



WILDERNESS TOOLKIT

Vol. 1 — Tools for Surviving the In-Between and Thriving Off the Path



You're not lost. You're in the wild.



This kit is for the brave ones—the creatives who stepped off the path and into the unknown. You didn't take the easy road. You're not looking for quick wins. You're building something real. And sometimes? That means finding yourself deep in the wilderness—with no map, no applause, and no clear next step. This isn't a motivational guide. It's a survival kit.

Each tool in here is crafted for real working creatives—those navigating self-doubt, shapeshifting identities, career pivots, and the quiet chaos of building a life led by instinct. It won't tell you who to be. But it will help you remember who you are.

I made this for you—because I've been in the wilderness too. And I know what it takes to keep going.

Nicole Asinugo

Writer, Storyteller, Founder of The Lone Wolf

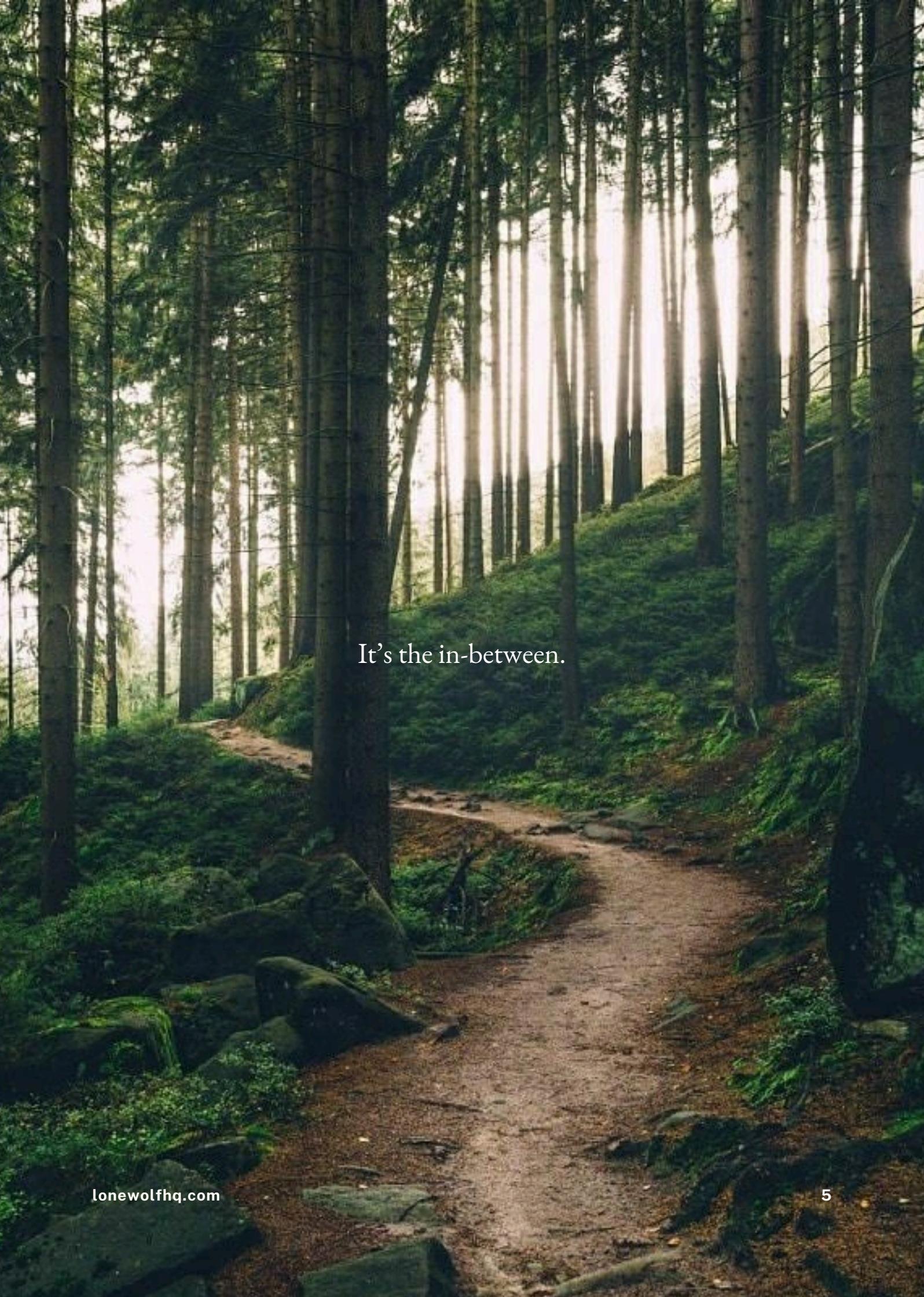


THE WILDERNESS



The wilderness is the part of the creative journey no one prepares you for. It's not the beginning, where everything feels exciting and full of possibility. And it's not the end, where success is visible, validated, and safe.



