A FREE COMPANION TO THE BLOG-TO-BOOK BLUEPRINT

The Archive to Manuscript Workbook

Audit sheets, chapter maps, editing checklists and a 90-day tracker for turning your blog into a real book.



RICHARD LOWE

How to Use This Workbook

Somewhere in your archive there's probably a book. Copying your best posts into one document won't produce it.

The Blog-to-Book Blueprint lays out a working system for getting from a pile of posts to a finished manuscript in about 90 days. This workbook gives you the sheets to run that system on your own blog, in order.

It has six parts:

1. **The purpose page**, one sentence that every later decision answers to.
2. **The content audit**, sorting your posts into three honest piles.
3. **The chapter map**, posts mapped to chapters and every gap flagged.
4. **The three editing passes**, as checklists.
5. **The 90-day tracker**, with the four quality checkpoints.
6. **The launch countdown**, from six weeks out to launch week.

> *A book with ten great chapters beats a book with twenty mediocre chapters every single time.*

Part 1: The Purpose Page

Write your one-sentence book description before you do anything else, and come back to it whenever the scope starts to grow.

My one-sentence description:

_____

_____

After reading this, someone will be able to:

_____

Part 1, continued: Reader, Position and Goal

The people who read your blog for free are not the same people who will pay for your book.

QUESTION	MY ANSWER
Point A: where is my reader when they pick up the book?	
Point B: where are they when they finish?	
Who is my primary reader? (Choose one and structure for them.)	
What does this reader need that a blog visitor never did? (More context, more setup, a system)	
Three top sellers in my category, and what their reviewers complain about	
My position: the definitive guide, or the practical alternative to academic and overcomplicated books?	
My relationship to the reader: expert to student, practitioner to peers, or fellow traveler further down the path?	

What is the book for?

By the book's rule of thumb, most self-published books sell fewer than 100 copies. Decide now what success means, because your metrics follow from it.

	GOAL	WHAT I'LL MEASURE
☐	Credibility in my field	Speaking invitations, media mentions, consulting inquiries
☐	A bigger audience	Email signups, followers, blog traffic
☐	Direct revenue	Sales and profit margins
☐	Leads for my other work	Inquiries that mention the book; tracking links

Budget reality from the book: doing it yourself costs mainly time. Hiring editing, cover design and marketing can run $5,000 to $15,000 before you sell a copy.

Part 2: The Content Audit

Pull every post you've ever published, then sort with fresh eyes. Be honest. Book buyers won't be polite.

Use three piles: **G** for "This is good," **W** for "This could be good with work," and **X** for "What was I thinking?" Your blog may have 200 posts. Your book will probably use fewer than 50.

POST TITLE	PILE	PROBLEM IT SOLVES	READER RESPONSE	CLUSTER

Copy this page as many times as you need, or keep the same columns in a spreadsheet with word counts and publication dates.

Audit rules

- [ ] Keep posts that answer "How do I..." or "What should I do when..."
- [ ] Drop posts that answer questions nobody asked
- [ ] Don't confuse viral with valuable: a popular story with no practical advice is entertainment
- [ ] Don't keep a post because it took a long time to write
- [ ] Don't force a post into a cluster it doesn't fit; save it for another book
- [ ] Prefer your recent, refined thinking over approaches you've since abandoned
- [ ] Mine the comments for questions you never answered: those are your gaps

Part 3: The Chapter Map

Plan to write 30 to 40 percent new material. That new writing is what holds the book together.

Print a one-line summary of each G and W post, spread them on a table, and move them around until the clusters and their order make sense. Then fill this in. Mark each gap by type: **F** foundational (bringing beginners up to speed), **A** advanced (going past what the blog covered), **C** connecting (linking sections).

CH	CHAPTER TITLE	POSTS I'LL USE	GAP	NEW WRITING NEEDED
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Bridge check

- [ ] Read the mapped posts in order as a stranger. Wherever I got confused, I've written a bridge
- [ ] Openings like “I've been thinking about productivity lately” are rewritten to follow from the previous chapter
- [ ] Where an old post contradicts a newer one, I explain how my thinking changed
- [ ] The messy middle, where people get stuck, is covered
- [ ] Read aloud to catch voice shifts between old and new posts

Part 4: The Three Editing Passes

Structure first, then book format, then polish. Polish is pointless if the foundation is shaky.

