Developing ideas

Think of the last time you had an idea.

Maybe you were looking out a bus window or lying in the grass and a story came to you, or a beautiful image, or a line in a poem you hadn’t written yet. These moments of inspiration can feel like nothing short of magic: exciting, but fickle.

But developing creative ideas has less to do with sorcery than it has to do with your mind being open and willing. In fact, at every moment there are endless ideas in you. All you need to do is relax and cast out a line to catch one.

As writers, we have two entry points into our well of ideas: through our memories or our imagination. In this section, you will practice exploring your memories, engaging your imagination, and finding that sweet spot where the two meet.