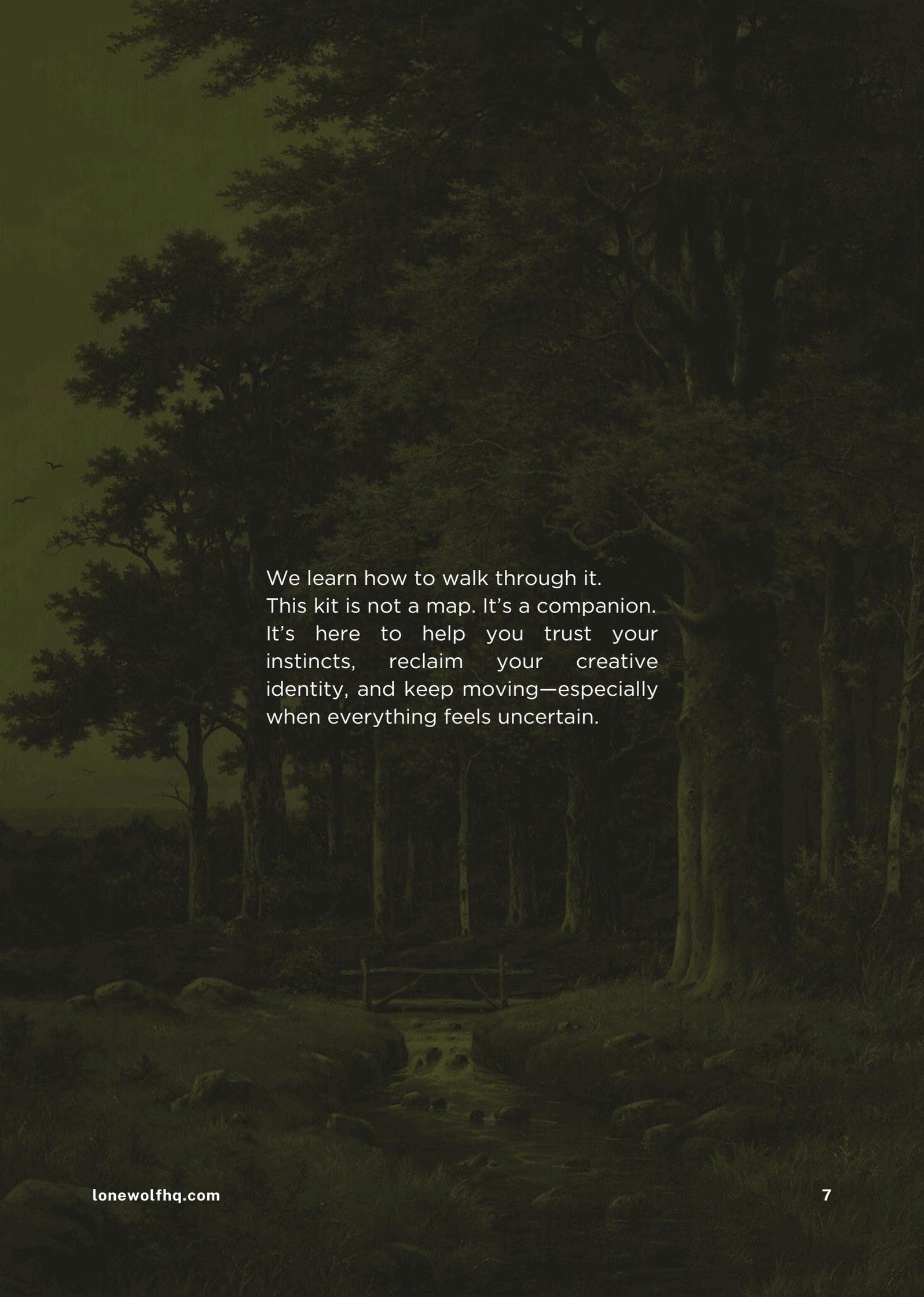


It's the in-between.

The wilderness is:
The pause between projects
The silence after rejection
The blurry season where you're
not quite who you were, but
not yet who you're becoming
The shift from doing things for
approval to doing them from
truth.

There are no clear signs here.
No formulas. No applause. No
shortcuts. Just you, your gut,
and your next brave move.
Some people avoid the
wilderness. But Lone Wolves?





We learn how to walk through it.
This kit is not a map. It's a companion.
It's here to help you trust your
instincts, reclaim your creative
identity, and keep moving—especially
when everything feels uncertain.

Tool 01:
THE DUALITY MAP

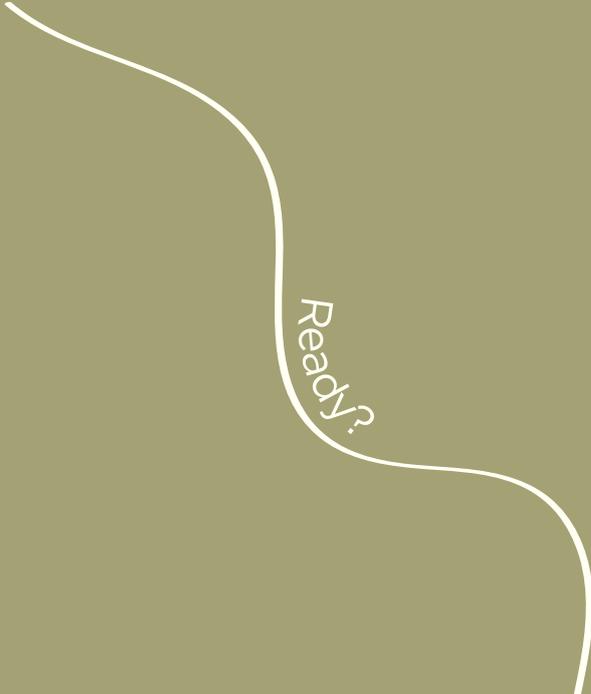
Make peace with your multiplicity.

Build a creative identity that
reflects the full you.

"You're not confused. You're complex."

Why This Matters

If you've done many things—worn many hats, walked many paths—it's easy to feel scattered or hard to explain. But your creative power lies in your multiplicity. Not in erasing the past, but in integrating it



Ready?

