



Actionable Checklist: Cookbook Creation



Thank you so much for attending our webinar! We hope that you were able to learn more about the process of creating a cookbook. If you are still considering moving forward with creating your very own cookbook, we are including a checklist below that includes actionable steps to help get you there!

We are also including some useful resources below about the creation process. Check them out, do lots of research, and gather as much information as possible before deciding whether a cookbook is a good fit for you and/or your brand.

You can learn more about our cookbook [here](#), and if you want to stay connected with the work we're doing, check out our [website](#).

WENDY + JESS

THE CHECKLIST

Write down 3 ideas for a cookbook that include who your audience will be, your angle, and how this cookbook idea will be unique.

Develop a shortened buyer persona for your brand (ex: Creative, sophisticated and free-spirited women, ages 25-40, interested in health, wellness, fitness, nature & travel)

Go to the local bookstore, and browse through cookbooks that align with your interests. Write down the names of at least 3 publishing companies.

Visit those publishing websites, and spend at least 60 minutes browsing the books they have released.

Follow 5 dietitian cookbook authors that align with your interests on social media. If you don't have social media, set up those accounts right now.

Think about timing. If you were to write a cookbook, when would that realistically happen (month & year). Around what season would you want it released?

Create a Pinterest board of recipe inspiration. Make sure to categorize your recipes to keep your ideas organized.

THE RESOURCES

Podcast: [The Cookbook Deal](#)

Podcast: [The Process of Creating a Cookbook](#)

Website: [Food Heaven Made Easy](#)

Article: The Guardian

[How to Write Your First Cookbook](#)

Article: David Lebovitz

[How to Write Your Own Cookbook](#)

Article: Institute of Culinary Education

[So You Want to Write a Cookbook?](#)

Article: Chadwick Cannon

[Why Pre-Orders Matter](#)

Article: Dianne Jacob

[An Agent Answers: “What Should I Expect for a Cookbook Advance?”](#)

Article: Dianne Jacob

[5 Tips on How to Get Big Name Book Endorsements](#)