

From Blank Page To Clear Plan

A simple starter guide to help you shape your ideas into clear writing, stronger stories, or a focused strategy.



Welcome

Ideas can feel exciting, messy, overwhelming, or all three at once. Whether you are starting a book, shaping a story, planning a workshop, or refining a business idea, one of the hardest parts is knowing where to begin.

This guide is designed to help you take what is in your head and turn it into something clearer, more focused, and easier to move forward.

You do not need to have everything figured out yet. You just need a starting point, a little structure, and one next step.

This guide will help you:

- clarify your core idea
- think about who it is for
- shape the message or direction
- choose a practical next step

Take your time as you move through this. You do not need perfect answers, just honest ones.

Step 1: Start with the Core Idea

Every project begins with something that wants your attention.

It might be:

- a book idea
- a story you want to tell
- a workshop you want to run
- a message you want to share
- a business idea that needs more direction

Before you worry about structure, content, or outcomes, start here:

Ask yourself:

- What idea keeps coming back to me?
- What do I want to say, explore, create, or develop?
- Why does this feel important right now?
- What is pulling me towards it?

Write it down:

My idea *in one sentence* is:

Keep going:

If that feels hard, try this instead:

I want to create something that helps, shows, explains, explores, or expresses...

Step 2: Think About Who It Is For

Once you have the idea, the next question is: who is it for?

You do not need a perfect customer profile or a polished audience statement. You just need to think about who this is meant to reach, support, inspire, or connect with.

Ask yourself:

- Who would benefit from this?
- Who would enjoy this, need this, or connect with this?
- What are they struggling with, thinking about, or hoping for?
- What do they need help understanding, feeling, doing, or becoming?

Write it down:

This is for:

Go a little deeper:

What do they need most from this idea, story, or piece of work?

When you understand who something is for, it becomes much easier to shape the tone, direction, and purpose.

Step 3: Shape the Message

Now that you know the idea and who it is for, it is time to get clearer on what this wants to become.

Not every idea needs to become a book. Not every message needs to become a workshop. Not every story needs to be fully formed on day one.

The goal here is simply to define the shape of the work.

Ask yourself:

- What does this idea want to become?
- Is it a book, a story, a workshop, a message, a strategy, or a plan?
- What is the main point at the heart of it?
- What do I want someone to understand, feel, or do after engaging with it?

Write it down:

The heart of this idea is:

This could take shape as:

Simple prompt:

If I could say the main message clearly, it would be:

Keep it simple. Clarity matters more than sounding clever.

Step 4: Choose the Next Step

You do not need the whole roadmap right now. You just need the next step.

Momentum is built through action, not overthinking.

Ask yourself:

- What is the next small step that would move this forward?
- What would make this idea feel more real?
- What can I do this week to give it shape?

Your next step might be:

- outline the idea
- write a rough first page
- brainstorm possible titles
- map the story
- sketch a workshop structure
- clarify your audience
- simplify your offer
- plan your next 3 actions
- ask for support

Write it down:

My next step is:

I will do it by:

Reminder:

You do not need a finished plan to begin. You need clarity, movement, and to trust in the process.

A Final Note

There is nothing wrong with starting small.

Every book, workshop, story, strategy, and meaningful piece of work begins with a loose idea and a decision to keep going.

If this guide has helped you find a clearer starting point, keep the momentum going. Return to your notes, take the next step, and let the work develop from there.

If you would like support shaping your writing, story, or strategy, we offer practical, creative guidance to help you move from idea to action.

Ways to work with Glam Girl Media:

- writing support
- book coaching
- storytelling workshops
- strategy sessions

Ready for more support?

Visit us to explore the next step for your writing, story, or strategy. www.glamgirlmedia.com