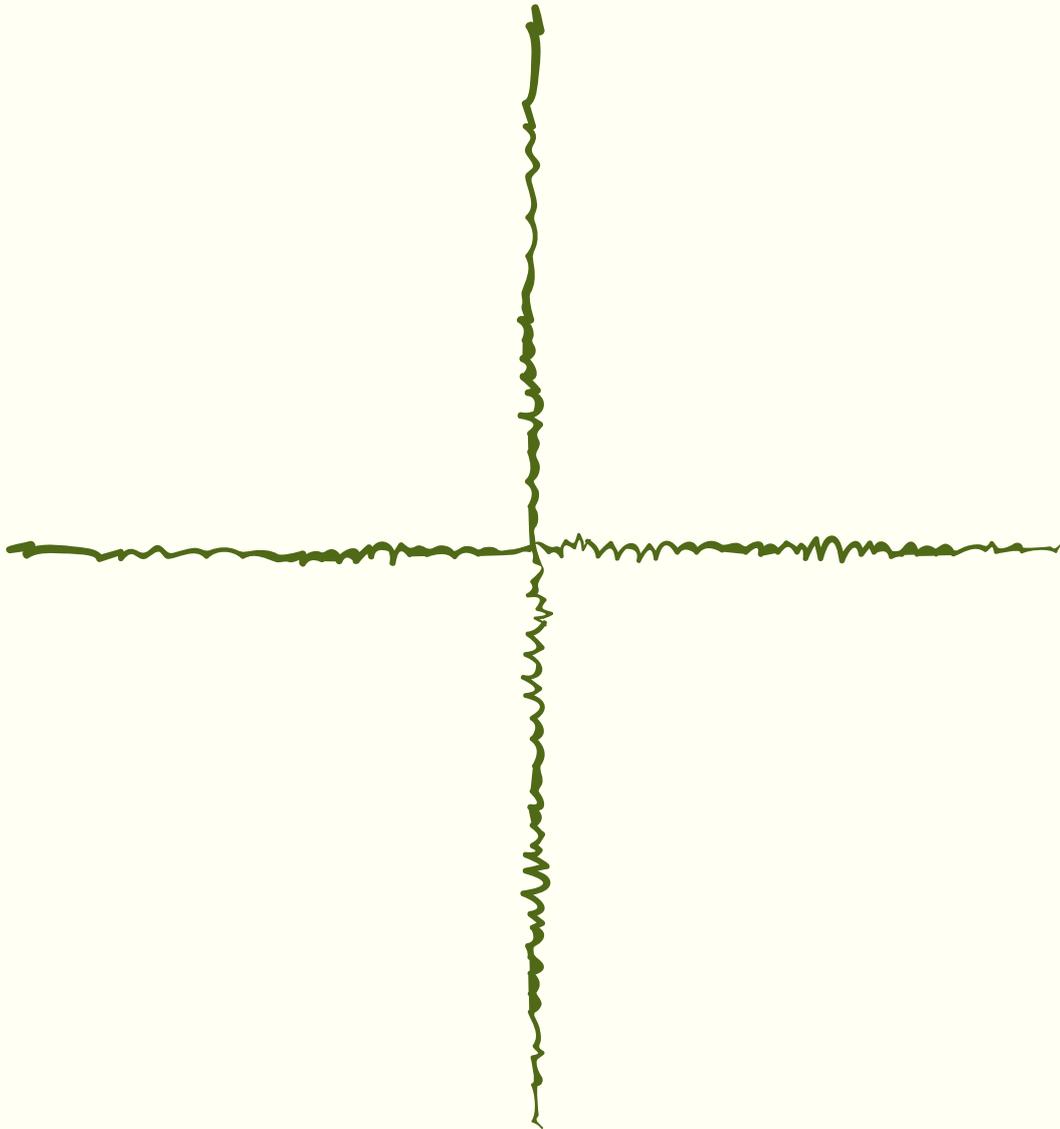
What You'll Do

You'll name your creative identities, understand how they intersect, and learn how to talk about your work without shrinking or simplifying.

1. Multiplicity Matrix

Passion: *What You Love*

Skill: *What You Are Great At*



Paid: *What you've been paid to do*

Invisible: *What you do in secret*

2. Identity Drafting

Write three versions of your creative identity

- The one people already know
- The one you've been hiding
- The one you're becoming

The one people already know	The one you've been hiding	The one you're becoming

Now try combining them into one layered sentence

PRO TIP:

Try using this on your website or in your bio. Instead of “Writer. Director. Creative Consultant.” you could try:

“I tell stories across film, strategy, and branded worlds—rooted in cultural truth and emotional sharpness.”

3. Project Filter

Ask this about any new opportunity:

- Does this honor who I've been and who I'm becoming?
- Will this allow me to bring more than one version of me to the table?
- Is this a bridge or a box?

Project Name: _____

- Does this honor who I've been and who I'm becoming?
- Will this allow me to bring more than one version of me to the table?
- A Bridge A Box

