



BORN TO Write



BY RAY STAR

Hi! I'm Ray..



Hi, I'm Ray! I'm a bestselling Author and a Creative Writing Coach, and it's my mission to help creatives write their story with heart and soul and share their novel with the world.



Before we dive in, I want to start by saying that I'm glad you're here. You didn't stumble across this by accident. If you've ever caught yourself thinking "I'd love to write a book but I don't have time" or "Where do I even begin?" — you're in the right place. This isn't about writing the perfect novel, it's about writing the story that only you can tell.

A few (honest!) things before we start:

- Writing a novel can feel messy, magickal, and maddening all at once. When that happens, remember: your story chose you for a reason. You already have everything you need inside you, and we're just here to unlock it together.
- This guide is short, clear, and mindful. Just the steps that matter, the ones that move you from overthinking to actually writing.
- If you need more support, you're not alone. There's a whole world of resources, workshops, and creative tools inside my creative writing app [Soul Story](#) to help you deepen your craft and keep your words flowing.

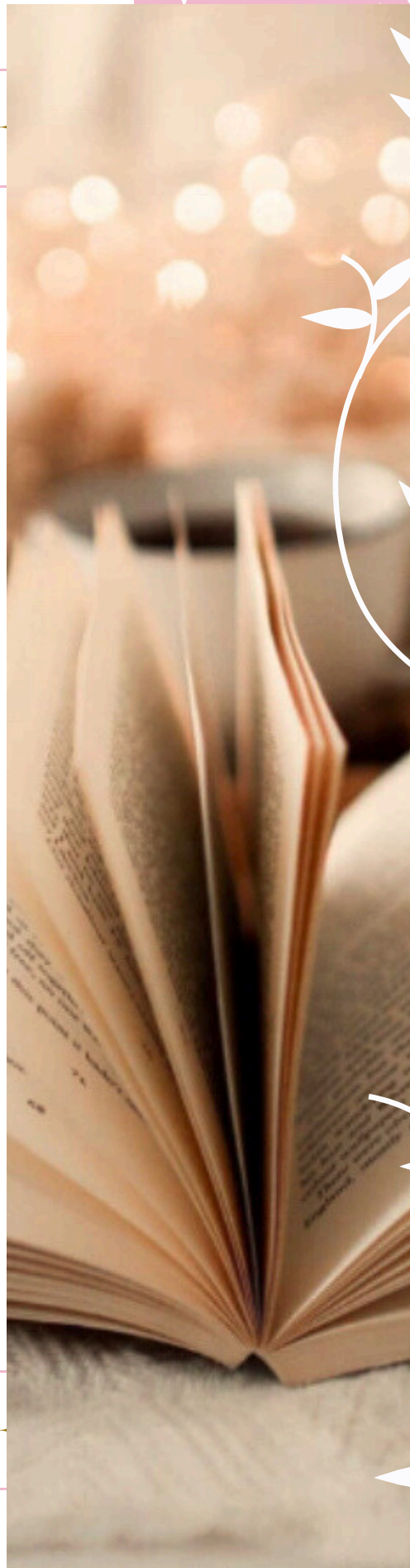
Let's get started

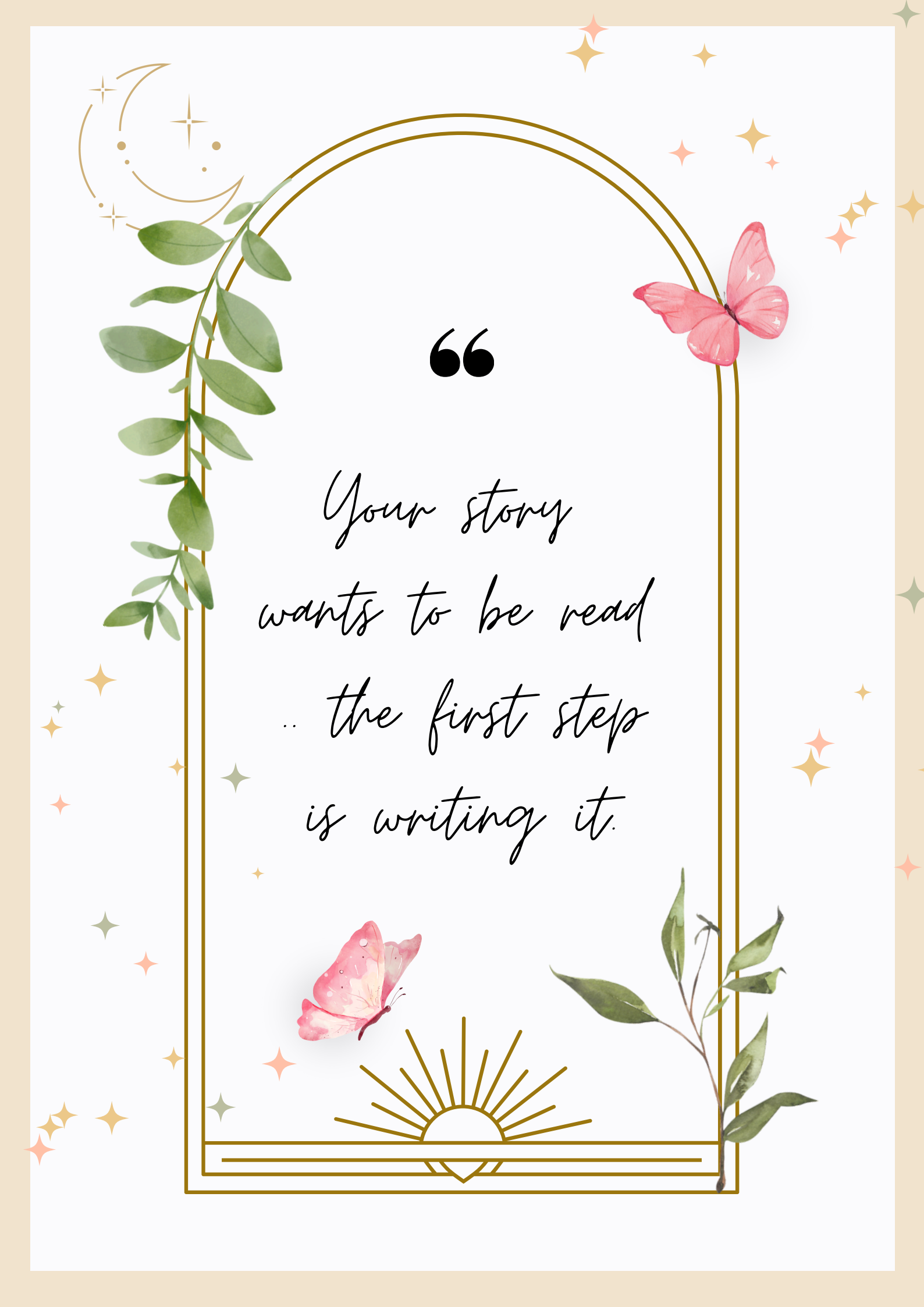
In the next few pages, I'll walk you through five simple but powerful steps to start writing your book — today.

This isn't a full deep-dive into story structure (you'll find that inside the complete the **Soul Story** app when it launches!), but it will help you unlock the core of your story so you can finally start putting words on the page.

And if something clicks for you, I'd love to see it! Tag me on Instagram **@raystarbooks** or **@thesoulstoryapp** so we can celebrate your progress and share your magic with others 🌙

Now... grab a cuppa, light a candle, and let's begin. ✨





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Your story
wants to be read
.. the first step
is writing it.

STEP ONE: WHO IS YOUR PROTAGONIST?



Your protagonist is the heartbeat of your story — just like Peridot (pictured) is the heartbeat of mine ([Earthlings](#)).

In one sentence, describe them:

Who are they? What drives them? What's missing from their life?

Pro Tip: Give them both light and shadow — strength and flaws. Readers fall in love with truth, not perfection.

