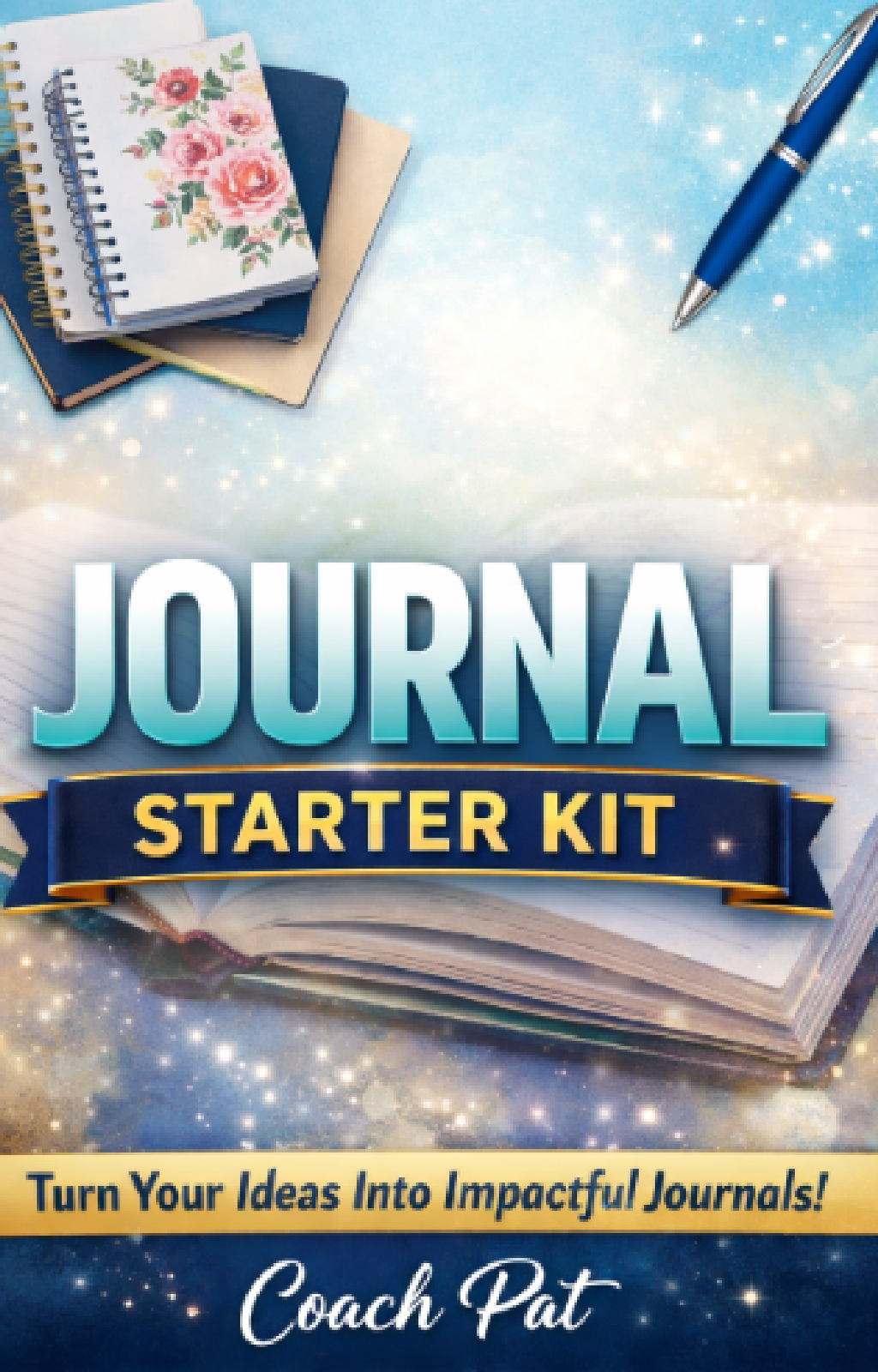

JOURNAL
STARTER KIT
Turn Your Ideas Into Impactful Journals!
Coach Pat

FREE JOURNAL STARTER KIT

A quick-start blueprint to create a journal that builds income, impact, and influence

What's inside:

- Your niche + reader clarity worksheet
- Your journal promise (the one-sentence transformation)
- A simple journal blueprint (sections, cadence, page plan)
- 10 high-converting prompts to spark powerful pages
- Ready-to-use page templates you can recreate in Canva
- Publishing quickstart checklist (print + digital options)

Ready for your next step? Book a free discovery session:
www.coachpatfreesession.com

By Coach Pat • #CoachPat #PlanToProfit #PublishWithCoachPat

Welcome, Hey Family!

This starter kit is designed to help you go from **idea** to a **clear, structured journal concept** in one sitting. No overthinking. No perfection spirals. Just a simple container for your brilliance.

How to use this kit (15-30 minutes):
1) Fill in the worksheets (pages 3-5).
2) Choose 5-10 prompts to anchor your journal (page 6).
3) Pick 2-3 page templates to repeat (pages 7-8).
4) Use the publishing checklist to plan your next step (page 9).

If you want help turning this into a beautifully branded, premium journal (printed and ready to sell), my team and I can help you get it done the right way.

Your quick win today: By the end of this kit, you will have a one-sentence promise, a page plan, and a set of prompts you can immediately drop into Canva.

1) Niche + Reader Clarity

A journal sells best when it solves ONE clear problem for ONE clear person. Let’s lock that in.

