

MY VISIBILITY BOUNDARY™

DECIDE ONCE. CREATE WITH CONFIDENCE.

Define what feels right for you. Your boundaries can change by person, place, subject, format and circumstance.



1 WHAT GETS ACCESS?

Check the option that feels right for you.

CONTENT AREA	YES	SOMETIMES	NO
My home (exterior)	☐	☐	☐
My home (interior)	☐	☐	☐
My office/workspace	☐	☐	☐
Behind-the-scenes	☐	☐	☐
Neighborhood/location	☐	☐	☐
Restaurants and places I visit	☐	☐	☐
Events I attend	☐	☐	☐
Travel after I return	☐	☐	☐
Daily routines	☐	☐	☐
Behind the scenes of my work	☐	☐	☐
Family and friends	☐	☐	☐
People I love	☐	☐	☐
Children in my life	☐	☐	☐
Personal storytelling	☐	☐	☐
Faith or beliefs	☐	☐	☐
Health/disability	☐	☐	☐
Finances	☐	☐	☐
Personal celebrations	☐	☐	☐
Difficult moments	☐	☐	☐
Milestones	☐	☐	☐
Other: _____	☐	☐	☐

2 PEOPLE IN MY CONTENT

People may appear in my content:

- ☐ People I will ask before showing
- ☐ People I will mention but not show
- ☐ People I will neither show nor discuss

3 THE FORMAT MATTERS

I may be comfortable sharing about the following:

SUBJECT	VIDEO	PHOTO	AUDIO	WRITING	NOT SHARED
Family	☐	☐	☐	☐	☐
Relationships	☐	☐	☐	☐	☐
Home	☐	☐	☐	☐	☐
Health	☐	☐	☐	☐	☐
Travel / location	☐	☐	☐	☐	☐
Work / business	☐	☐	☐	☐	☐
Daily life	☐	☐	☐	☐	☐
Personal stories	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐

*A clear boundary creates freedom
and a sustainable presence.*



MY VISIBILITY BOUNDARY™

CHOOSE WHAT YOU SHARE, WHAT YOU KEEP, AND WHAT FEELS RIGHT.

Your boundaries can change by person, place, subject, format and circumstance.

4

MY BEHIND-THE-SCENES BOUNDARY

How much behind-the-scenes access feels right to me?

- ☐ Almost none
- ☐ Occasional glimpses
- ☐ Selected parts of my process
- ☐ Regular BTS (behind the scenes)
- ☐ A significant part of my content

What parts of my work am I comfortable showing?

- | | |
|--------------------------------------|---|
| ☐ Planning | ☐ Preparation |
| ☐ Creating | ☐ Finished work |
| ☐ Meetings | ☐ Team/vendors |
| ☐ Travel | ☐ Results/outcomes |
| ☐ Event setup | ☐ Client experiences |
| ☐ Workspace | ☐ Other: _____ |

Why does that amount feel right to me?

What happens before or after the camera that I want to keep for myself?

Am I sharing this because it helps tell the story of my work, or because I feel my audience is entitled to see it?

5

PLACES + SPACES

What does my audience get to see?

I WILL film here: _____

I MIGHT film here: _____

I WILL NOT film here: _____

Spaces I will show only from certain angles: _____

Details I make sure aren't visible: _____

Places I never identify in real time: _____

6

INCIDENTAL DISCLOSURE CHECK

Things that can reveal more than you intend. (Select all that apply.)

- | | | | |
|---|--|--|---|
| ☐ Mail/packages | ☐ Calendars/schedules | ☐ License plates | ☐ Hotel room numbers |
| ☐ Computer screens | ☐ Badges/name tags | ☐ Children's belongings | ☐ Neighborhood landmarks |
| ☐ Documents | ☐ Addresses | ☐ Reflections | ☐ Other: _____ |
| ☐ Photographs | ☐ Street signs | ☐ Location tags | |





dis+ADVANTAGE™

MY VISIBILITY BOUNDARY™

MY CONTENT RULES

*Choose what you share, what you keep, and what feels right.
Clear boundaries create confidence and a more sustainable presence.*

7 TRENDS + CONTENT STYLES

How do these feel for you?

- ☐ I enjoy creating
- ☐ I am willing to experiment with
- ☐ I don't enjoy
- ☐ I will not do, even if it performs well

8 MY INSPIRATION BOUNDARY

Creators whose storytelling I admire:

Creators I enjoy but do not use
as a model for my marketing:

What do I admire about it?

- | | |
|--|--|
| ☐ Story structure | ☐ Expertise |
| ☐ Teaching | ☐ Production |
| ☐ Humor | ☐ Point of view |
| ☐ Visual style | ☐ Other: _____ |

Creators/content I deliberately
avoid for inspiration:

What happens to my content when I consume too much of this type of content?

9 MY CONTENT BOUNDARIES IN PRACTICE

What's most important to me?

What kinds of content make me feel like I am
performing a version of myself rather than
communicating my expertise?

How will I stay in my lane?

10 MY EXCEPTIONS

A boundary I generally maintain:

What would make the exception appropriate?

An exception I am comfortable making:

Who gets to decide?

- ☐ Me ☐ Other: _____



MY VISIBILITY BOUNDARY™

MY PRIVACY STANDARD

I choose how much I share, what I keep private, and what feels right.

1 MY TWO PLATFORMS

I am focusing on:

PLATFORM A: _____

I use this platform for: _____

I am comfortable showing: _____

I will not show: _____

My behind-the-scenes limit: _____

People who may appear: _____

People who will not appear: _____

My posting/engagement boundary: _____

PLATFORM B: _____

I use this platform for: _____

I am comfortable showing: _____

I will not show: _____

My behind-the-scenes limit: _____

People who may appear: _____

People who will not appear: _____

My posting/engagement boundary: _____

2 BEFORE I FILM

I ask myself:

- ☐ Is this something I've decided can be shown?
- ☐ Is anything visible that reveals more than I intend?
- ☐ Are there people, locations, or details I should blur or hide?
- ☐ Are screen, documents, photos, or mail visible?
- ☐ Could this be used out of context?
- ☐ Does this amount of behind-the-scenes access fit my boundary?

3 BEFORE I WRITE

I check:

- ☐ Is this my story to tell?
- ☐ Am I discussing someone I have decided to keep private?
- ☐ Can I share the story without identifying that person?
- ☐ Am I sharing a detail because it serves the message?
- ☐ Would I be comfortable with this if it were shared widely?

4 BEFORE I POST

I take a final look:

- ☐ Does this fit my public / selective / private standard?
- ☐ Does the format match my boundary?
- ☐ Will anyone else shown need to approve it?
- ☐ Does it include details I want to keep private?
- ☐ Would I be comfortable if it were shared or repurposed?
- ☐ Does it align with my goals?

5 MY NON-NEGOTIABLES

These are always true for me:

- ☐ Never share in real time.
- ☐ Never use for content.
- ☐ Never identify: _____
- ☐ Always ask before: _____
- ☐ My BTS limit: _____