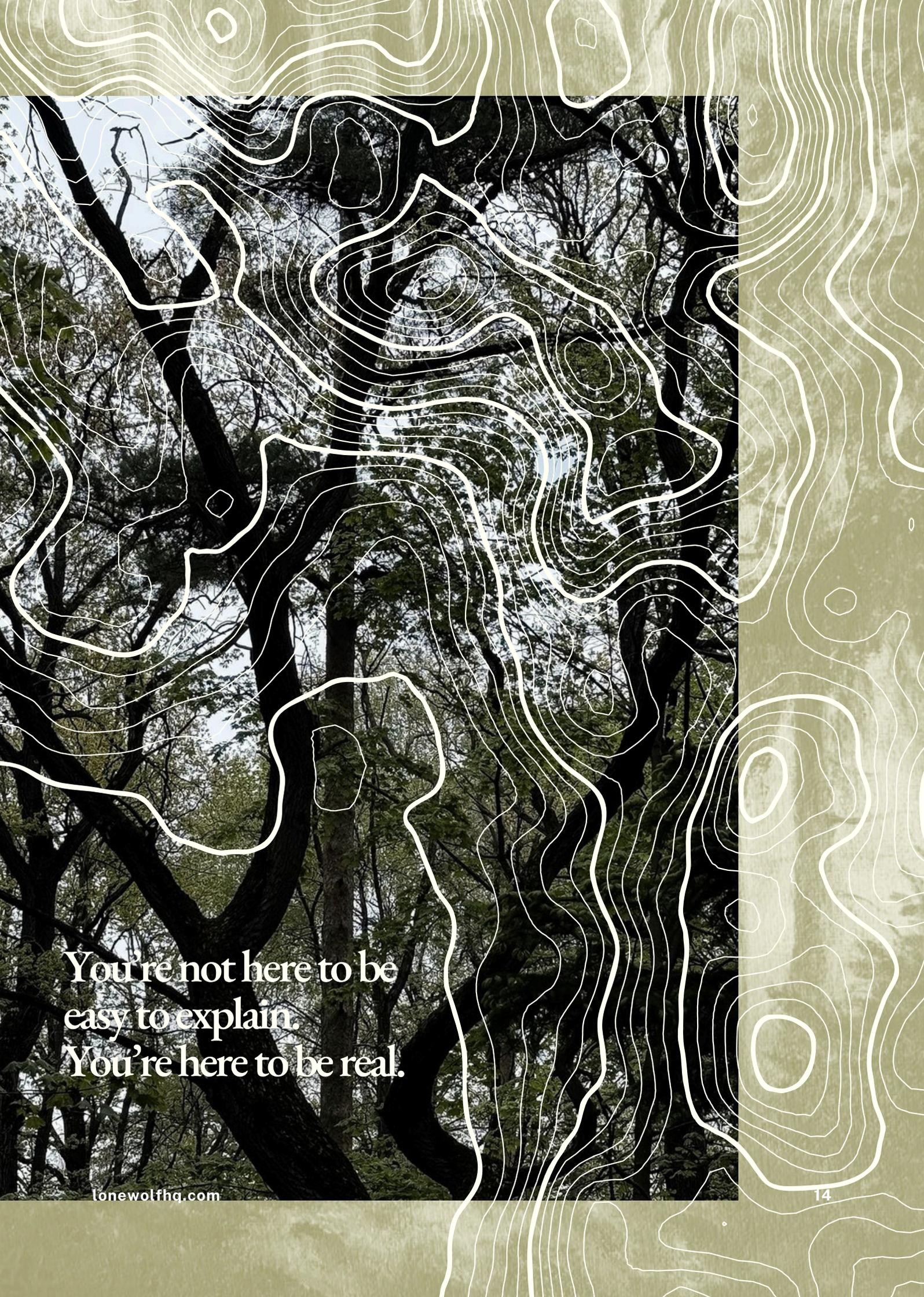
Project Name: _____

- Does this honor who I've been and who I'm becoming?
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- A Bridge A Box

Project Name: _____

- Does this honor who I've been and who I'm becoming?
- Will this allow me to bring more than one version of me to the table?
- A Bridge A Box

PRO TIP: *Write these questions on a sticky note and keep near your workspace. Use them before saying yes.*



**You're not here to be
easy to explain.
You're here to be real.**

Tool 02:
THE INSTINCT GAME

Reconnect with your gut.

Build a decision-making system
based on creative truth, not fear.

**“The wilderness has no map.
But it always responds to instinct.”**

A photograph of a dirt path winding through a dense forest of tall evergreen trees. The path is light brown and curves from the bottom left towards the center. The trees are dark green and fill the background and sides of the path. The lighting is soft, suggesting a slightly overcast day.

You will

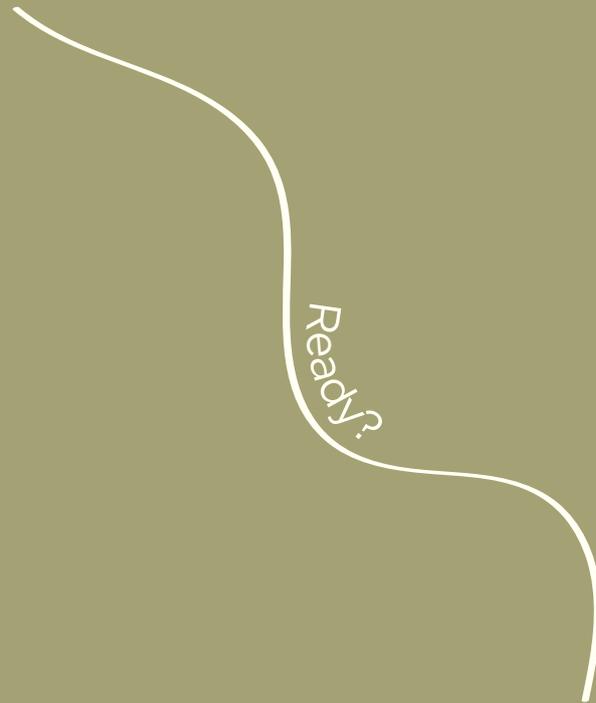
get lost.

But

trust your instincts.

Why This Matters

Most creatives freeze when it's time to decide what's next. You're not lazy. You're overwhelmed. The instinct engine helps you quiet the noise and build a system you can trust.



What You'll Do

You'll learn how to listen to your gut, make values-aligned decisions, and move forward with clarity instead of confusion.

2. Gut Vs. Grind Grid

Make Two Lists:

When My Work Feels Like Flow:

When my Work Feels Like Force:



Now ask:

- What environments create each state?
- What do I need to remove or add to shift toward flow?

PRO TIP: Use this as a weekly check-in. Keep a note open on your phone called "Flow/Friction" and track it live.

3. No Map Method

Ask these before any big creative decision:

- Does this feel expansive or performative?
- Would I do this if no one saw it?
- What part of me does this activate?
- Am I building from desire or depletion?

Decision: _____

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Expansive | <input type="checkbox"/> Performative |
| <input type="checkbox"/> Would i do this if no one saw it? | |
| <input type="checkbox"/> What lart of me does this activate? | |
| <input type="checkbox"/> Desire | <input type="checkbox"/> Depletion |

Decision: _____

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Expansive | <input type="checkbox"/> Performative |
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| <input type="checkbox"/> Desire | <input type="checkbox"/> Depletion |

