

Exclusive Webinar Presentation

The Dietitian's Guide To Creating a Successful Cookbook

Presented by Wendy Lopez, MS, RDN, CDE and Jessica Jones, MS, RD, CDE
Monday, July 24, 7:00-8:00pm ET

Earn
1 CPEU

The Dietitian's Guide to

CREATING A SUCCESSFUL COOKBOOK

Food Heaven Made Easy



ABOUT US.

Co-founders of the healthy living website,
Food Heaven Made Easy

Co-hosts of the **Food Heaven Podcast** &
previous Web-Series

Focus on **plant-based eating** with an
emphasis on Black and Latino community

Work in **outpatient settings counseling**
patients on pre-DM, DM, HLD, HTN, GI
disorders, wellness



JESSICA JONES, MS, RD, CDE
Registered Dietitian Nutritionist



WENDY LOPEZ, MS, RD, CDE
Registered Dietitian Nutritionist

Our Cookbook?

The 28 Day Plant-Powered Health Reboot.

28 Day Plant-Powered HEALTH REBOOT

RESET
YOUR BODY,
LOSE WEIGHT,
GAIN ENERGY,
& FEEL GREAT

JESSICA JONES, MS, RD
& WENDY LOPEZ, MS, RD

FOUNDERS OF THE BLOG
FOOD HEAVEN MADE EASY



Webinar Objectives.

1. List and understand the different stages of creating a cookbook.
2. Assemble a cookbook proposal that is relative to their brand, mission, and/or target audience.
3. Create an effective marketing plan for the success of their cookbook.
4. Define three measurable action steps that will assist them in the implementation of a cookbook.

28 Day Plant-Powered HEALTH REBOOT

RESET
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WHAT WILL MY BOOK BE ABOUT

-factors to consider-



AUDIENCE



ANGLE



UNIQUENESS

Audience.

Who are you writing this book for?

Be as specific as possible- age, gender, income level, interests, & cooking experience of potential readers

Example: *“Creative, sophisticated and free-spirited women, ages 25-40, interested in health, wellness, fitness, nature & travel”*

Chrisette is a 27-year-old woman who lives in Washington, DC. Her family is from Barbados, and then immigrated to Brooklyn, NY. She was raised in Brooklyn, and completed her undergraduate degree in theatre. She lived in Brooklyn until she was 22 years old, and then got accepted into the Fullbright program. She was placed in Mexico City, Mexico, and worked on improving family dynamics through the use of theater. Upon finishing her placement, she moved back to Brooklyn, and did freelance work. She met her current partner in Brooklyn, and after a few years, they decided to move to DC. She works in Howard University's Theatre Arts department, assisting department professors. She makes \$55K/year, and lives with her boyfriend, whom she splits the bills with. When she's not working, she enjoys watching netflix shows, exploring new restaurants in DC, cooking, traveling to local towns and cities, and browsing through instagram for fashion and food inspiration. Within the next year, she hopes to move back to New York City with her boyfriend and work as an instructor at the People's Theatre Project. Given her line of work, it's hard to have a consistent schedule and so she finds it challenging to eat healthy meals. She oftentimes eats out, and ends up feeling guilty about it afterwards. Sometimes she does meal prep, but then falls off and after a couple of weeks, she is back at eating out. She wants to work towards consistency in healthy eating habits and physical activity. Chrisette wants to join the Food Heaven community because she wants to feel supported with helpful tools so that she develops consistency. She enjoys how practical, easy, and cost-effective the meals on Food Heaven are, and she feels as if Wendy and Jess are her friends. She looks forward to their social media posts, and wants to become more involved in the projects and products that they're developing for their clients.

Angle.

Is your angle relevant to your brand?

Can you use this angle to grow your brand?

Example: *Danielle Capalino, MSPH, RD, is a GI dietitian. Her books & recipes focus on promoting a healthy microbiome.*



Uniqueness.

How will your book stand out?

What makes it different from the other 300 books on x topic?

How can I use my platform to inform my creative decisions?



PATHS TO GETTING PUBLISHED



SELF-PUBLISH

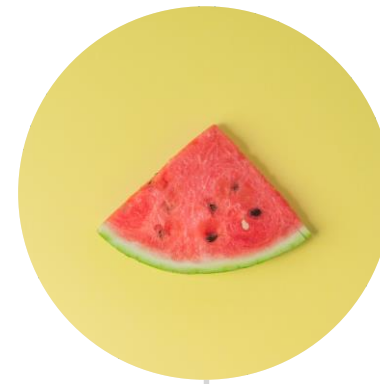


WORK W/ AN AGENT

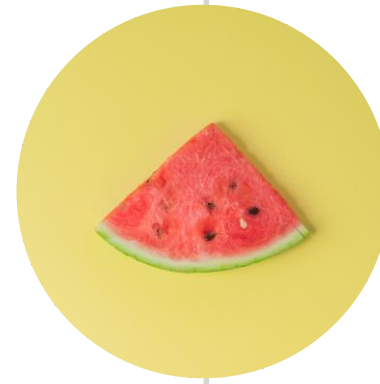


DIRECTLY W/ PUBLISHER

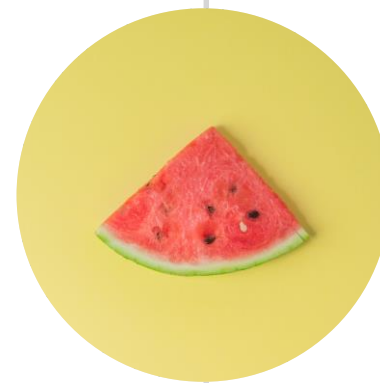
Working With an Agent.



WHAT IS AN AGENT?

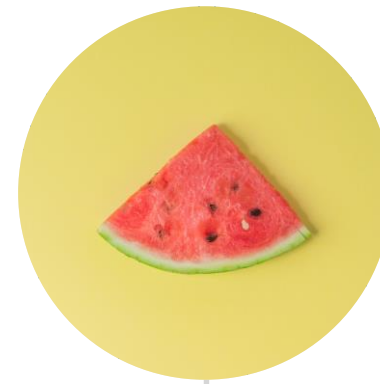


WHY IS AN AGENT VALUABLE?

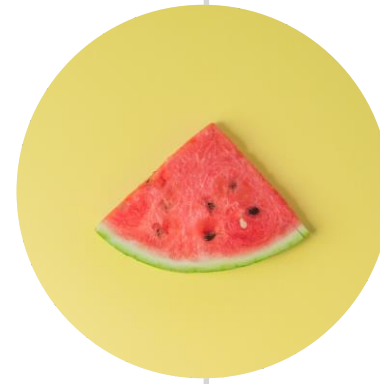


HOW DO I GET AN AGENT?

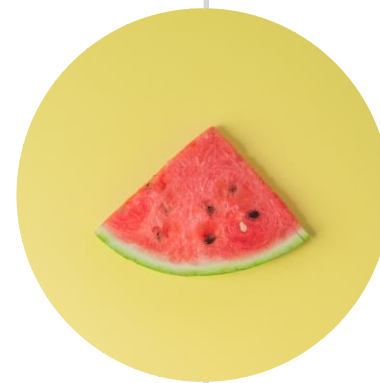
Working Directly With a Publisher.



HOW CAN I CONNECT WITH PUBLISHERS?



DO PUBLISHERS EVER REACH OUT?



WHAT TO CONSIDER WHEN WORKING WITH A PUBLISHER?

Creating a Proposal.

1

WHY

Let's the publisher & agent know where you're going with the book

3

HOW

You can work with an agent, editor, and/or publisher to develop a solid proposal

2

WHAT

Includes snapshot of book components

4

CONSIDERATIONS

TIME. TIME. TIME.



The Proposal.



- TITLE



- INTRO &
OVERVIEW



- BIOGRAPHY



- TABLE OF
CONTENTS



- RECIPE LIST &
DEVELOPED
RECIPES

A top-down view of a desk setup. On the left, a tablet with a dark screen is positioned vertically. Below it is a white keyboard. To the right of the keyboard is a small potted plant with green leaves in a white pot. Further right is a notebook with a brown cover and a black spine. The background is a plain, light-colored surface.

After the Contract is Signed.

THE ADVANCE

CREATING A TEAM (DESIGN,
PHOTOGRAPHER, STYLIST, ETC.)

RECIPE DEVELOPMENT AND INSPO,
NUTRIENT ANALYSIS, EDITING &
ENDORSEMENTS

The Advance.

A payment in advance against future royalties



Not guaranteed for all first timers



Usually split into payments



May include payment for photographer



Amount typically varies

Creating a Team.

Once you get a cookbook deal, you need to work on assembling a dream team



Photographer



Prop Stylist



Food Stylist



Graphic Designer

Recipe Development & Inspo.

