realizing I spent a lot of years knowing what everybody else liked.”

“I almost talked myself out of doing this because...”

“Does anybody else have a hobby they somehow stopped making time for?”

“This is such a small thing, but it made me feel human again today.”

“I didn't need a makeover. I needed ten minutes that belonged to me.”

These work because they begin with a feeling your audience may already understand.

INVITE CONVERSATION

“What would yours be?”

“Anybody else in this season?”

“Tell me what you used to love doing.”

“Want me to show you what I use?”

“If this sounds like you, send me a message.”

STOP

Copying another seller's wording.

Making the product the entire story.

Assuming every post needs a sales link.

Disappearing because you missed the schedule.

Treating modest views as failure when the right women are responding.

START

Documenting small moments.

Asking better questions.

Replying to substantive comments.

Listening for the exact words women use to describe their lives.

Making product content an extension of a personal story.

A TAMI VERSION

“I was working on jewelry this afternoon and caught myself staring at how dry my hands looked. Not exactly a life crisis—but it reminded me how easy it is to ignore myself while I'm busy doing everything else. I've started keeping this hand cream beside my work area because I'll actually use it if it's right there. Small thing. Big difference in whether I remember to take care of myself. Anybody else have something you keep where you can actually remember it?”

The product is present. But the woman comes first.

“People buy trust before they buy products.”

Instagram is support. Not another job.

Instagram gives your strongest ideas another opportunity to find women who may not know you yet.

Do not build a separate content machine for it. Use the idea or raw footage you already created for Facebook. Then change the execution.

FACEBOOK

“At 63, I'm realizing I spent a lot of years knowing what everyone else wanted before I knew what I wanted.”

INSTAGRAM REEL

ON SCREEN

“Ever realize you don't know what you like anymore?”

VOICE

“I spent years being available to everybody else. At 63, I'm figuring that out again.”

Same idea. Different arrival.

YOUR RHYTHM

Approximately two Reels per week. Stories only when something genuinely worth sharing is happening.

KEEP THE CTA SIMPLE

“Have you felt this too?”
“Save this for the day you need the reminder.”
“Tell me what you're rediscovering.”

“Never let the supporting platform dictate your week.”

Themes people begin to recognize

You do not need endless ideas. You need themes people begin to recognize.

01 REDISCOVERING ME

PURPOSE

Let women follow your own second-half rediscovery. This is where humor, imperfect days, starting again, ADHD real life and choosing yourself belong.

EXAMPLE

“At 63, here are three things I'm learning I actually enjoy when nobody else gets to choose.”

YOUR MOVE

Notice one moment each week when you made a choice because you wanted it.

02 LITTLE RITUALS THAT BRING ME BACK

PURPOSE

Make self-care feel accessible instead of indulgent. Coffee. Nature. Grounding. Jewelry making. Books. Music. Simple beauty rituals.

EXAMPLE

“Ten quiet minutes outside with coffee before anybody needs me.”

YOUR MOVE

Document the ritual while it is happening. Do not recreate it later.



The woman comes first

03 BEAUTY THAT BELONGS TO REAL LIFE

Beauty Society belongs when the product appears inside an actual life. Not when life is staged around a product.

EXAMPLE

“The two things I keep beside my jewelry table because that’s the only way I remember to care for my hands.”

Keep content focused on authentic use and Beauty Society's approved direct purchasing process. Do not invent an independent resale system.

04 WHAT ARE YOU REDISCOVERING?

Turn your audience into participants. Ask questions such as: “What is something you used to love doing that quietly disappeared from your life?”

Their answers are not a distraction from your strategy. They are audience intelligence. They will tell you which stories, products and future ideas matter.

YOUR MOVE

Ask one thoughtful question every week. Reply to every substantive response.



“Build the product story around the ritual—not the ingredient list.”

Your secret weapon

Your first lead magnet should not be a skincare guide. That would make the company the center of your brand too early.

Instead, create something that expresses the deeper promise underneath everything you are building.

Your woman has spent so much time meeting other people's needs that she has forgotten what reconnecting with herself actually looks like.

She does not need an overhaul. She needs a starting point.

COMMENT KEYWORD

BACK



Come Back to Yourself
7 Tiny Ways to Feel Like You Again

PROMOTIONAL CTA

"I'm putting together something for the woman who's spent years taking care of everybody else and is ready to hear herself again. It's called Come Back to Yourself: 7 Tiny Ways to Feel Like You Again. Comment BACK and I'll send it to you."

7 tiny ways to feel like you again

There is a strange moment that can happen in the second half of life. You finally have permission to think about yourself... and you aren't completely sure what you want.

That doesn't mean you lost yourself. It means you may need a little time to hear yourself again. You do not need to reinvent your life this week. Try one tiny act of rediscovery instead.

1 REMEMBER SOMETHING YOU USED TO LOVE

Write down one thing you enjoyed before life became so busy. Do not decide whether it is practical. Just remember it.

3 TOUCH SOMETHING CREATIVE

Cook. Garden. Draw. Make jewelry. Decorate. Write. Sew. Arrange flowers. The result does not have to be good.

5 NOTICE WHAT GIVES YOU ENERGY

At the end of the day ask: "When did I feel most like myself today?"

2 GIVE YOURSELF TEN UNNECESSARY MINUTES

Drink coffee outside. Browse a bookstore. Sit in the sun. Listen to a song. Do something that does not produce anything.

4 CREATE ONE SMALL CARE RITUAL

Use the lotion. Put on the earrings. Wash your face slowly. Light the candle. Make caring for yourself visible.

6 SAY NO TO ONE AUTOMATIC YES

Before agreeing to something, ask whether you actually want to do it.

7 CHOOSE ONE THING TO REPEAT NEXT WEEK

Rediscovery does not happen through dramatic reinvention. It happens when a small choice becomes yours again.



From comment to connection

Start manually. Do not automate the relationship before you have enough volume to require automation.

WHEN SOMEONE COMMENTS “BACK”

01

Reply publicly:
“Sending it to you.”

02

Send a Messenger
note with your
signup-page link.

03

After she opts in,
automatically email
the guide.

04

End the email by
asking what she
wants to
rediscover.

05

Personally respond
to genuine replies.

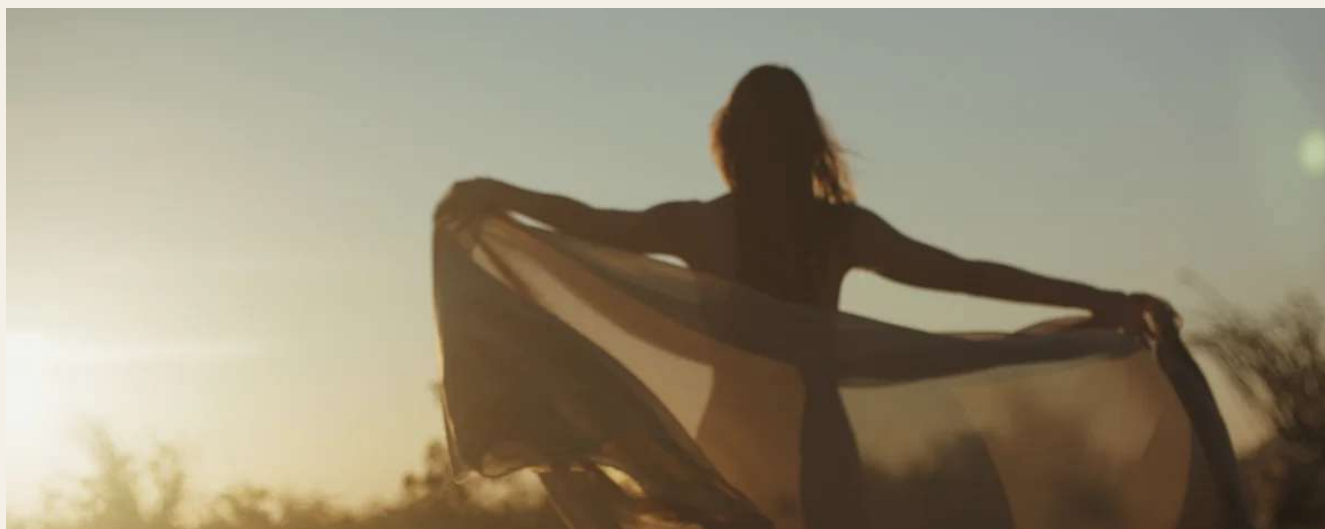
MailerLite is the starting email tool in your
source strategy.