Decision: _____

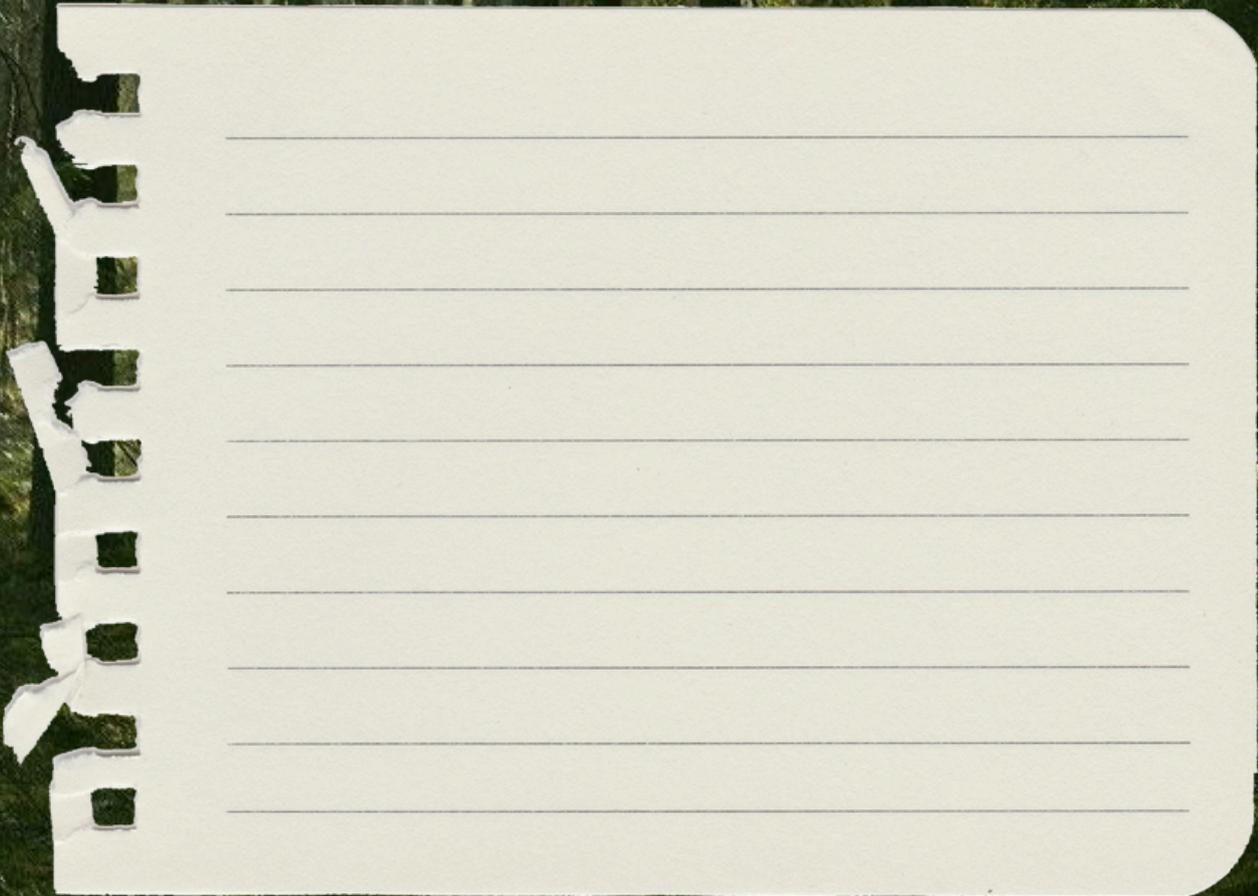
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| <input type="checkbox"/> Desire | <input type="checkbox"/> Depletion |

4. Write Your Creative Code

Choose five personal truths that will guide your choices.

Examples:

- I only build with people I respect.
- I don't chase urgency.
- I say yes when it aligns, not just when it impresses.



A white, lined notebook page with a torn left edge, placed over a forest background. The page has ten horizontal lines for writing.



If you don't
trust your
instincts,
you'll keep
outsourcing
your
direction.



The background is a green-tinted landscape with rolling hills and a central stone pillar. The pillar is a vertical rectangular block with a curved top, standing in a field. The sky is filled with many small white birds flying. The overall mood is serene and contemplative.

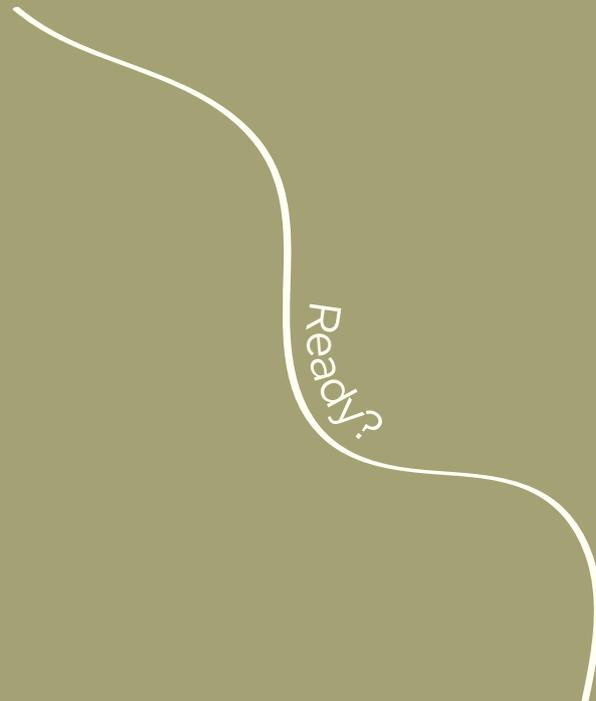
Tool 03: **THE PROOF FILE**

Build a mirror that reminds you who you are—especially when you forget.

“You don’t need external validation.
You need creative memory.”

Why This Matters

There will be days when you feel like you haven't done enough. That you're falling behind. That it's all for nothing. The Proof File is your answer to that lie.