Who is this journal for? (be specific)

What is their #1 struggle right now?

What do they want instead? (desired outcome)

What makes you the right guide for this transformation?

Pro tip: Pick a reader you can picture. If you can describe her day, you can write pages she will buy.

2) Your Journal Promise

This is the sentence you build the journal around. It becomes your cover subtitle, your sales page headline, and your social media hook.

In one sentence: This journal helps (WHO) go from (PROBLEM) to (RESULT) by (METHOD).

Examples:

• This journal helps busy coaches go from scattered ideas to a sellable offer in 30 days using guided prompts and weekly action plans.
• This journal helps purpose-driven women go from burnout to balance using faith-forward reflection and gentle habit tracking.
• This journal helps authors go from 'someday' to published by mapping their writing plan, mindset, and momentum week by week.

Now, turn your promise into a **micro-transformation** (small, believable, powerful).
Micro-transformation: In 7-30 days, my reader will be able to...

3) Journal Blueprint (Simple Page Plan)

Most journals fail because they are random. We're going to build a repeatable structure.

Journal type	Pick one:	Notes
Guided Journal	Reflection + prompts	Best for transformation + trust
Planner	Planning + action steps	Best for productivity + progress
Hybrid	Reflection + action	Best for coaches/consultants

Choose your repeating sections: (Circle 3-5)
• Scripture/Quote • Quick Lesson • Reflection Questions • Prayer/Affirmation • Action Step • Tracker • Notes

How many weeks/days? (ex: 14 days, 30 days, 90 days)

How often will a page repeat? (daily, weekly, both)

Your rough page count goal (most start at 60-120 pages):

Keep it simple: repeating pages = faster creation + easier design + clearer marketing.

4) Prompt Bank (Pick Your Anchors)

Choose prompts that make your reader feel seen AND move them into action. Here are 10 starters you can adapt.

1. Right now, the biggest thing holding me back is _____. The first small step I can take is _____.

2. If I fully believed I was capable, I would _____ this week. I will start by _____.

3. The result I want most is _____. The habit that supports it is _____.

4. What I need to stop doing to protect my peace is _____. What I will do instead is _____.

5. My top 3 priorities today are: 1) _____ 2) _____ 3) _____.

6. A win I'm proud of (even if it feels small) is _____. This proves _____ about me.

7. The message I need to hear today is _____. I choose to believe _____.

8. Where am I overcomplicating things? _____. The simpler version is _____.

9. The client/audience I'm called to serve needs _____. I can help by _____.

10. One decision I'm making in faith today is _____. I'm trusting God with _____.

Next: Pick 5-10 prompts and build pages that repeat. Repetition is how your journal becomes easy to finish and easy to sell.

5) Ready-to-Use Page Templates

Recreate these in Canva as simple layouts. Repeat them across your journal to build a clean, premium interior.

Daily Reflection Page

Today I feel: _____
One thing I'm grateful for: _____
My focus for today: _____
What I learned: _____
Action step for tomorrow: _____

Weekly Review Page

This week's wins: _____
What challenged me: _____
What I'm releasing: _____
Next week's top goal: _____
Support I need: _____

Action Plan Page

Goal: _____
Why it matters: _____
3 steps: 1) _____ 2) _____ 3) _____
Due date: _____
Accountability: _____

6) Trackers + Notes Pages

Trackers help your reader see progress (and progress keeps them using the journal).

Weekly Habit Tracker

Habit/Goal	Mon	Tue	Wed	Thu	Fri	Sat	Sun

Notes Page (copy this style in Canva)

7) Publishing Quickstart Checklist

Use this to move from 'pretty pages' to a real product you can sell. Keep it simple and get it shipped.

[ ] Choose trim size (common: 8.5x11 for planners, 6x9 for journals).

[ ] Finalize page count (aim: 60-120 to start).

[ ] Export print-ready PDF (high quality, embedded fonts).

[ ] Create a cover (front + spine + back) sized for your page count.

[ ] Decide how you will sell: Amazon KDP, Lulu, IngramSpark, or your own store.

[ ] Set a simple price: cover printing costs + profit + value (premium journals can price higher).

[ ] Prepare your product description: Who it's for, the promise, what's inside, how it helps.

[ ] Plan your launch: 1 Reel, 1 Live, 1 email, and a clear call to action.

Want the shortcut? If you'd like my team to help you polish the interior, brand the design, and publish it the right way, book your free discovery session below.

Book here: www.coachpatfreesession.com
Hashtags: #Coachpat #PlanToProfit #PublishWithCoachPat #KnowledgeToIncome #AuthorityByDesign

8) Your 7-Day Mini Plan

Because we're not just making cute pages... we're building an asset that pays. Here's a simple week to keep momentum.

Day	Do this	Done?
Day 1	Finish the worksheets + promise sentence	[ ]
Day 2	Pick your prompts + choose 2-3 templates to repeat	[ ]
Day 3	Build your interior in Canva (10-15 pages as a start)	[ ]
Day 4	Duplicate + expand pages until you hit your page count goal	[ ]
Day 5	Create cover draft + title/subtitle using your promise	[ ]
Day 6	Export print-ready PDF + do a quick proof check	[ ]
Day 7	Book your discovery session and plan your launch	[ ]

Blessings, Coach Pat

Let's turn your knowledge into a published product that builds both impact and income.

Free discovery session: www.coachpatfreesession.com