

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-DI, 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.



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.



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"

Chisetta 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 Fulbright 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, teaching department professor. 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. Chisetta 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.

7

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

10

Working With an Agent.



WHAT IS AN AGENT?



WHY IS AN AGENT VALUABLE?



HOW DO I GET AN AGENT?

11

Working Directly With a Publisher.



HOW CAN I CONNECT WITH PUBLISHERS?



DO PUBLISHERS EVER REACH OUT?



WHAT TO CONSIDER WHEN WORKING WITH A PUBLISHER?

12

Creating a Proposal.

1

WHY

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

2

WHAT

Includes snapshot of book components

3

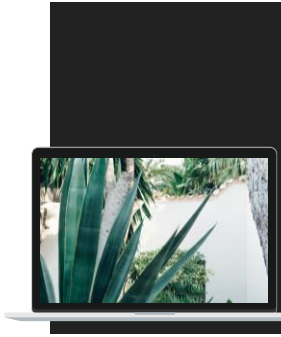
HOW

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

4

CONSIDERATIONS

TIME. TIME. TIME.



The Proposal.



• TITLE



• INTRO & OVERVIEW



• BIOGRAPHY



• TABLE OF CONTENTS



• RECIPE LIST & DEVELOPED RECIPES

14



After the Contract is Signed.

THE ADVANCE

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

RECIPE DEVELOPMENT AND INSPO, NUTRIENT ANALYSIS, EDITING & ENDORSEMENTS

15

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

16

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

17

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

18

Nutrient Analysis.

 MAKE SURE RECIPES NUTRITIONALLY BALANCED

 USE SOFTWARE TO ANALYZE

 FIND FREELANCERS

19

Editing Process.

 DEVELOPMENTAL EDITING

 COPY EDITING

 PROOFREADING

20

Endorsements.

 WHAT IS AN ENDORSEMENT?

 REACH OUT TO CONNECTIONS

 3-6 ENDORSEMENTS FOR A COOKBOOK

21



Creating a Marketing Plan.

GET YOUR OWN PR TEAM

CREATE AN EDITORIAL & EVENTS CALENDAR

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

22

Creating a Marketing Plan.

1

COLLABORATIONS

Make connections, reach out to bookstores & relevant companies

2

TIMING

Integrate your marketing campaign with seasonal themes

3

AVAILABILITY

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

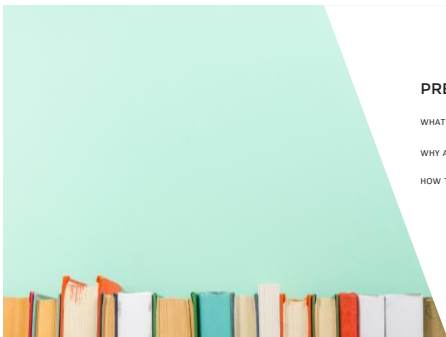
4

BUDGET

Do you have funds set aside for marketing?



23



PRE-ORDERS

WHAT ARE PRE-ORDERS?

WHY ARE THEY IMPORTANT?

HOW TO BOOST PRE-SALES

24

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.



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





Importance Of Branding.

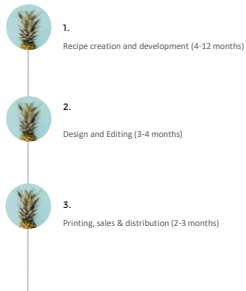
WHEN YOU DEVELOP A SOLID PLATFORM, PR IS EASIER.

THE BOOK WILL PROMOTE YOUR PLATFORM & ENHANCE YOUR BRAND.

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

29

How Long Was the Process?



30

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.

37

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

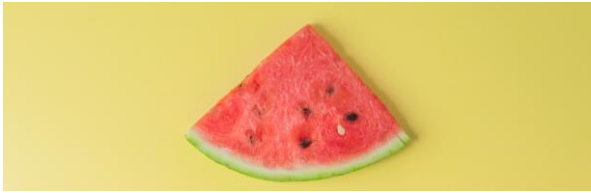
38

Thank you!



Question & Answer Time

39



• Website
www.FoodHeavenMadeEasy.com

• Email
info@FoodHeavenMadeEasy.com

40

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.CF.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.

41