What You'll Do

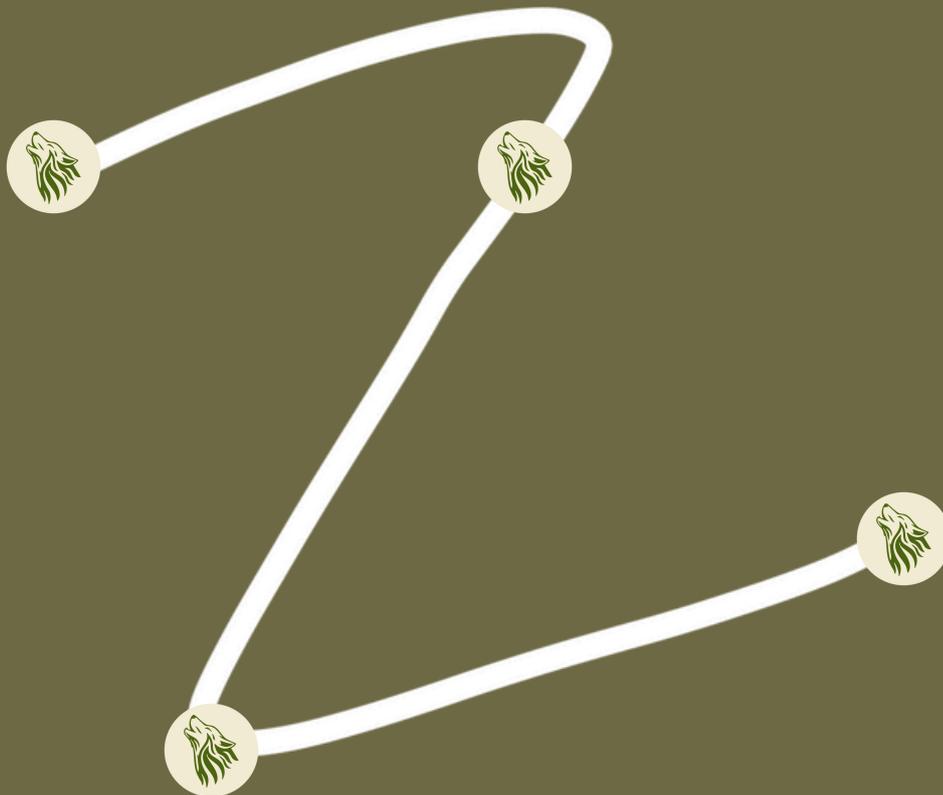
You'll build a living document of creative evidence—a place to return when you need reminding of what's true.

3. Timeline of Becoming

Draw a line. Plot key inflection points:

- Creative pivots
- Personal revelations
- Burnout + comeback moments

What do you see in your arc?

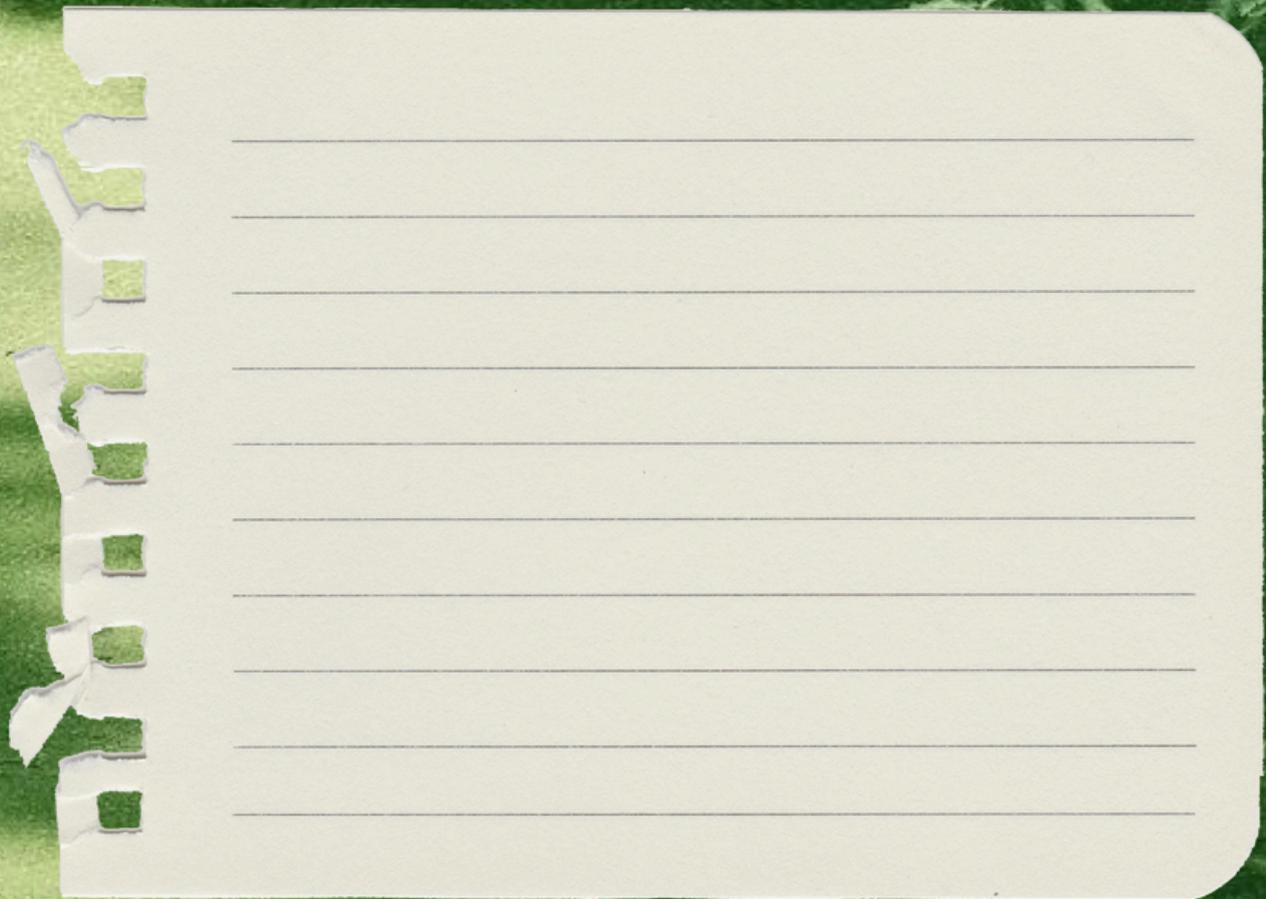


PRO TIP: *Revisit this quarterly. Add new moments, update old ones. Let it evolve as you do.*

4. Permission Slips

Write these as affirmations to your future self:

- You're not behind, you're deepening.
- You've been here before—and you found your way.
- You get to be new again.



A white, lined notepad with a torn left edge, set against a background of green grass and ferns. The notepad has ten horizontal lines and is positioned in the lower half of the page.

MAINTENANCE PLAN

- Revisit your Proof File every 30–60 days
- Add at least 1 win per month—even small ones
- Celebrate privately and intentionally



Your value is not in future success.

