

EVERYONE
YOU KNOW IS
A POTENTIAL
CUSTOMER!

Marketing Tips

Following is an assortment of ways to promote the sale of your cookbook:

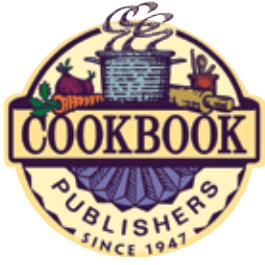
- Begin selling your cookbook before it arrives using **Advance Sale Coupons** and **Gift Certificates** (go to www.cookbookpublishers.com/downloadcenter). Most people will buy your cookbook sight-unseen!
- Design your cookbook to sell! Choose an attractive cover and features that will appeal to your potential customers.
- Price your cookbook wisely—low enough to sell cookbooks, but high enough to raise the funds that your organization needs.
- Solicit recipes from as many people as possible, but set a maximum number of recipes allowed each contributor. The more contributors you have, the more cookbooks you will sell.
- Sell advertising space in your cookbook. Many organizations earn enough money from ad sales to pay for their entire order! Download our **Advertising Packet** at www.cookbookpublishers.com.
- Create e-mail announcements and send them to your entire address book—everyone is a potential customer. Be sure to include ordering information (i.e. phone number, address, e-mail, locations), a website address, and any information about what the proceeds will benefit.
- Post a prominent announcement and photo of your cookbook on your website.
- Create a blog to promote your cookbook. Have members of your organization blog about the stories or memories behind their featured recipes.
- Announce your cookbook on social media sites, such as Facebook and Twitter. Post recipes from your cookbook.
- Create a poster or flyer—be sure to include all of the essential information. Strategically place your poster in places where cookbook users/collectors frequent. Download a **free poster** and **flier** at www.cookbookpublishers.com.
- Ask shopkeepers, especially in bookstores, specialty food stores and boutiques, about setting up displays after the cookbooks have arrived.
- