

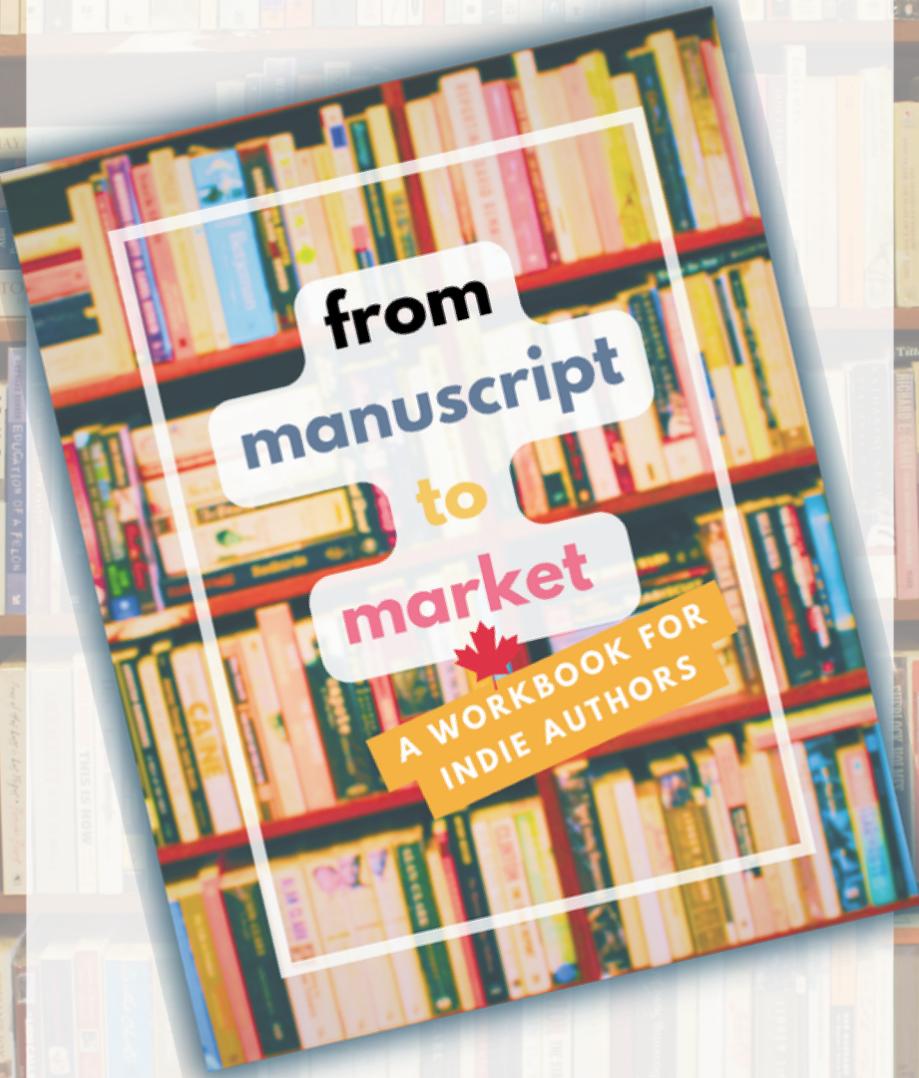


content maxxing

turn your
blog or pod
into a book!