Your list belongs to your personal brand. Not
Beauty Society.

Before using that independent list to promote
Beauty Society products, confirm the company's
current rules around customer information and
email promotion.

If you later work through an eligible Facebook
business Page and volume makes automation
useful, the source strategy identifies ManyChat as a
possible comment/keyword automation tool.

For now: relationship first, automation later.



Your creator commerce plan

Your creator business should grow outward from trust. During your first 90 days, Beauty Society remains the anchor revenue source.

Your positioning is not: “Here are products you should buy.” It is: “Here are little ways I’m learning to take care of myself again.”

Later, once women are engaging consistently with your lifestyle and rediscovery content, carefully selected non-competing recommendations may fit.

FUTURE CATEGORIES

CREATIVITY

Jewelry-making and creative tools.

REFLECTION

Books and journals.

RITUAL

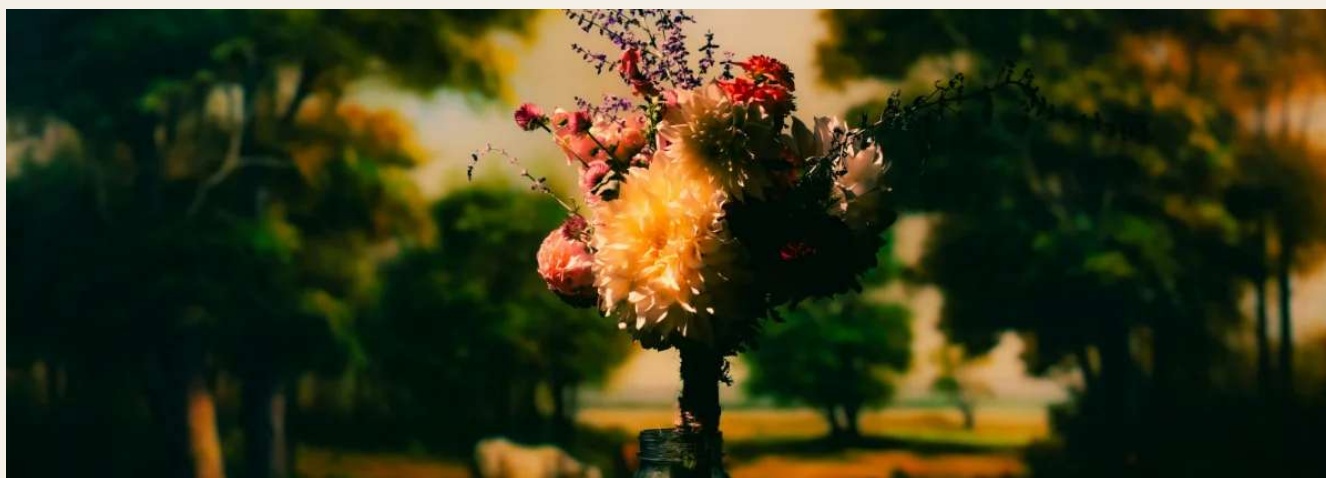
Coffee and simple ritual accessories.

NATURE

Grounding and outdoor essentials.

HOME

Comfort and creative-living items.



Beauty, skincare, cosmetics and similar products should stay anchored to Beauty Society unless another recommendation is confirmed to be non-competing and permitted. Whenever compensation or affiliate commission is involved, disclose that connection clearly where the audience will actually see it.

YOUR MOVE

Keep a private list called *Things I already recommend without being paid*. That becomes your future commerce filter.

Tami's toolbox

You do not need twenty tools. You need a few that support the business you are actually building.

META BUSINESS SUITE

Use it to keep Facebook and supporting Instagram activity manageable in one ecosystem. Schedule when helpful. Review results. Manage conversations. Do not use it to create an unnecessarily complicated content calendar.

MAILERLITE

Use it for your personal email list, your *Come Back to Yourself* signup page, and simple delivery automation. You do not need a full website yet.

TWO CREATORS TO STUDY

Margaret Manning

SIXTY AND ME

Study how clearly she knows who she serves. Your lesson is not publishing volume. Your lesson is specificity.

Notice: audience specificity, companion-style communication, curiosity about aging, and community around shared experience.