Pass 1: Selection and arrangement

- [ ] Read the whole manuscript in sequence, printed and away from the computer
- [ ] No grammar fixes yet: flow and logic only
- [ ] Marked everything redundant, confusing or off on a tangent
- [ ] Marked every spot that assumes knowledge a new reader won't have
- [ ] Checked pacing: nothing rushed, nothing belabored

Pass 2: Rewriting for book format

- [ ] Each chapter opens by saying what it covers and why it matters
- [ ] Each chapter closes with a summary and a look at what's next
- [ ] “The framework I described last month” is replaced with the framework itself or a clear reference
- [ ] “As I mentioned in my post about...” insider references are cut or explained
- [ ] My personality is still there; I didn't edit my voice out

Pass 3: Professional polish

- [ ] Read aloud again for rhythm and tongue twisters
- [ ] Varied repeated words, openings and sentence patterns
- [ ] Every transition shows a relationship or a change of direction
- [ ] Examples clarify; none are decoration
- [ ] Facts, statistics and platform details checked and current

Tight budget
Pay for developmental editing first. Structure problems need outside eyes.

No budget
Find beta readers from your target audience.

Self-editing
Take a week or two away between passes.

Part 5: The 90-Day Tracker

Treat it like a business initiative with deadlines and deliverables, not an open-ended creative project.

WEEKS	DELIVERABLE	DONE (DATE)	NOTES
1 to 2	All posts exported into a spreadsheet (title, word count, date, category); clusters found; one-sentence description written		
3 to 4	Detailed table of contents; gaps identified; new writing estimated and scheduled		
Week 4	**Checkpoint: structure.** Do the chapter titles alone show the transformation the book promises?		
5 to 8	Posts placed in the structure; connecting material written; a complete first draft, read aloud as you go		
Week 8	**Checkpoint: flow.** Read straight through. Repeats? Contradictions? Chapters that don't lead on?		
9 to 10	A few days away, then major revision; cut what doesn't serve the purpose		
Week 10	**Checkpoint: purpose.** Does the draft match the one-sentence description? Revise the book or the description.		
11 to 12	Sentence editing, fact checking, consistency; send to an editor if using one		
Week 12	**Checkpoint: standards.** Would I be comfortable seeing it in a bookstore next to traditionally published books?		

When you stall

ROADBLOCK	WHAT THE BOOK SAYS TO DO
Perfectionism	Set a timer for each chapter and move on when it rings
Scope creep	Reread the one-sentence description and cut what doesn't support it
Motivation loss (often week 6)	It's normal. Finish small daily tasks instead of thinking about the whole book
Behind schedule	Never skip a checkpoint. Extend the timeline instead

Part 6: The Launch Countdown

Set the launch date a few weeks after the manuscript is final, then count backward.

Launch date: _____

Months ahead, while still writing

- [ ] Talk about the book on the blog: behind the scenes, cover and title votes
- [ ] A simple landing page collecting email addresses for the launch list
- [ ] A series of preview posts planned, not one announcement

Six weeks out: platforms

- [ ] KDP account set up, plus any other platform I'll use
- [ ] Three categories chosen where I can realistically compete
- [ ] Keywords and pricing researched against similar books

Four weeks out: marketing assets

- [ ] Cover designed, and it reads as a thumbnail
- [ ] Book description written for humans first, with real search keywords
- [ ] Promotional materials and pre-order page, if the platform supports it

Two weeks out: reviews

- [ ] Advance copies sent to loyal blog readers, fellow authors in my niche and other trusted voices

One week out: systems check

- [ ] Final files uploaded; a printed proof read; metadata double checked
- [ ] Social posts scheduled and email announcements ready

Launch week

- [ ] Announce on every platform, with the newsletter as the main campaign
- [ ] Watch early sales and reviews; adjust quickly if something isn't working
- [ ] Mix promotion with ordinary posts so the audience doesn't tune out

> *You can always change covers or reformat later, but you can't publish a book that doesn't exist.*

The Whole Story

This workbook is where you do the work. The Blog-to-Book Blueprint explains each step in full: strategy and positioning, the three editing passes, self-publishing platforms, launch and social media, real case studies, co-authors, legal and tax questions, and the 90-day plan week by week.



The Blog-to-Book Blueprint:
A Practical Publishing System
The Publishing Series

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