Come up with a system and timeline for developing recipes



Divide recipes into categories



Use Pinterest for inspo

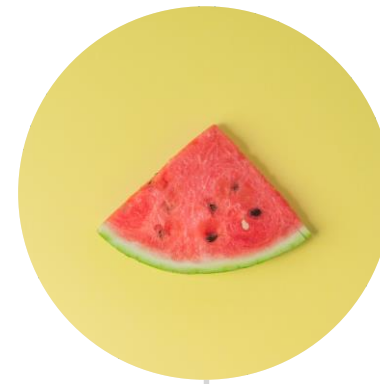


Create a timeline for finishing recipes

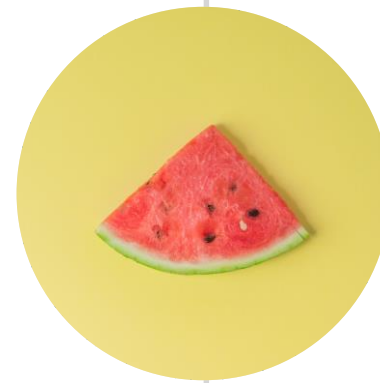


Game-plan for recipe testing

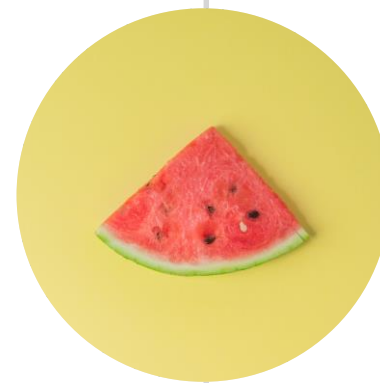
Nutrient Analysis.



**MAKE SURE RECIPES
NUTRITIONALLY BALANCED**

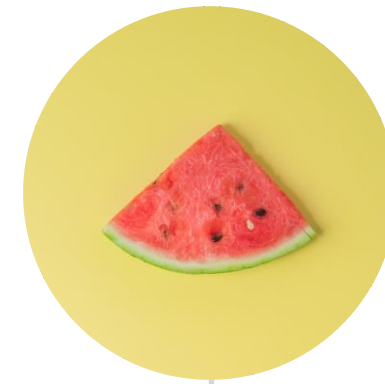


USE SOFTWARE TO ANALYZE

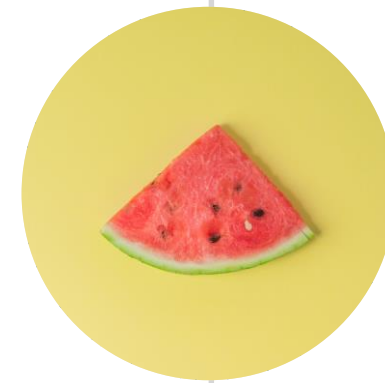


FIND FREELANCERS

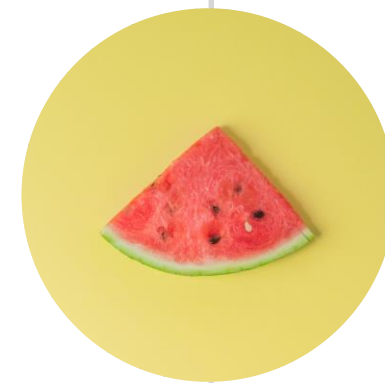
Editing Process.



DEVELOPMENTAL EDITING

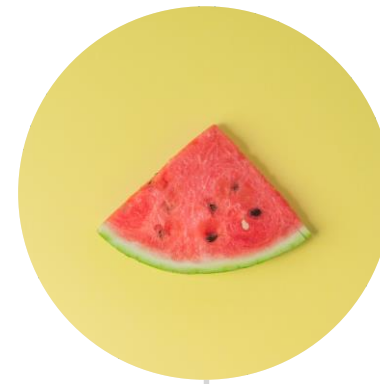


COPY EDITING

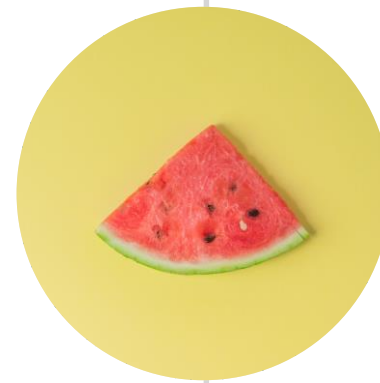


PROOFREADING

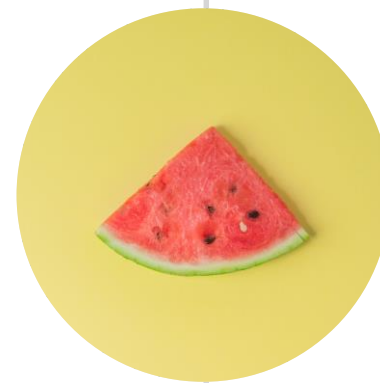
Endorsements.




