

# UNSTUCK STARTER

*guide*



**10 Action Steps to Help You Move from  
Stuck to Started**

**ANNE NORTJE**

# INTRODUCTION

*hello!*

**For the aspiring entrepreneur who's ready to stop waiting and start doing - even if it's messy, even if it's small.**

If you're reading this, chances are **you've had an idea simmering in your heart for a while.** Maybe you've researched, journaled, downloaded freebies, and maybe even tried before... but haven't quite launched yet.

## **You're not alone.**

This toolkit isn't about doing more.  
It's about thinking differently — on purpose.

### **Use it when you feel:**

stuck  
uncertain  
not "ready enough"  
scared to take the first step

Let's gently shift your mindset — one quote, one nudge, and one tiny action at a time.

These do NOT have to be done in sequence.  
Pick and choose as it suits you best!

*Ready?*

# SHIFT 1

# Mindset Nudge

**PERFECTION IS A DELAY TACTIC.**

## CLARITY AND CONFIDENCE COME AFTER MOTION.

## Action Prompt

WRITE DOWN THE MESSIEST VERSION OF YOUR IDEA

- NO FILTERS, NO EDITS. JUST BRAIN-DUMP WHAT YOU WISH EXISTED.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## SHIFT 2

Mindset Mudge

**YOU CAN'T FIGURE IT ALL OUT IN YOUR HEAD.**

**START BUILDING, AND THE NEXT STEP WILL REVEAL ITSELF.**

## Action Prompt

CHOOSE 1 SMALL TASK (E.G., “CHECK AVAILABLE NAMES ON INSTAGRAM” OR “WATCH A 10-MIN TUTORIAL”) AND DO IT NOW.

[illegible]

## SHIFT 3

# Mindset Nudge

**WAITING UNTIL YOU "HAVE TIME" IS AN ILLUSION.  
DECIDE THAT IT MATTERS - AND MAKE SPACE.**

## Action Prompt

LOOK AT YOUR WEEK. BLOCK 30 MINUTES — JUST ONE — TO WORK ON YOUR IDEA. THAT'S IT.

I COMMIT TO BLOCK OUT TIME (DAY AND TIME):

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## SHIFT 4

Mindset Mudge

**PERFECTION IS THE ENEMY OF MOMENTUM. GET IT DONE,  
THEN MAKE IT BETTER.**

## Action Prompt

PICK ONE THING YOU'VE BEEN "PERFECTING." FINISH AND PUBLISH IT TODAY — EVEN IF IT'S NOT FLAWLESS.

[illegible]

## SHIFT 5

Mindset Mudge

**YOU'RE NOT BEHIND — YOU'RE JUST BEGINNING.  
EVERYONE STARTS WITH NOTHING.**

## Action Prompt

GOOGLE ONE THING YOU'RE STUCK ON. TAKE 15 MINUTES TO LEARN,  
THEN APPLY IT IMMEDIATELY.

[illegible]

## SHIFT 6

Mindset Mudge

**DOUBT ISN'T A SIGN TO STOP. IT'S A SIGN YOU'RE STRETCHING.**

## Action Prompt

WRITE A SHORT LETTER TO YOUR FUTURE SELF, 90 DAYS FROM NOW.  
REMIND HER WHAT YOU'RE BUILDING — AND WHY.

[illegible]

## SHIFT 7

# Mindset Mudge

**YOU DON'T NEED TO FEEL READY. YOU JUST NEED TO STAY CONSISTENT.**

## Action Prompt

WRITE DOWN YOUR PERSONAL

WRITE DOWN YOUR PERSONAL REASON FOR DOING THIS. PUT IT SOMEWHERE YOU'LL SEE DAILY.

## MY WHY:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

## SHIFT 8

Mindset Mudge

**READINESS ISN'T A MILESTONE.  
IT'S A MINDSET.**

## Action Prompt

POST SOMETHING SMALL ABOUT YOUR IDEA (E.G., STORY, POLL, COMMENT) — EVEN IF IT'S JUST A WHISPER.

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## SHIFT 9

Mindset Mudge

**PROGRESS IS BUILT IN MINUTES,  
NOT MARATHONS.**

## Action Prompt

LIST 3 FIVE-MINUTE TASKS. COMPLETE 1 NOW. SCHEDULE THE OTHER 2 FOR THE WEEK.

[illegible]

## SHIFT 10

Mindset Mudge

**THIS ISN'T THE FINAL VERSION. IT'S JUST THE START.  
LET YOURSELF BE A BEGINNER.**

## Action Prompt

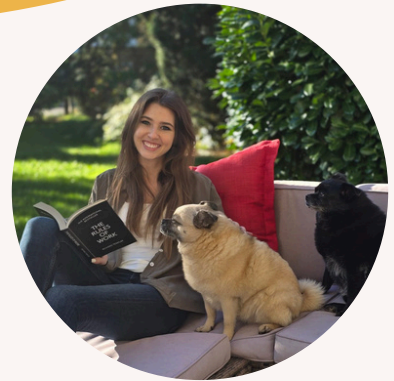
CREATE YOUR “FIRST TRY” FILE/FOLDER. LABEL IT WITH PRIDE. THIS IS THE START OF SOMETHING GREAT.

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# Final Tips For *success*

**THERE'S NO "RIGHT" WAY TO BEGIN  
- ONLY A THOUSAND WRONG REASONS NOT TO.**

**YOU ALREADY TOOK THE FIRST STEP BY  
DOWNLOADING THIS.**



*want more help?*

You've taken the first powerful step by working through this toolkit — and that's something most people never do. But if you're **still feeling a bit unsure** about what to do next, how to choose the right niche, or where to even begin building your online store — you're not alone.

***That's exactly why I created the Launchpad.***

*It's Module 1 of my full Smart Start program, and it's designed  
**to help you:***

- *Get clear on your unique direction and what makes you stand out*
- *Choose the right niche that fit you*
- *Set up your business essentials step-by-step — without overwhelm*
- *Build real momentum with action-focused tools*

*And yes — it's beginner-friendly. No fluff.  
Just clarity, structure, and progress.*

👉 [\[Click here to access the Launchpad now\]](#) and take the next smart step forward.

*Let's build something that actually fits you. You've got this.  
Anne*