Beth Djalali

STYLE AT A CERTAIN AGE

Study how age-specific framing makes familiar lifestyle subjects feel relevant to a particular woman.

Notice: consistency, age-aware messaging, conversational invitations, and the integration of life and products. Do not copy her polish or fashion-centered identity. Your advantage is earthier. More intimate. More visibly in process.

Study specificity, not imitation.



What to read, hear + use

BOOK

The Artist's Way

Julia Cameron

Do not read it because you need to become an artist. Read it because practicing how to hear yourself again fits the personal transformation underneath your brand.

PODCAST

Wiser Than Me

with Julia Louis-Dreyfus

Listen for the language women use when talking honestly about age, identity, perspective and decades of living. Keep a note in your phone called *Things women say that feel true*.

BOOK

Building a StoryBrand

Donald Miller

Read it for one business lesson: your audience is the hero, you are the guide. That distinction will help keep Beauty Society from becoming the center of every story.

POWER SONG

“Brave”

Sara Bareilles

Not because you need to become fearless. Because this season requires being visible before you feel completely ready.

AI · CHATGPT

Use AI to make execution easier. Not to replace your voice.

Do not ask AI to turn you into a generic viral beauty account. Your imperfect language is part of the trust.

“Turn these messy notes into three possible Facebook openings that still sound like me.”

“Help me shorten this without making it polished.”

“Give me five questions I could ask women 50–70 about rediscovering themselves.”

“Help me organize what people said in these comments into themes.”



Your first 30 days

Your first month does not need to prove that you can build a huge audience. It needs to prove three things: you can show up, the right women respond, and some of those conversations can naturally move toward products.

WEEK ONE

Become recognizable

Clarify your Facebook profile. Publish your first personal rediscovery story. Establish your baseline using your last 5–10 comparable pieces of content.

MEASURABLE WIN

Complete at least 6 of your 7 Fast-Start actions and create five genuine audience conversations or responses.

WEEK TWO

Prove the three core themes

Publish one Rediscovering Me story, one Little Rituals That Bring Me Back piece, and one Beauty That Belongs to Real Life piece.

MEASURABLE WIN

Identify which theme creates the highest-quality responses. Not simply the most views.



What each week must prove

WEEK THREE

Turn content into conversation

Publish your *What Are You Rediscovering?* question.

Follow up personally with women who give substantive answers.

Introduce the *Come Back to Yourself* lead magnet.

MEASURABLE WIN

Generate at least five meaningful audience conversations and begin building your independent email list.

Write down the exact phrases women use. Their language becomes future content.

WEEK FOUR

Connect trust to customer activity

Publish one real-life Beauty Society ritual.

Follow up with every genuine product question.

Review your entire month's attention, connection and conversion data.

MEASURABLE WIN

Identify at least one repeatable content pattern that produces both meaningful audience response and customer movement.

Build Month 2 around what produced the strongest combination of connection and commercial interest.



Your 7-day fast start

You are not being asked to become a full-time creator. This week is deliberately simple.

DAY 1

Claim the brand

Update your intro or bio around *rediscovering yourself in the second half of life*.
Record your baseline using 5–10 comparable recent posts or Reels.

DAY 2

Tell the truth

Post: “I spent years being available for everybody else. At 63, I'm figuring out what I actually like again. Anybody else in this season?” Reply to every meaningful response.

DAY 3

Show one ritual

Share coffee outside, jewelry, nature, grounding or another real ritual. Explain why it makes you feel more like yourself.

DAY 4

Listen

Ask: “What is one thing you used to love doing that somehow disappeared from your life?” Reply genuinely.

DAY 5

Connect story to product

Show one Beauty Society product inside an actual ritual. End with: “Want me to show you what I use?”

DAY 6

Build camera confidence

Create a 20–45 second Reel using your hands, a product, jewelry or nature with your voice over it. No polished setup. Adapt the strongest version for Instagram.

DAY 7

Review

Compare the week by topic. Identify strongest connection, easiest content, product interest, and what you want to repeat.

Three targets. That's enough.

6/7

CONSISTENCY

Complete at least 6 of 7 planned actions.

5

CONNECTION

Create at least five genuine audience interactions or conversations that go beyond a quick reaction.