Example:

A runaway witch who's lost her power after a betrayal, but finds unexpected belonging among the misfits of a cursed village.

Your turn:

(Write freely. Don't overthink it, let it come to you, find your unique flow.)



A watercolor illustration of a branch with two pink buds and three green leaves. The branch is thin and green, with three leaves and two buds. The buds are pink with green sepals. The leaves are green with visible veins. The style is soft and painterly.





STEP TWO: WHAT DO THEY WANT? (*And why?*)

Every powerful story starts with a purpose — for truth, love, freedom, redemption. What does your main character want, and why does it matter so deeply?

- Goal: The tangible thing they're chasing — the external desire.
- Motivation: The heartbeat behind it — the emotional or spiritual reason.

Pro Tip: Their “why” should hold emotion. The more personal, the more readers care. Tap into the emotion that you feel most comfortable writing.

Example:

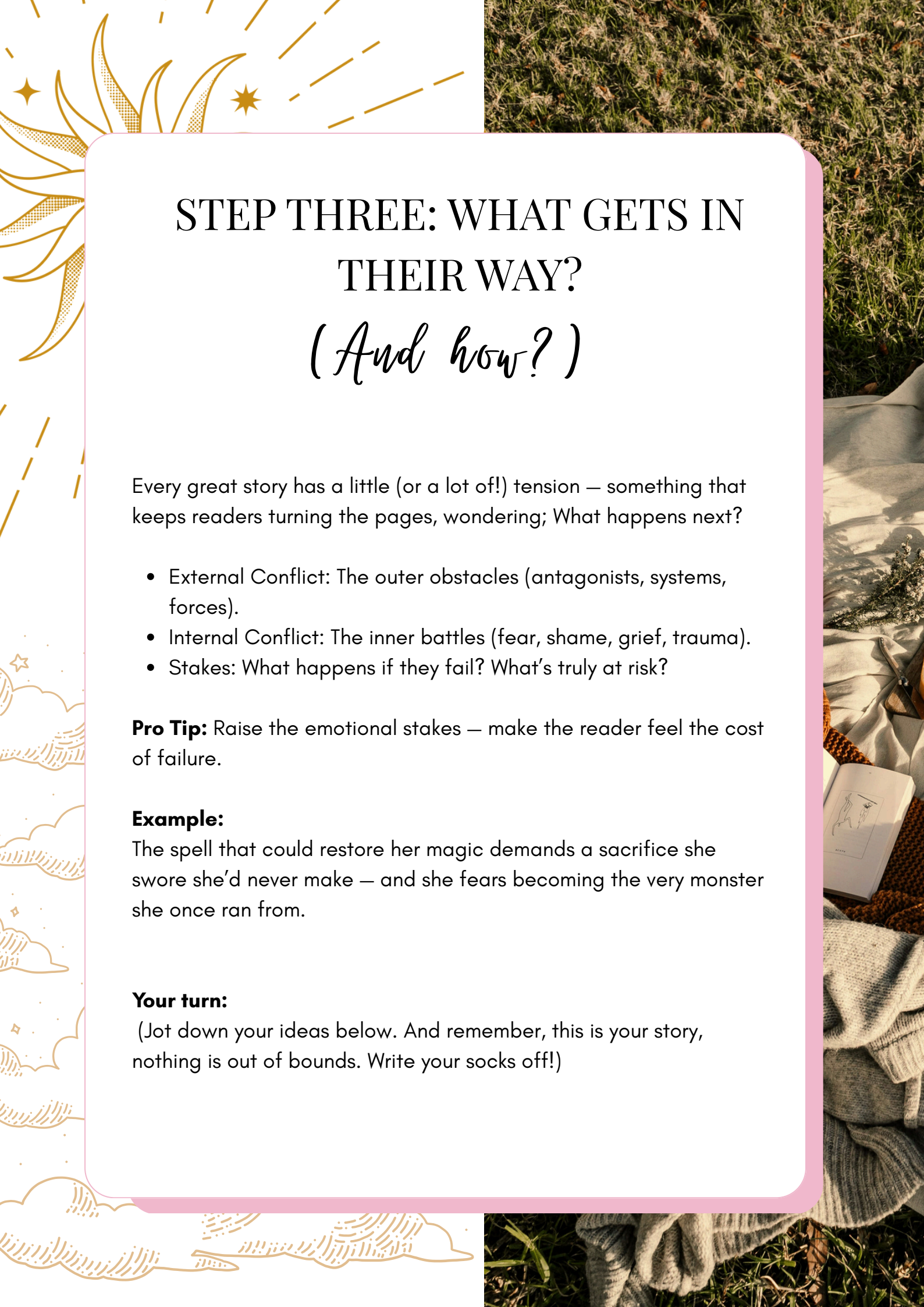
She's searching for the power that was taken from her, believing it's the key to protecting the new family that finally made her feel whole.