WHAT IS AN ENDORSEMENT?



REACH OUT TO CONNECTIONS



3-6 ENDORSEMENTS FOR A COOKBOOK

A top-down view of a desk setup. On the left, a tablet is positioned vertically. Below it is a white keyboard. To the right of the keyboard is a small potted plant with green leaves. Further right is a notebook with a brown cover and a black spine. The background is a plain, light-colored surface.

Creating a Marketing Plan.

GET YOUR OWN PR TEAM

CREATE AN EDITORIAL & EVENTS
CALENDAR

4 THINGS TO CONSIDER: COLLABS,
TIMING, AVAILABILITY, & BUDGET

Creating a Marketing Plan.

1

COLLABORATIONS

Make connections, reach out to bookstores & relevant companies

3

AVAILABILITY

Are you able to handle all of the coverage you want to get?

2

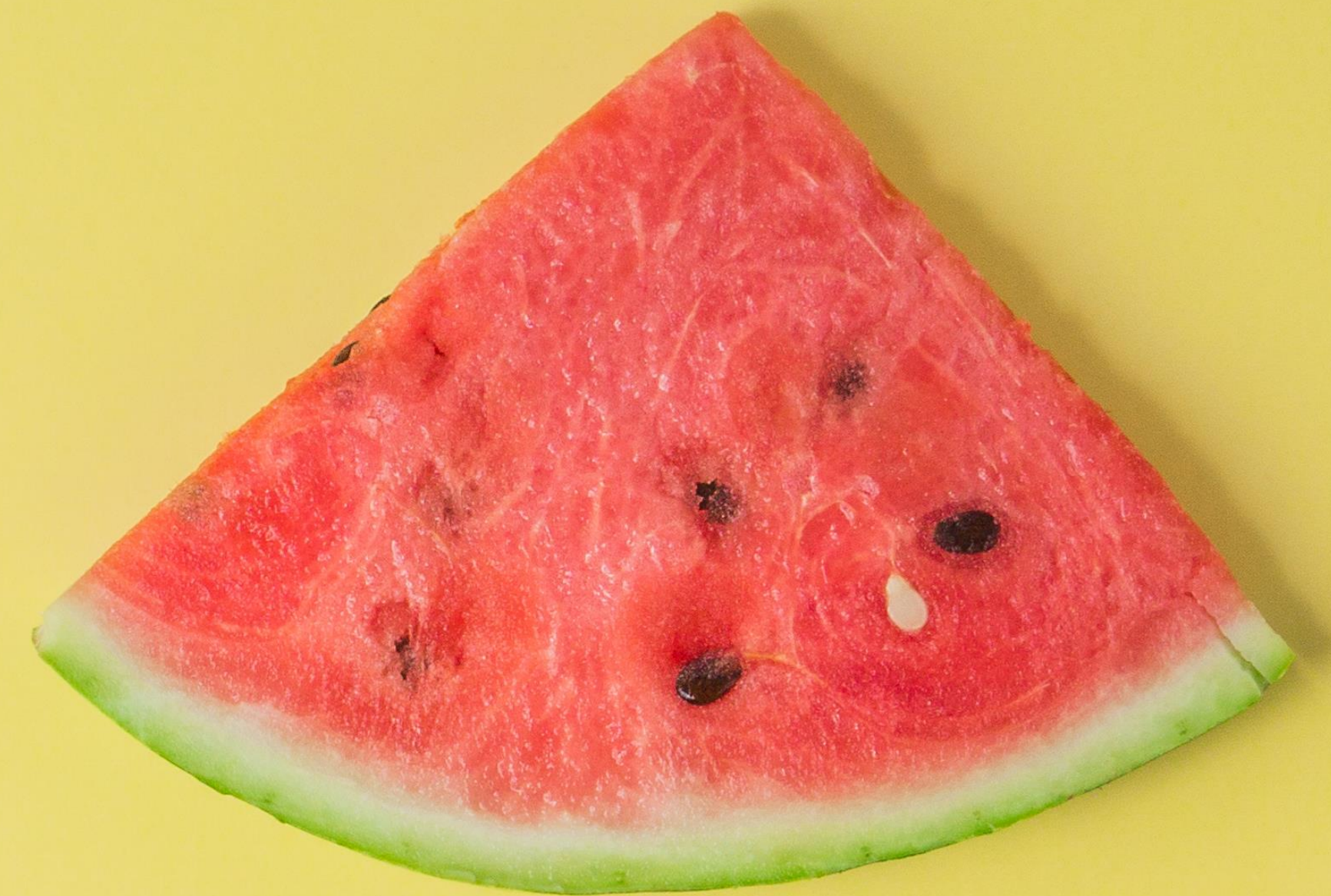
TIMING

Integrate your marketing campaign with seasonal themes

4

BUDGET

Do you have funds set side for marketing?



PRE-ORDERS

WHAT ARE PRE-ORDERS?

WHY ARE THEY IMPORTANT?

HOW TO BOOST PRE-SALES

WHAT ARE THEY?

PRE-ORDERS ARE PLACED BEFORE THE BOOK IS PUBLISHED.

THE AMOUNT OF ORDERS PAINTS A PICTURE OF HOW WELL THE BOOK WILL DO.

WHY ARE PRE-ORDERS VALUABLE?

INCREASED VISIBILITY.

HIGHER CHANCES OF BEING BEST SELLER.

WILL INFORM HOW MANY BOOKS BUYERS PURCHASE.

Preorder Now!



AVAILABLE
WHEREVER BOOKS
ARE SOLD



HOW TO BOOST PRE-SALES

TAKE TIMING INTO CONSIDERATION

CREATE PHOTOGRAPHS, PROMO VIDEOS, SOCIAL MEDIA POSTS, SNEAK PEEKS

DO GIVEAWAYS

COLLABORATE WITH OTHER CREATIVES, DIETITIANS, FOOD COMPANIES, ETC. FOR PROMOTION



THE BIG LAUNCH.

CONGRATS!! YOU LAUNCHED YOUR
COOKBOOK!

NOW SIT BACK AND LET THAT PAPER
RAIN?

EHHH...NOT SO MUCH. *REMEMBER THAT
CALENDAR YOU CREATED? LET'S PULL IT
OUT.*




What's On The Cal?

