

AI PRODUCT · CASE STORY

Beat the blank page

How an AI can help you write without writing for you, and leave you a better writer.

4 min Click or press → to continue

A ghostwriter writes for you.

A writing teacher makes you better.

Now imagine a teacher who has read everything you've ever written, and can help you start when you're stuck.

Most AI writing tools are ghostwriters.

The words come out fast. They just don't sound like you, and you don't get any better.

Meet Jo. Jo writes in bursts: weeks of nothing, then several pieces in one night.

The ideas are there. Starting is the hard part.

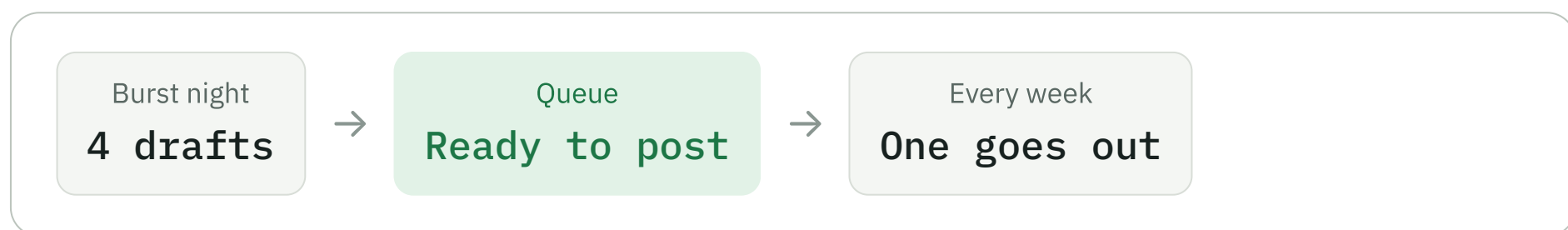


Jo

I know what I want to say. I just can't start.

Rule 1

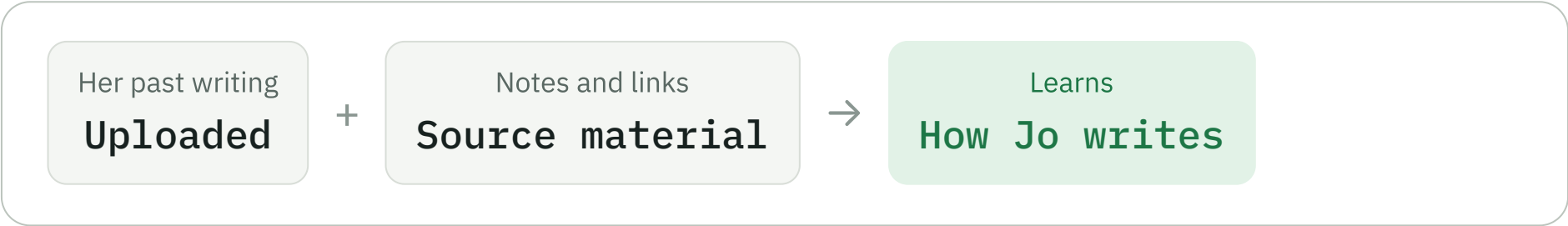
Write in bursts. Publish on a rhythm.



An archive and a publishing queue. Jo writes ahead when the energy is there, and posts steadily from what's ready.

Rule 2

Start from her voice, not a generic one.



Her sentence length, her words, how she opens and how she lands. Drafts start from that.

Rule 3

Help her start. She stays the author.

New piece

Topic: "What designing for data taught me about patience"

FIRST DRAFT

Built from her sources, in her voice. Hers to rewrite.

Open in editor

The draft is a starting point. Jo edits it, and Jo decides when it's done. Nothing gets posted for her.

● PRINCIPLE

Keep the person in charge

AI should be easy to correct, and the person should decide what happens next.³

Rule 4

Coach, don't just correct.

A CORRECTOR

Fixed it for you.

You learn nothing.

A COACH

Here's why this sentence drags.

You do it better next time.

Improve

Review

Teach me

New words, revisited over time

● PRINCIPLE

Practice with feedback

Skill grows through focused practice with feedback.¹ And new words stick when you see them again, spaced out over time.²

Rule 5

Make sure it's hers.

- ✓ **Original:** checks the draft isn't copying its sources.
- ! **Private:** flags an exact salary or a home address before it goes public.

An AI helping you write should also help you not regret what you posted.

Rule 6

Never lose a word.

Laptop
3 new pieces

+

Phone
1 edit on the go

→

Merged
All 4 kept

Updates merge. They never overwrite. Every version is saved.

Her writing lives on her own devices, not on someone else's server.

Rule 7

A goal that pulls, not a quota that pushes.

Goal

a spine, not a cage

50 pieces

Reach it and keep going. It's there to build the habit, not to limit it.



Jo

I started three pieces tonight. And I finally get why my endings fall flat.

BEHIND THE STORY

Jo's blank page was mine.

I built **Inkwell** to draft, keep and publish my own writing. Then I wanted more than storage. I wanted to get better at writing.

In my words, it **"can help you with writing block while improving and teaching you a better way of writing."**

"I use Inkwell whenever I want to write." And each time I publish, it checks off my writing goal in Warden.

CHEAT SHEET

AI that helps people write

- 1 **Bursts in, rhythm out.** Archive, then queue.
- 2 **Start from their voice,** not a generic one.
- 3 **Help them start.** They stay the author.
- 4 **Coach, don't just correct.** Explain the why.
- 5 **Check it's original** and private before it goes out.
- 6 **Merge, never overwrite.**
- 7 **Goals that pull,** not quotas that push.

TRY IT

Write with Inkwell.

The demo runs on a fictional writer's archive. No account needed.

Try the demo: inkwell.anujaharsha.com

You finished case story 05: "Beat the blank page." Inkwell is a real product by Anuja Nimmagadda, built by directing Claude Code. Jo and the examples in this story are fictional.