WORD ON THE STREET 2025
Lethbridge

JEAN MCCARTHY



**from
manuscript
to
market**

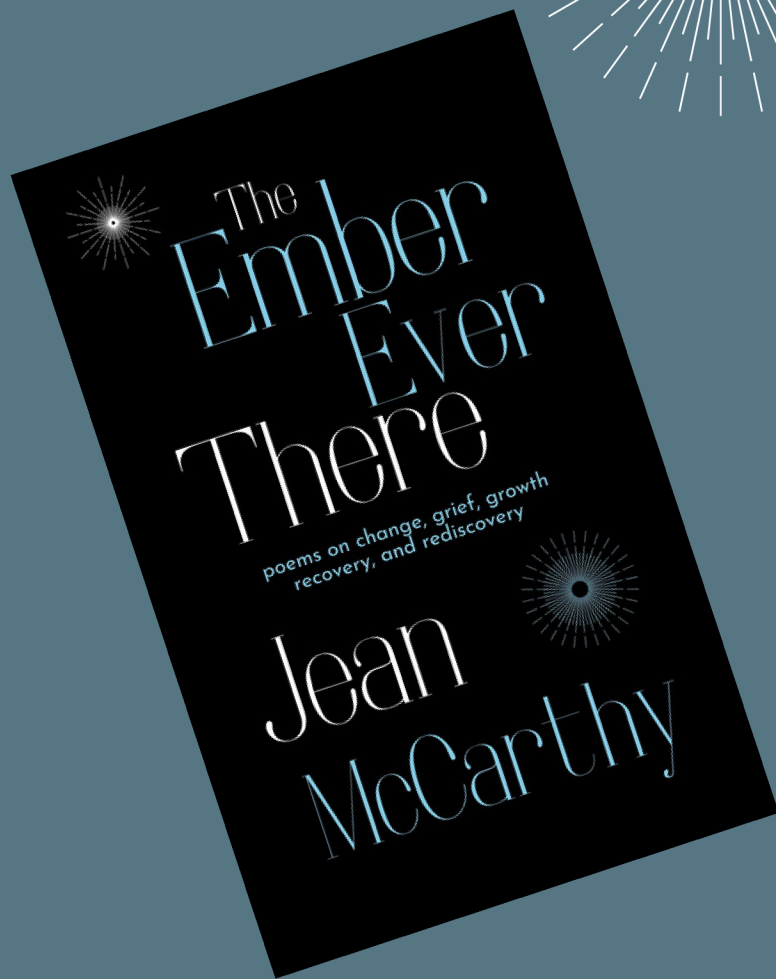
**A WORKBOOK FOR
INDIE AUTHORS**

JEAN MCCARTHY



jeanmccarthy.ca/slides

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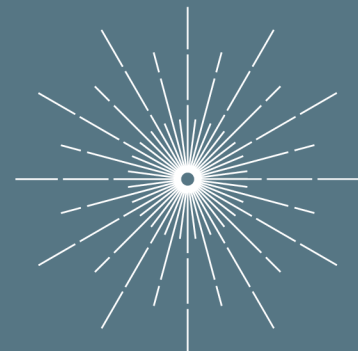


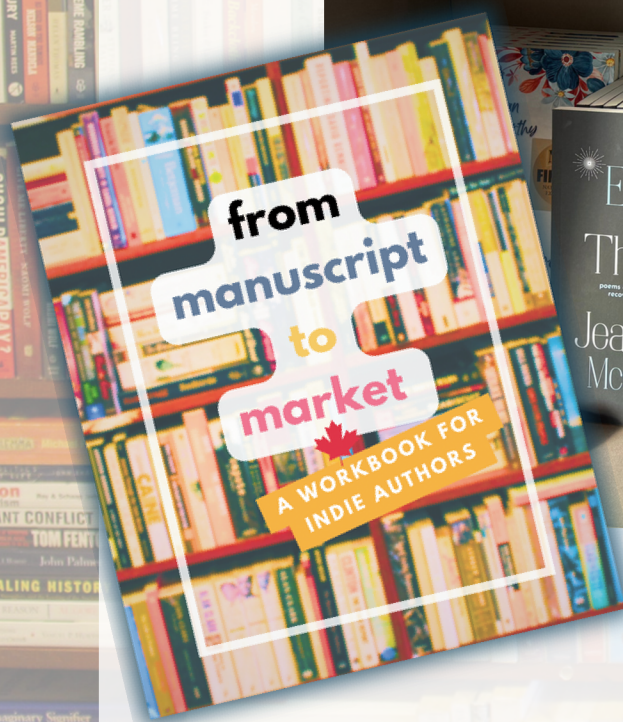
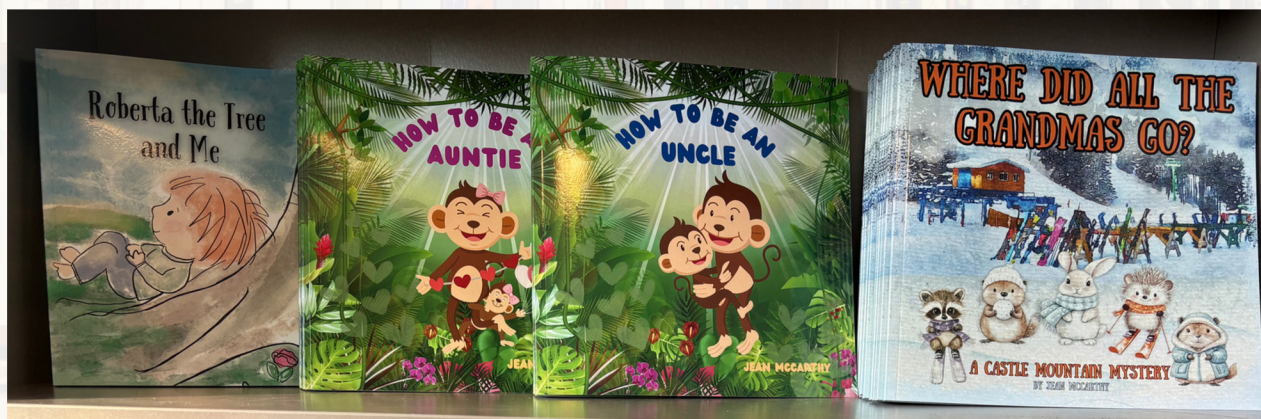
I watch
this newborn day
unfold
and promise myself
I won't ask too much of it

after all
it's just a day

I won't expect
to change the world
or even myself today
but
only nudge us both
in a better direction

Jean McCarthy
The Ember Ever There





JEAN MCCARTHY



unpickled

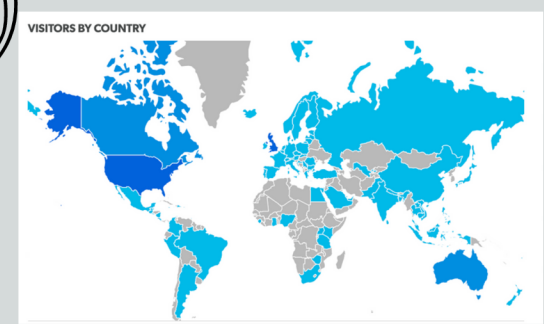
All-time stats	
Views	4,220,944
Visitors	634,233
Posts	241
Comments	8,624



Blog

Pod

All Time Listens	
	4,486,187



unpickled

HOLIDAY SURVIVAL GUIDE

STAYING ALCOHOL-FREE
DURING THE FESTIVE SEASON

JEAN MCCARTHY

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PREPARE TO BE ALCOHOL FREE

INSIGHTS AND TIPS
TO EASE THE TRANSITION

JEAN MCCARTHY

Jean
McCarthy



Take Good Care

Recovery Readings
Inspired by
The Bubble Hour Podcast

The Ember Ever There

poems on change, grief, growth
recovery, and rediscovery

Jean
McCarthy

purpose

1

value added
for existing followers

2

grow audience
attract new followers

3

go deeper
dig into certain topic(s) or
expand on existing work

4

lead magnet
free ebook with newsletter
signup

5

tangible item
sell at in-person events

6

bonus gift
for patrons or members of
paid community

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format

more than a copy of existing content

workbook



memoir



essay/story/poetry collection



behind the scenes



new information on same topic



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avoid

cut and paste content



irrelevant to new readers



redundant for existing followers



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examples

essay/story/poetry collection



behind the scenes



new information on same topic



memoir



essay/story/poetry collection



Through a Sober Lens
A PHOTOGRAPHER'S JOURNEY
MICHAEL BLANCHARD



examples



JEAN MCCARTHY

tip

engage followers in the process:

- post a survey or Q&A
- include a check box for permission to use responses
- allow users to choose first name for attribution
- quote the responses in your book
- send an ebook as thanks
- include a sharable graphic, link, or prewritten message to promote your book

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HOLIDAY
SURVIVAL
GUIDE
STAYING ALCOHOL-FREE
DURING THE FESTIVE SEASON
JEAN MCCARTHY

The Most Wonderful Time of the Year?

3

Many of the challenges originate in things we consider positive, such as spending time with family or dressing up for a party. It is important to remember that triggers are not necessarily confined to things that we love. Often the simple disruption of our new sober routines can cause problems.

Permit yourself to look objectively at the traditions you've experienced throughout your life. Consider what aspects of Thanksgiving through New Year's (and beyond) may not serve you well, and know that it is okay to do things differently.

No rule says we need to, or even attend, every family gathering. It is perfectly acceptable to be home at 9 p.m. on New Year's Eve. I promise you, the sun will still be shining on New Year's Day, whether you were awake or asleep at midnight.

Perhaps it is time to make some new traditions.

✱

Reflection Exercise:

Spend some quiet time considering how you genuinely feel about the holiday season. What pleases you, and what makes you anxious? What do you look forward to, and what do you dread?

✱

Tool: Willingness

It's essential to be willing to do things differently if you would like to see change. Give yourself permission to question the usual way of doing things and stand by any decisions you make in your own best interest.

✱

4

UNPICKLED HOLIDAY SURVIVAL GUIDE

Tips for Friends and Family:

Support your loved one in recovery by being open to change. Understand that it can be difficult for them to live life differently if everything around them stays the same. Begin with a private conversation to ask if there is anything special you can do to support their recovery during holiday events. If they share with you that some aspect of the usual tradition is challenging for them, listen without judgement and do not take offence. It is not a criticism of you or the way you do things. Consider new ways of doing things and be willing to compromise.

✱

Wisdom from Sober Friends

“Holidays used to be one big party...lots of drinking. As I was newly sober last year, it was just something to survive and get through sober. This year I'm looking forward to more quality time with family and friends who support my sobriety.

Liz (14 months of sobriety)

“I no longer feel bad for myself for not “getting to drink.” I definitely NEEDED to go through a few holidays to build my muscles

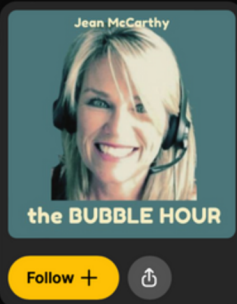
Laney (3+ years of sobriety)

“Each year not drinking has gotten easier, and now I enjoy the holiday season more than ever! With no hangover, I don't have to kill myself baking, entertaining, standing on my head...whatever to

take good care



JEAN MCCARTHY



Contacts



Info

The Bubble Hour is a weekly podcast hosted by recovery author and blogger, Jean McCarthy. Real People. Real Stories. Real Hope. The "Bubble" is what we use to stay safe and happy in sobriety (especially early sobriety). We surround ourselves with things and people who bring us joy, laughter and comfort. What do you put in YOUR bubble?

The Bubble Hour

FINALE Goodbye from the Hosts (full episode)

22 NOV 2022 · Get the tissues! This is it. What an amazing decade it has been. How can we possibly say enough thanks yours for all of the heartfelt goodness we've experienced this past decade? Loving messages of gratitude from Ellie, Lisa, Amanda, Catherine and Jean. Presenting this show ha...

 Play 37m 33s

 Add to queue

Part 10 of 10: Goodbye from The Hosts

22 NOV 2022 · Get the tissues! This is it. What an amazing decade it has been. How can we possibly say enough thanks yours for all of the heartfelt goodness we've experienced this past decade? Loving messages of gratitude from Ellie, Lisa, Amanda, Catherine and Jean. Presenting this show ha...

 Play 37m 33s

 Add to queue

Part 9 of 10: Listeners Say Farewell

22 NOV 2022 · There is so much love between the hosts, guests, and listeners of this show! In this episode, you'll hear some of the powerful messages listeners sent to thank The Bubble Hour team for a decade of recovery encouragement. Get The Bubble Hour book: Take Good Care:...

 Play 13m 34s

 Add to queue

Part 8 of 10: Standout Moments

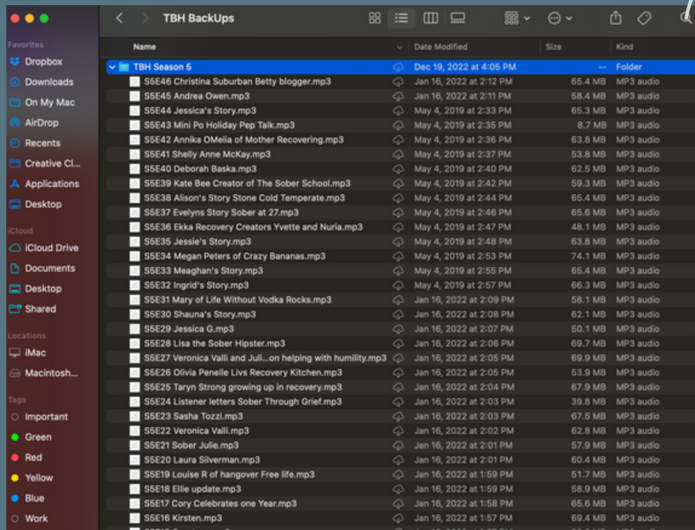
21 NOV 2022 · Host Jean McCarthy shares some of the moments that most affected her as a host, plus listener favorites. Of course, every single episode had numerous golden moments. It was not easy to decide on a handful when there are literally hundreds of incredible interviews in the...

 Play 45m 52s

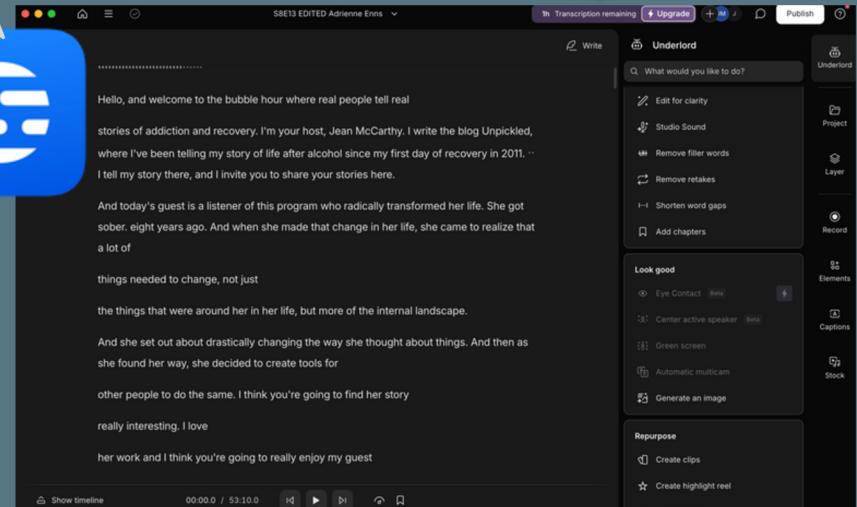
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Part 7 of 10: Author Interviews