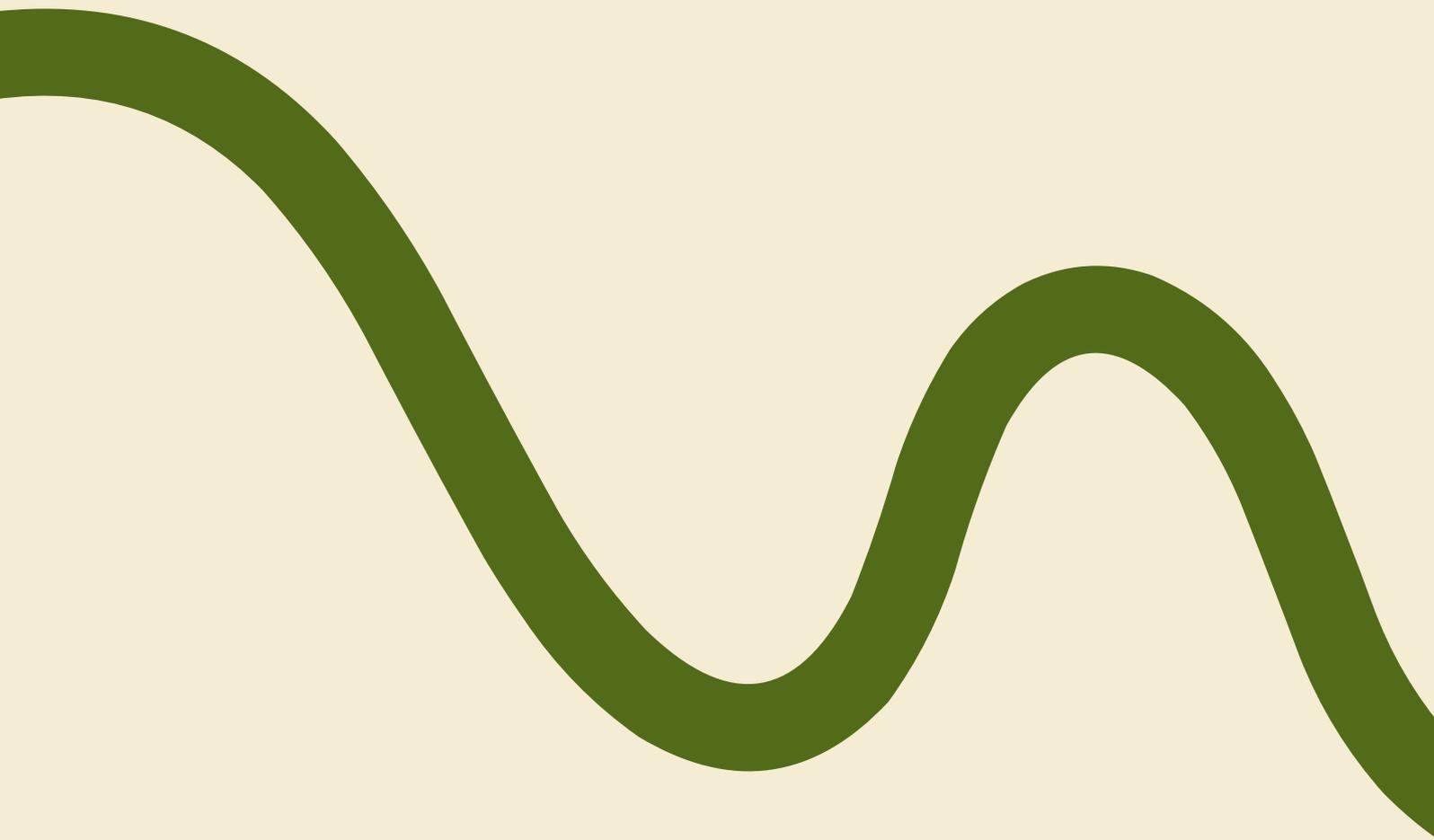
It's already here

**In what you've survived, built,
and offered.**

A lush green park with a winding path, a bench, and people in the distance. The scene is filled with dense foliage and trees, creating a serene and natural atmosphere. The path leads from the foreground into the distance, where a few people can be seen walking. A wooden bench is positioned on the path in the middle ground. The overall tone is peaceful and contemplative.

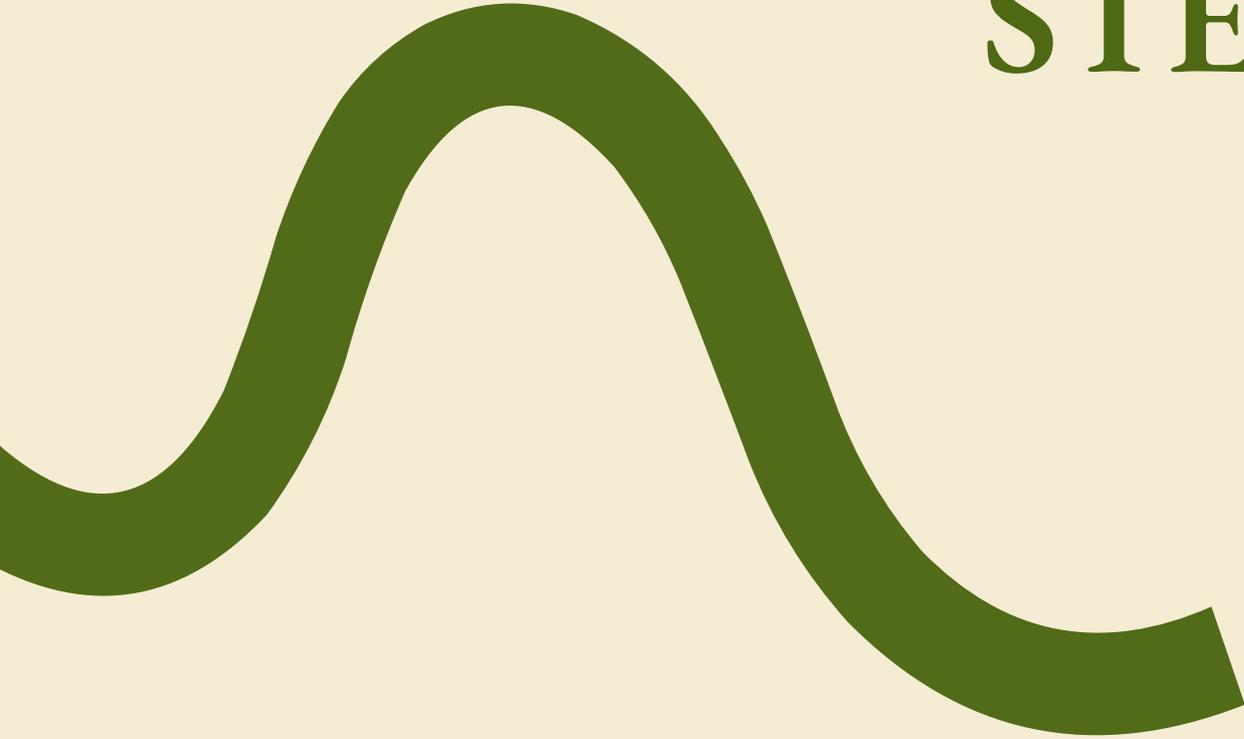
*The
wilderness is
not where you
lose yourself.*

