



Putting together a professional book

Putting together a book that really showcases your skills is not as difficult as you think; you've already done the hard part; building a business (believe me, I know, I'm an entrepreneur!). Your cookbook should be a reflection of you and your company, and making that a reality is actually pretty straightforward with a few tips and tricks:

Organize your book in a way that reflects you

Depending on your business, it may make sense to organize your book as regular "Appetizers, Soups and Salads" etc. or maybe there is another way that is more suited to your business. Like if you are a bakery, maybe "Cakes, Cookies, Quick Breads" etc. Or if you are a caterer, you can try "Meals for Two, Easy Lunches, Easy Dinner" etc. Since you can create your own sections, it's really up to you! And they don't all have to be recipe sections. You can add sections that are just for text, or just photos, so you can really tell your story.

Load your own design into our template

With our custom template, you get to use our program for easy formatting (and choose from 10 font families that best suit your look), but load your own design into the cover, back cover, table of contents and divider pages. So your book will really be a reflection of you. If you're not great at graphic design, there are a lot of sites out there that can help you fake it. Canva.com is one of my faves! Just set up your design as a 6x9 page, and it will match our proportions perfectly!

Go with beautiful photography, or don't!

Some books beg for stunning photography. If you're a blogger, for example, you likely already have an arsenal of amazing shots. If you are a restaurant owner, you might not. Food photography can be tricky, so if you can't get your hands on good food shots, it might be best to avoid them all together and instead go for beauty shots of things that tell your story, like your storefront, or people that are part of your business. Or maybe you want to focus on just the recipes, and some great divider pages. You can hire illustrators and designers on fivver.com, and find great stock photography that is free to use on unsplash.com. We also have an extensive library of photographs- everything from ingredients, to ready-made popular dishes, scenery, flowers etc. It's part of our image library and free to use for all members.

Choose a binding that reflects the economic reality of your market

Decide on the price before you start. You want to make sure this project will make economic sense before you get too far down the road. Decide what you want to sell your book for, then work backwards to see what you can afford. A hard cover book is great, but maybe too expensive, so you might consider a soft cover book. Think also of how many you are going to order at a time- printing price is based on how many books we print at once, so base your math on a realistic number of books- be it 10 or 10,000! Don't forget ebooks! We are set up to help you sell your PDF or epub book as well! You can order links from your account and sell them at whatever price you want to your tech savvy customers. Ebooks cost \$9 per link if you are ordering less than 100.

Promote, promote, promote!

Social media is such a great way to promote yourself, and chances are you already have some sort of online presence. Email me if you want me to make up a mini PDF of your book that you can use to promote it online. There is no fee for this!

Setting up a quick online sell page is easy these days with sites like wix.com, or shopify.com, and a great way to reach a wider audience. And ebooks are easy to sell this way as there is no shipping cost.

Word of mouth is a very powerful tool, especially in tight knit communities, so talk up your book to everyone you know!

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