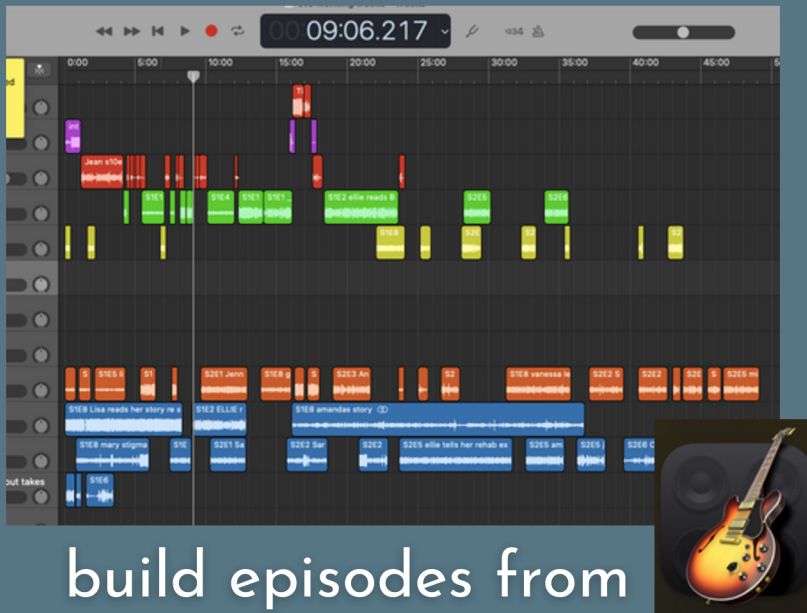
330 audio files



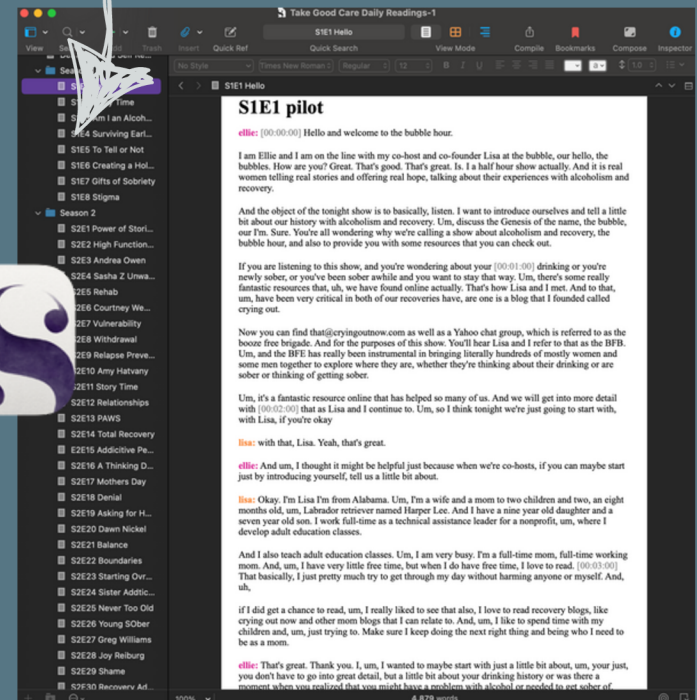
create transcripts



searchable database



build episodes from audio clips





Take Good Care Daily Readings-1

S2E5 Rehab

Insert Quick Ref Quick Search View Mode Compile Bookmarks Compose Inspector

No Style Palatino Regular 13 B I U

Search Results

Binder Order

- Rearrange Things
- S1E1 Hello
- S1E2 Story Time
- S1E4 Surviving Early Sobri...
- S1E5 To Tell or Not
- S1E6 Creating a Holiday Bu...
- S1E7 Gifts of Sobriety
- S1E8 Stigma
- S2E1 Power of Stories
- S2E2 High Functioning Alc...
- S2E4 Sasha Z Unwasted A...
- S2E5 Rehab
- S2E8 Withdrawal
- S2E9 Relapse Prevention
- S2E10 Amy Hatvany
- S2E11 Story Time
- S2E12 Relationships
- S2E13 PAWS
- S2E14 Total Recovery
- S2E17 Mothers Day
- S2E18 Denial
- S2E19 Asking for Help
- S2E23 Starting Ovr After R...
- S2E24 Sister Addictions f...
- S2E25 Never Too Old
- S2E26 Young SOber
- S2E27 Greg Williams
- S2E32 Denial
- S2E36 Gratitude
- S2E38 Grief
- S3E5 ACOA
- S3E6 Recovery Toolbox
- S3E9 Willingness
- S3E10 Who to Drink
- S3E16 Surrender
- S3E23Gift of Desperation

different ways that you can end up in a **rehab** or detox facility.

Some of them are voluntary. Sometimes you're put there, sometimes they're sent there by a doctor. But the advice that we're giving, I think, or the sort of insights that we're giving is valuable, whether or not you go kicking and screaming, like I did a couple of times, or if you're there because you really want the help.

So it's [00:28:00] really important just to think about **rehab** in general with a really open mind and an open heart to kind of get as much as you can from the stories that we're going to hear. So I think with that, let's move on to, do you have anything else that you wanted to add?

Amanda: No. No. I'd love to hear from our call our guests today.

Ellie: Okay, great. We're going to hear from Tracy first. Tracy, are you there? I'm here. Can you hear me? Hi, thank you for being on the bubble Lauer. We appreciate it. All right. And now if you want to do you can maybe introduce yourself really quickly and then tell us a little bit about your own experiences with.

Your **rehab** experience. All right,

guest 2: well I'm 40 years old. I'm married. I have a son who's four. I'm a nonprofit fundraiser and exploit and I live in New York and I got sober for the first time when I was 19 ish was sober for 10 years. Before I relapsed for eight years and ish, I don't know.

It's all very fuzzy, you know? And I've been sober this time for three and a half [00:29:00] years.

Janna: That's great.

guest 2: You want to hear about my **rehab** experience? Well, I should say that I should preface this by saying it was 20 years ago. So it's a little different and in my experience was probably a little different than people who were sort of ups and chose to go there.

So I was 19 and I went to **rehab** to get out of trouble. I walked out of college was stealing from my roommates and my job and in a terrible relationship and crashed my car in a blackout. And I figured if I asked my parents for help, they might bail me out of all of it. So I had no real interest in actually getting sober.

My dad at that point had been sober for 10 years, so it was a little harder to you know, pull the wool over his eyes.

Amanda: Yeah. So he

guest 2: Threw me in **rehab** and, you know, thank God for a good union insurance because it wasn't something we could have afforded on our own. My dad had gone to a, a **rehab** when he got sober.

But [00:30:00] it was sort of a, a rural sort of place in the middle of nowhere. And he wasn't comfortable with his little girl going there. So I got shipped off to a bizarre place called Sierra Tucson out in Arizona. And it, it was frankly, it was totally bizarre. I was a 19 year old blue collar punk rocker.

And this place was like fancy Betty Ford, ish resort, kind

Ellie: of hippy dippy

217 results 100% 15,895 words

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Blog - Presentation (4:3) - Canva

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Design

Elements

Text

Brand

Uploads

Draw

Projects

Apps

Background

Magic Media

Starred


Mockups

✂️🗑️🔧EditBG Remover🔍🔄Flip🔲🕒Animate5.0sPosition🔑

🔒🔗🔗

Recovery Readings
Inspired by
The Bubble Hour Podcast

Tend your sobriety with reflections and insights inspired by one of the most beloved, iconic recovery podcasts of the decade. This book was created to carry on the conversation as *The Bubble Hour* wrapped up production on its tenth and final season.



As producer and host of *The Bubble Hour*, Jean McCarthy interviewed hundreds of men and women in recovery, as well as industry experts, authors, and advocates.

Take Good Care includes many insights and lessons Jean gathered along the way.

Take Good Care

Jean McCarthy

Take Good Care

Jean McCarthy

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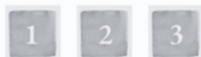
Notes

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Others May Take Time



Matt thought sobriety would fix his marriage, but instead, things got much, much worse. The pair were at odds since Matt was excited to move forward, while his wife was skeptical if the change would last.

"I was going a million miles an hour towards sobriety," Matt said, "but she couldn't let her defenses down and accept that I was permanently sober just because I said so."

Many of us take years contemplating sobriety, then expect instant acceptance when we make the leap. It's frustrating when others need time to absorb the news, but their hesitancy is justified.

"My wife was accustomed to the devil she knew," Matt explains. "She needed help to heal her resentments that looked very different from the help I needed to get sober."

Conversely, some people in my life resisted my sobriety because my struggles with alcohol were hidden. I was asking them to process a lot of new information in order to accept both my addiction and recovery at the same time.

Whatever your situation is, be patient with those who are slow to get on board with your decision. The truth comes out over time. New patterns emerge through repeated behavior, slowly building evidence.

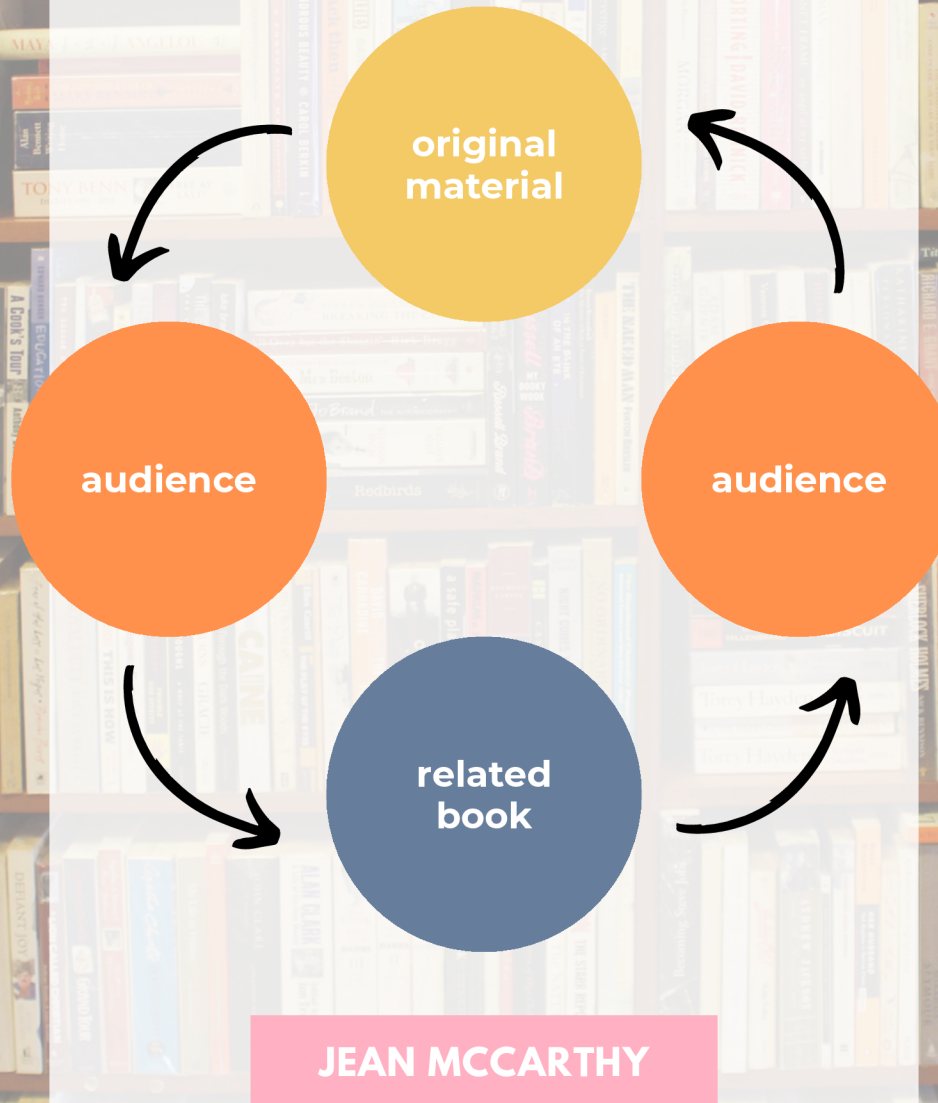
As time passes and a sober person continues to live differently, others experience the new dynamic as reality.