YOUR CALENDAR SHOULD BE FILLED WITH
CONTENT & EVENTS THAT WILL BOOST SALES

EXAMPLES: *LAUNCH PARTY, BOOK SIGNINGS,
MEDIA APPEARANCES, LIVE HANGOUTS, ONLINE
ARTICLES & POSTS PROMOTING BOOK,
INTERVIEWS, PODCASTS, VIDEOS*



A top-down view of a desk setup. On the left, a tablet is propped up. Below it is a white keyboard. To the right of the keyboard is a small potted plant with green leaves. Further right is a book with a brown cover and a black spine. The background is a plain, light-colored surface.

Importance Of Branding.

WHEN YOU DEVELOP A SOLID
PLATFORM, PR IS EASIER.

THE BOOK WILL PROMOTE YOUR
PLATFORM & ENHANCE YOUR
BRAND.

YOU WILL BE ABLE TO USE THE BOOK
TO SECURE OTHER OPPORTUNITIES.

How Long Was the Process?



1.

Recipe creation and development (4-12 months)



2.

Design and Editing (3-4 months)



3.

Printing, sales & distribution (2-3 months)

Lessons Learned



Have the Time.

Cookbooks are intense!

Do you actually have the time to put in the
work?



Reviews Are Golden.

People need a good review to make
a purchase

Ask your audience to leave you a
review whenever possible



Stay Organized.

Group recipes together

Create a timeline

Internal vs. external accountability



THE UPS & downs



The downs...



LOTS OF WORK

The workload is intense, especially if you have a fulltime job and/or business



LITTLE MONEY

You will (probably) not get rich from writing a book



INCREASED STRESS

There are a lot of deadlines + life happens

The ups...



CREATIVE & FUN

Use your voice and creativity to create a product with a message



HELPING PEOPLE

Deliver evidenced-based nutrition information



ELEVATE YOUR BRAND

Increase brand visibility and respect, more partnerships, press features, etc.