Your turn:

(Write until it feels like you're onto something that resonates with you and you can expand on without forcing it. Don't worry about it being perfect, the first draft and plotting isn't meant to be, focus on finding the story you want to write.)

A watercolor illustration of a branch with two pink tulip buds and three green leaves. The branch is thin and brown, with two buds at the bottom and three leaves along its length. The buds are pink with green sepals, and the leaves are green with brown veins. The style is soft and painterly.





STEP THREE: WHAT GETS IN THEIR WAY? (*And how?*)

Every great story has a little (or a lot of!) tension — something that keeps readers turning the pages, wondering; What happens next?

- External Conflict: The outer obstacles (antagonists, systems, forces).
- Internal Conflict: The inner battles (fear, shame, grief, trauma).
- Stakes: What happens if they fail? What's truly at risk?

Pro Tip: Raise the emotional stakes — make the reader feel the cost of failure.

Example:

The spell that could restore her magic demands a sacrifice she swore she'd never make — and she fears becoming the very monster she once ran from.

Your turn:

(Jot down your ideas below. And remember, this is your story, nothing is out of bounds. Write your socks off!)



STEP FOUR: WHERE DOES IT ALL BEGIN?

Every story starts with a spark — a moment that disrupts the ordinary and changes everything. What happens that pulls your protagonist out of their comfort zone?

Pro Tip: Begin close to the action. Let us meet them in motion, not memory.

Example:

A storm tears through the village, revealing ancient runes beneath the forest floor — and they spell out her name.

Your turn:

(What's the first domino that falls?)

STEP FIVE: POINT OF NO RETURN

As your story progresses, something happens that ensures there's no going back.

Pro Tip: Make it irreversible. Raise the stakes. Let your character choose transformation over safety.

Example:

When her found family is threatened, she offers herself to the ancient power beneath the forest, knowing freedom for them means captivity for her.

Your turn:

(This is where your story begins to feel like a novel)

Story development

DATE: _____

Lined area for story development, consisting of 20 horizontal lines.



Your story starts now...



You've done the hardest part — you've begun. If you're ready to take the next steps, I've created a few resources to guide you:

🌙 **From Fear to First Chapter — The Soul Story Starter Kit**

A free guide to help you build strong foundations for your novel and release the fears that hold you back. Whether it's procrastination, writer's block, or self-doubt, this workbook will help you reconnect with why you're writing and show you how to move through the resistance with ease.

🌙 **From Fear to First Novel — Guided Workshop (£29)**

A 75-minute masterclass that walks you through how to write your story with heart and soul. We'll explore character creation, world-building, plot design, and emotional flow — everything you need to start writing with confidence and clarity.

