

A creative reflection tool for your coaching practice

Help your clients reconnect with their creative identity, name their fears, and move forward

Why Do You Create? is a free, AI-guided reflective experience that takes your client through questions about their creative identity, fears, and what gives them permission to keep making. They receive a personalized manifesto — a piece of writing about their creative purpose. When they share their journey with you, it becomes a map for deeper coaching conversations.

WHAT YOU SEE

- Their creative identity responses
- The fear they named
- The permission they gave themselves
- Their full personal manifesto
- How they rated their confidence before and after

Everything is opt-in. Your client chooses what to share and when.

THE COACHING ARC

- 1. Discovery*
Client takes the journey. Explore what came up.
- 2. Integration*
Go deeper into fears and permission. What patterns emerge?
- 3. Action*
Move from reflection to creation. What's the first step?
- 4. Return*
Retake the journey. Compare manifestos. What shifted?

CONVERSATION STARTERS

“What was it like to be asked that question?”

“You named a fear you don't normally say out loud. What shifted?”

“What part of your manifesto felt most true?”

COST

Free for guides

TIME

15–25 min journey

PRIVACY

Client-controlled sharing

Become a guide

whydoyoucreate.com/guide