1–3

COMMERCIAL MOVEMENT

Generate one to three qualified product questions or next-step conversations.

“A sale is welcome. It is not required for Week 1 to prove that the strategy has potential.”

Your question at the end of Day 7 is simple: *What am I repeating next week?*

Your 30-day scorecard

Do not invent improvement percentages before you have a real baseline. Measure what happens. Then compare.

ATTENTION

Average Facebook
Reel views or reach.
Profile visits.

CONNECTION

Meaningful
comments. Shares.
Replies. Messenger
conversations.

CONVERSION

Product questions.
Follow-ups. Orders.
Repeat orders.
Commission. Net
income against
known expenses.

EXECUTION

Planned visibility
actions completed.
Aim for at least 80%
across the month.

OWNED AUDIENCE

New email
subscribers. Email
replies. Not simply
opt-ins.

WEEKLY TRACKING

WEEK	CONTENT PUBLISHED	AVG VIEWS / REACH	MEANINGFUL RESPONSES	CONVERSATIONS STARTED	PRODUCT QUESTIONS	ORDERS / REPEAT	COMMISSION / NET	WHAT WORKED
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One

Two

Three

Four

THE CHAIN YOU ARE BUILDING

Attention → Recognition → Conversation →
Trust → Customer activity

Views, followers and likes alone do not
prove business growth.

Read the signals

Reach rises. Conversation doesn't.

Your opening may be catching attention, but the story is not emotionally specific enough. Strengthen the story or question. Do not simply chase more reach.

Profile visits rise. People don't stay.

Strengthen your bio, brand statement and pinned content. Make it immediately obvious why the right woman should stay.

Views are high. Nobody moves closer to the business.

Ask whether the content is attracting people who enjoy watching but do not identify with the woman you serve.

Conversation rises. Product movement doesn't.

Do not immediately sell harder. Make the relationship between the woman's situation, your ritual and the product clearer.

Views are modest. The right women are messaging.

Keep going. You may be building a smaller, highly relevant audience.

Everything stays flat.

Review the topic first. Then the hook. Then the format. Then platform fit. Do not automatically conclude that you are the problem.

One post takes off.

Study it. Repeat the underlying pattern. See whether it works twice.



“At the end of each week, make one adjustment. Not seven.”

When self-doubt shows up

There will be days when the strategy is not the problem. Your brain will simply try to convince you not to execute it. Remember:

- 01 You do not need to feel ready before you publish. Confidence comes after repetition.
- 02 Missing one day does not mean you failed. Your skill is learning to restart quickly.
- 03 You are not competing with women who have been creating for ten years. You are learning to become recognizable.
- 04 Your age is not the obstacle. It is part of the reason the right woman may trust you.
- 05 You do not need to sound like an expert. "Here's what I'm trying" is enough.
- 06 A conversation with the right woman matters more than empty reach from a thousand wrong ones.
- 07 You are allowed to build slowly enough that the business still feels like your life.
- 08 You do not need another idea every time you get uncomfortable. Repeat what already works.

YOUR SINGLE 90-DAY FOCUS

Become recognizable before trying to become big.

At the end of 90 days, the most meaningful signal will not be a follower number. It will be recognition. Women begin saying things like: "You always remind me that it's not too late." "I've been thinking about what I used to enjoy too." "You make me feel like I can start again." "I thought I was the only one."

Alongside that recognition, customer activity should become clearer: product conversations, repeat orders, commission, and net income. Not attention without trust. Not trust without business. A creator business where the two reinforce each other.



CLOSING

Tami,

You do not need to become someone new to make this work. You need to let people see more clearly who you already are.

The woman who loves making things. The woman who notices beauty in small moments. The woman who feels better outside. The woman who sometimes gets distracted. The woman who has cared deeply for other people. The woman who is finally asking what she wants too.

Those pieces do not make your brand messy. They make it human.

Your job now is not to launch everything you could eventually become. Your job is to show up often enough that the right women begin to recognize what you stand for.

One story. One ritual. One conversation. One customer. Then another. Consistency will do more for you than intensity ever could.

You are not trying to become an influencer. You are becoming the woman other women trust when they are ready to come back to themselves.

YOUR MOVE

Start with Day 1. Then do tomorrow's work tomorrow.



SELF-ISH