Give them time, and live your recovery with confidence.

Who could use a little more time to understand your recovery better?



cross promotion



overview

from
manuscript
to
market

A WORKBOOK FOR
INDIE AUTHORS

MANUSCRIPT TO MARKET IN 6 STEPS

Step 1: Write & Edit Your Manuscript

- Draft your book, revise, and polish.
- Hire editors as needed (developmental, copy, proof).
- Get feedback from beta readers or critique groups.

Step 2: Secure Your Publishing Essentials

- Apply for free ISBNs from Library and Archives Canada.
- Decide which formats you'll publish (print, ebook, audiobook).
- Apply for CIP data if you want libraries to catalogue your book.

Step 3: Design & Format Your Book

- Hire a professional cover designer or DIY.
- Format the interior for print and digital.
- Approve final proofs before publishing.

Step 4: Publish & Distribute

- Upload files to platforms (Amazon, Kobo, IngramSpark, etc.).
- Set pricing in CAD and other currencies.
- Arrange print, ebook, and audiobook distribution.
- Submit legal deposit copies to Library and Archives Canada.
- Register with publiclendingright.ca to reach libraries.

Step 5: Market & Promote

- Build your author brand (website, social media, newsletter).
- Collect early reviews and testimonials.
- Plan and host a book launch.
- Promote through media, festivals, libraries, and bookstores.

Step 6: Manage & Grow

- Track royalties, expenses, and taxes (consider GST/HST).
- Apply for grants or funding opportunities.
- Evaluate your launch results and marketing strategies.
- Begin planning your next project.

JEAN MCCARTHY

overview

BLOG TO BOOK CHECKLIST

- ☐ Audit all blog posts for relevance and quality
- ☐ Consider possible 'arc' or insight
- ☐ Consider ways to offer added value to fans
- ☐ Select posts to include and create an outline
- ☐ Rewrite posts into book-style chapters (remove references to blog format or time-sensitive elements)
- ☐ Ensure smooth chapter transitions
- ☐ Remove outdated references, broken links, or topical content
- ☐ Add introduction + conclusion to frame the book
- ☐ Decide whether to include extras (worksheets, Q&A, bonus material)
- ☐ Edit and proofread the manuscript
- ☐ Align design and graphics with existing brand, if applicable



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from
manuscript
to
market

A WORKBOOK FOR
INDIE AUTHORS

overview

from
manuscript
to
market

A WORKBOOK FOR
INDIE AUTHORS

PODCAST TO BOOK CHECKLIST

- Transcribe episodes (manual, AI tool, or professional service)
- Organize transcripts by topic or theme
- Identify "core content" vs. off-topic conversation
- Rewrite transcripts into narrative chapters (remove filler words, tangents, greetings)
- Maintain conversational tone if appropriate, or adapt to book-style prose
- Add context, examples, and reflection that weren't in the original audio
- Decide whether to include guest contributions or quotes
- Ensure permission to use all content (guest release, etc.)
- Add book-only content to make it valuable beyond the podcast
- Proofread and edit for flow



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