



ROSES & THORNS *Content Journal*

**Use This Reflection Journal to Create Relatable
Story-Based Content That Sells**

created by Sarah Layton



WELCOME!

You're about to uncover my daily content creation strategy where we reflect on our current challenges, extract the meaningful takeaways and share them with our audience to prevent burnout while fostering deeper connections at scale.

This exercise will help you to do just that.

You'll learn how to:

- Identify Your Existing Behaviors That Lead To Burnout
- Discover Your Energy Patterns Through Reflection
- Leverage Your Daily Challenges Into Content That Converts

It's time to embrace our everyday challenges and leverage them to prevent burnout!

Let's get started.

Sarah Layton

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HOW THIS JOURNAL WORKS



Inside these pages, you'll find prompts that can be used daily, weekly, monthly, and annually to help you find more fulfillment in life while creating content that really resonates with audiences.

First you will record your Roses and their impact and then you will move onto your Thorns. You can reuse the pages as needed to organize your thoughts & take control of your life. The more Thorns & takeaways you share the more profitable your content becomes.

IT'S YOUR MINDSET JOURNEY

Remember, this isn't a one-size-fits-all journey; it's uniquely yours. Whether you're aiming for personal growth, career success, improved relationships or just a more positive outlook on life, this journal is your ally.

Mindset shifts and self-awareness are about progress, not perfection. With every entry, you're not just writing; you're shaping a more empowered you.

READY TO SHIFT YOUR MINDSET?

So, are you ready to dive into the exciting world of mindset shifts and cultivate a more positive and empowered you? Grab your pen; let's start this transformative journey together!

Scale Without Burning Out
EST 2025

the
Blissful
Broker

GET READY TO GROW

This journal is all about first helping you to draw more awareness to your own experiences, emotions, and behaviors to help give you a greater sense of self-awareness and control in your life and business.

WHY THIS JOURNAL?

If you have been feeling overwhelmed, trapped in endless cycles of overthinking or if you simply want to deepen your connection with yourself and those you love, this journal is the answer you've been looking for.

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How To Use The Feelings Wheel



Self-Monitoring
& Reflection

ASSESSING & IMPROVING
PERFORMANCE

The Feelings Wheel was created by Gloria Willcox and organizes 72 feelings into 6 key areas: sad, angry, scared, joyful, powerful, and peaceful. It can be useful in helping you identify the feelings you are experiencing.

In the Feelings Wheel, the core emotions are in the middle of the circle. After choosing the core emotion, you can identify the more specific emotions that are relatable in the outer edges of the circle. These more specific emotions help you gain a deeper understanding of what you are experiencing.

You can use the wheel to explore the emotions you are feeling currently or use it to explore deeper, longer-term emotions that may be impacting you. Once you've identified the specific feeling you're experiencing, you'll be in a better position to take action.

When you feel a feeling, take the time and space to experience the emotion without judgement. Sit with the feeling without pushing it away. Remind yourself that this feeling is temporary and won't last forever. As you experience the feeling, consider the triggers that caused it.

Focus on where you feel the feeling in your body and notice any sensations the feeling has caused in your body.

Validating Feelings

I feel _____ (*insert emotion*).

It's okay that I feel _____ (*insert emotion*).