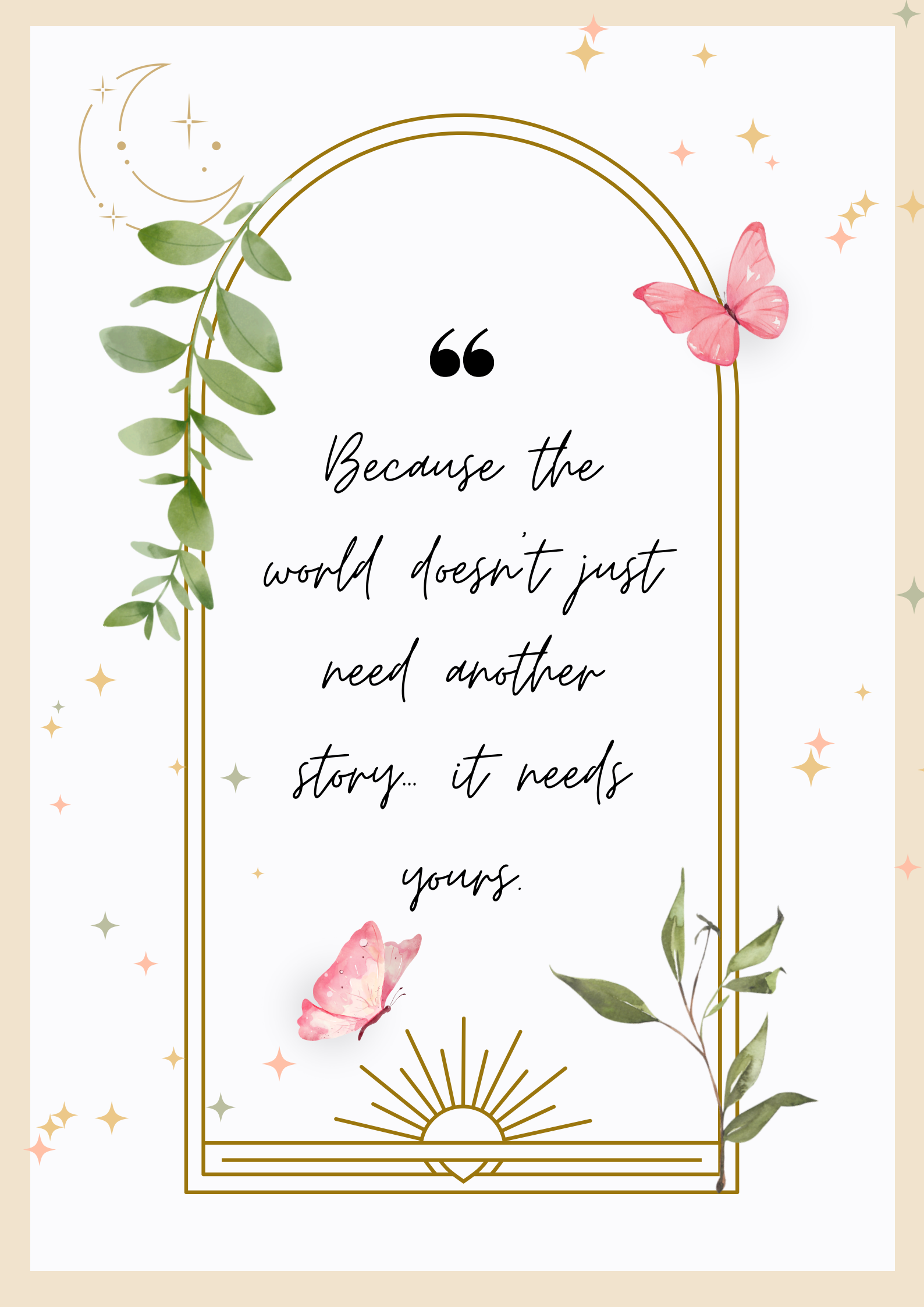
🌙 **The Soul Story App — Launching January 2026**

For ongoing support, inspiration, and community, the Soul Story app is coming soon — a mindful creative-writing space designed to help you write, publish, and share your story with the world. [Click here to join the waitlist and a 14 day free trial.](#)

CLAIM MY 14 DAY FREE TRIAL OF SOUL STORY

Your story deserves a powerful entrance into the world.
I would love to help you make it unforgettable.

Ray ✨



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Because the
world doesn't just
need another
story... it needs
yours.