ACTIONABLE STEPS



ONE

Write down 3 ideas for a cookbook that include who your audience will be, your angle – make it unique



TWO

Develop a shortened buyer persona for your brand. Ex: Creative, sophisticated and free-spirited women



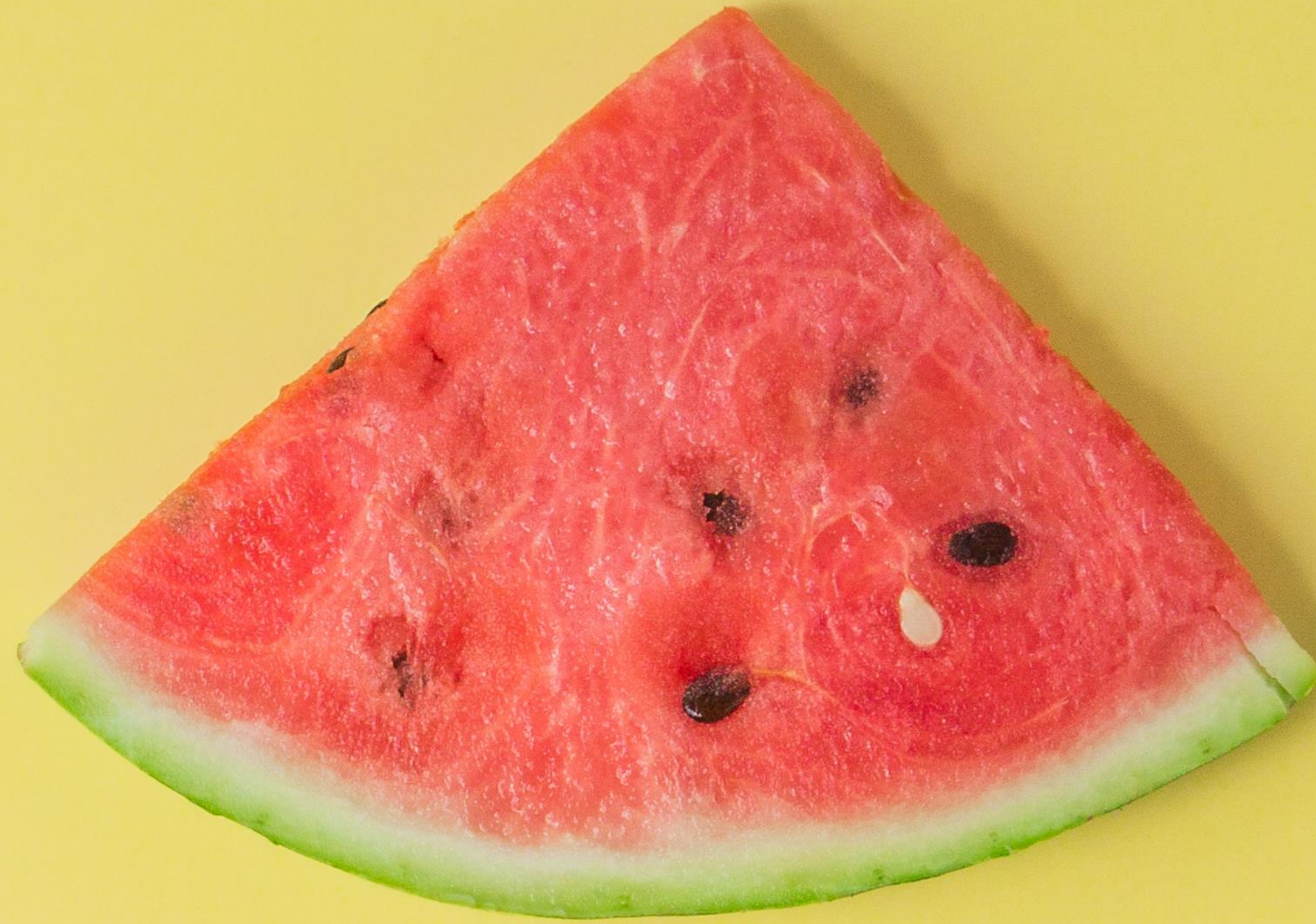
THREE

Go to the local bookstore, & browse through cookbooks that align with your interests. Write down the names of 3 publishers

Thank you!



Question & Answer Time



- **Website**

www.FoodHeavenMadeEasy.com



- **Email**

info@FoodHeavenMadeEasy.com

Credit Claiming.



You must complete a brief evaluation of the program in order to obtain your certificate. The evaluation will be available for one year; you do not need to complete it on July 24, 2017.

Credit Claiming Instructions:

1. Log in to www.CE.TodaysDietitian.com and go to “My Courses” and click on the webinar title.
2. Click “Take Course” on the webinar description page.
3. Select “Start/Resume Course” to complete and submit the evaluation.
4. Download and print your certificate.