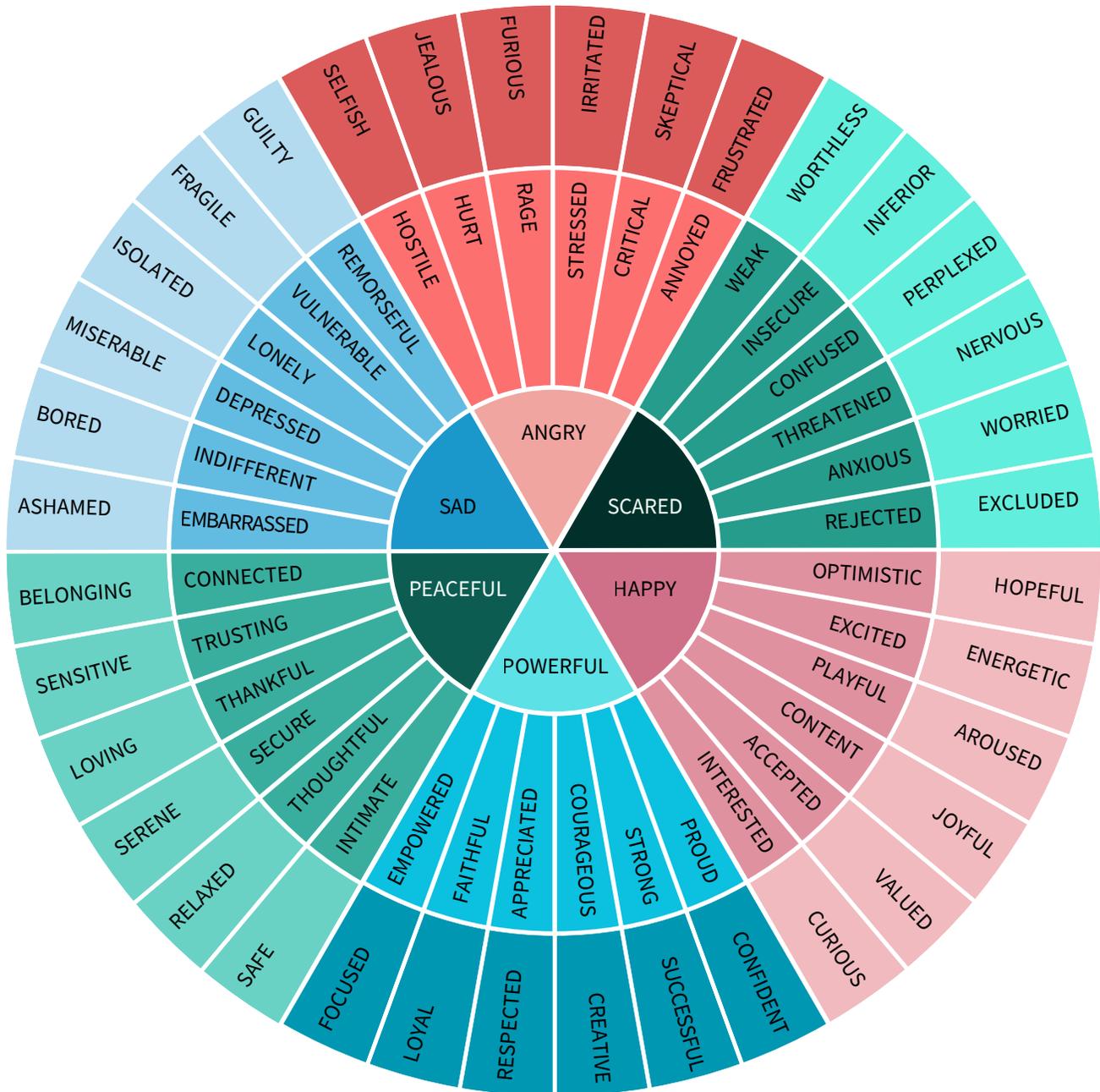
I'm allowed to feel _____ (*insert emotion*).

I give myself permission to feel _____ (*insert emotion*).

When you have identified and validated your feelings, reflect on what you've experienced. How could you describe your feelings? How did you cope with these feelings? Would you do anything different next time?

The Feelings Wheel

Gloria Willcox, 1982



This tool is designed to help you describe your feelings with more accuracy.

The feelings identified here are not a complete overview of all possible feelings and emotions. Instead, they can be treated as a starting point to describe and identify how you are feeling.