*It's
where
you
meet
yourself.*



This kit isn't here to fix you. It's here to fortify you—for the detours, the dry spells, the quiet wins, and the sacred moments when your work finally aligns with your soul. Use it when you need to remember. Return to it when you need to begin again.

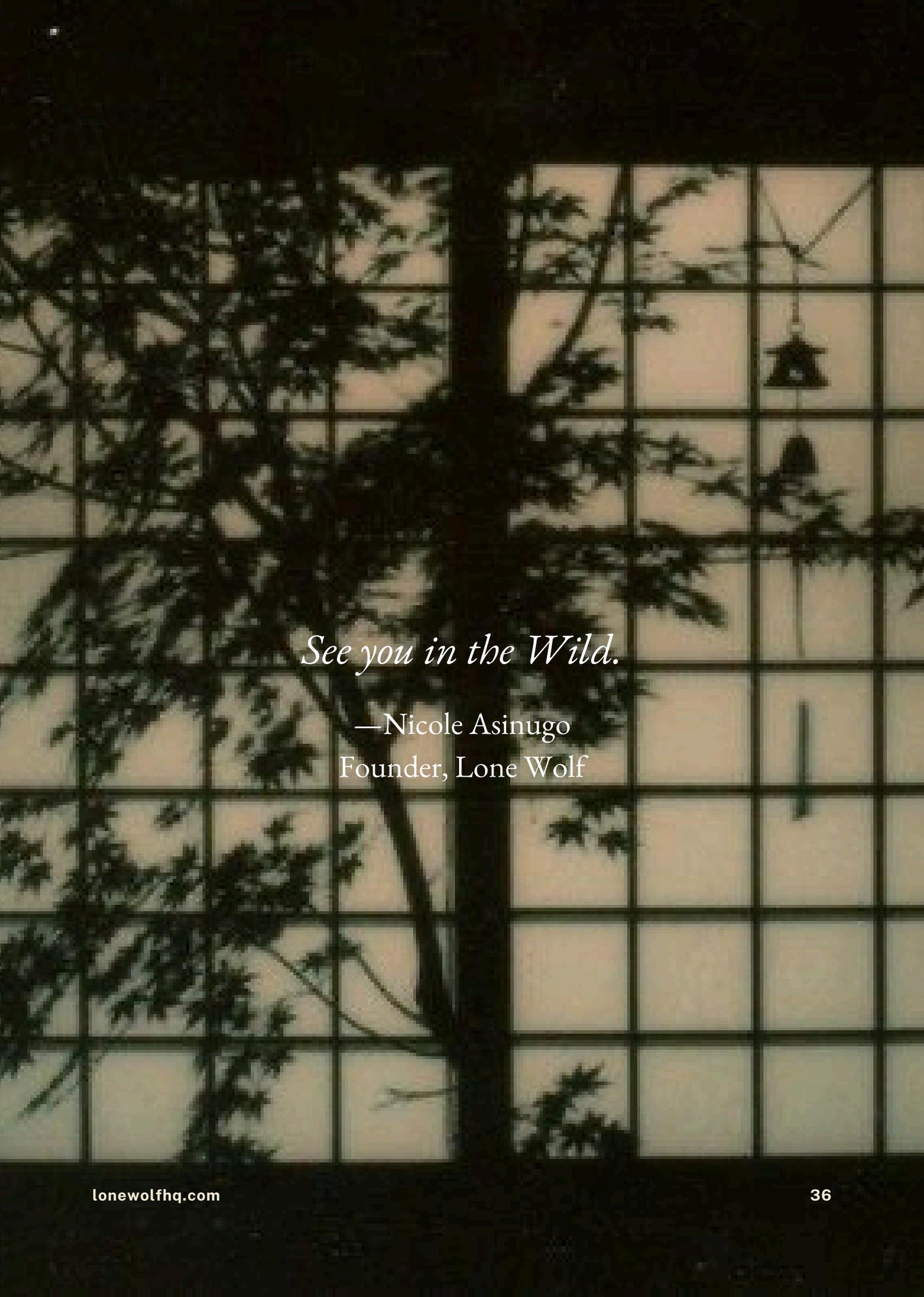
NEXT STEPS

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- Schedule a “Wilderness Day”—a full or half day offline to check in with your signal, your instincts, and your proof.
 - Share your Creative Code with a trusted friend or collaborator.
 - Pick one tool from this kit to revisit every quarter.

You're not behind. You're just off the path. And some of us were never meant to walk the marked trail anyway.

FINAL AFFIRMATIONS

I trust myself in the unknown. I do not need a map to know I'm moving in the right direction. I carry proof, instinct, and vision in my bones. Even when the path is unclear—my voice, my work, and my presence are enough. I am not lost. I am becoming.



See you in the Wild.

—Nicole Asinugo
Founder, Lone Wolf



THIS IS A **GOOD** TOOLKIT

Wilderness Toolkit

by The **GOOD** Production

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