Learning from Past Challenges



Self-Monitoring & Reflection

ASSESSING & IMPROVING PERFORMANCE

ANGRY			POWERFUL		
angry	stressed	jealous	powerful	proud	focused
enraged	critical	frustrated	empowered	confident	important
frustrated	annoyed	furious	faithful	successful	aware
irate	selfish	skeptical	appreciated	creative	worthwhile
irritated	hurt	livid	courageous	respected	valuable
hostile	irritated	wild	strong	loyal	discerning
cross	raving	jealous	persuasive	controlling	influential
vexed	displeased	bitter	dynamic	able	dominant
exasperated	spiteful	envious	forceful	forcible	capable
SAD			HAPPY		
sad	embarrassed	tired	happy	interested	energetic
remorseful	guilty	ashamed	optimistic	hopeful	sensuous
vulnerable	fragile	sleepy	excited	aroused	cheerful
lonely	isolated	apathetic	playful	joyful	amused
depressed	miserable	inferior	content	valued	creative
indifferent	bored	stupid	accepted	curious	stimulated
sorrowful	wronged	desolate	satisfied	glad	blessed
down	despairing	heartbroken	delighted	jubilant	blissful
gloomy	mournful	grieving	elated	lively	thrilled
SCARED			PEACEFUL		
scared	rejected	excluded	peaceful	intimate	safe
weak	worthless	bewildered	connected	belonging	content
insecure	inferior	discouraged	trusting	sensitive	nurturing
confused	perplexed	insignificant	thankful	loving	pensive
threatened	nervous	inadequate	secure	serene	responsive
anxious	overwhelmed	ignored	thoughtful	relaxed	attentive
panicked	bothered	distraught	tranquil	quiet	prudent
shaken	distracted	jittery	composed	placid	cautious
worried	tormented	troubled	calm	restful	careful

Learning from Past Challenges



Why is This Skill Important?

Reviewing past challenges **helps you identify patterns, build resilience, and create better strategies for handling similar situations in the future.**

Why Might You Struggle With This?

- I avoid thinking about difficult experiences.
- I dwell on past mistakes instead of learning from them.
- I don't know how to break challenges down into useful lessons.
- I assume I will always struggle with the same problems.



ACTIVITY

Reflect on a Past Challenge

Think of a challenge you've faced. Use the prompts below to reflect on the experience and uncover valuable lessons for the future.

Challenge Faced	How you handled it	What you Learned	What You Would Do Differently



Developing Your Resilience Strategy

What is one past challenge that helped you grow?

How can you remind yourself that setbacks are learning opportunities?

What is one change you'll make in how you approach similar challenges?



Reflection Question

How can looking at past challenges as learning experiences help you feel more confident in the future?

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LIST YOUR ROSES & THE SPECIFIC EMOTIONS THAT YOU EXPERIENCED DURING THOSE EVENTS

Roses

Feelings

WHAT DID YOU LEARN FROM THIS EXPERIENCE & YOUR EMOTIONS
DURING AND AFTER THE EVENT?

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WHAT WOULD YOU LIKE TO TAKE AWAY FROM THIS EXPERIENCE TO
GIVE IT MEANING?

WHAT ACTIONS DO YOU PLAN TO TAKE AS A RESULT OF THESE CONCLUSIONS?

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WHAT WOULD YOU LIKE TO SHARE WITH YOUR COMMUNITY ABOUT YOUR EXPERIENCE FOR A GREATER IMPACT & DEEPER RELATIONSHIPS?

High-Engagement and Relatable Hooks

"Raise your hand if you've ever started a 'quick task' that took three hours."

"If you relate to these, you are not alone."

"Ever felt personally attacked by your own to-do list? Same."

"Your brain is not broken—it just works differently."

"If you've ever Googled 'how to be productive,' this is for you."

"You don't have to work harder—you have to work smarter."

"Why does your brain resist doing the easiest tasks? Let's talk about it."

"The science behind why deadlines make you work faster."

"Your brain is craving structure, but not the kind you think."

"The biggest lie we tell ourselves about productivity."



Closing Hooks

"What's one thing you struggle with the most? Drop it in the comments."

"Save this post for later—you're going to need it."

"Tag a friend who needs to hear this today."

"Tell me in the comments—what's one thing you wish you were better at?"

"What's the hardest part of staying organized for you?"

"Comment 'yes' if this sounds like you."

"Which of these do you struggle with most? Let's talk about it."

"If this helped, follow for more tips!"

"What's your biggest executive function struggle? Let me know."

"What's one thing you wish someone had taught you about productivity?"





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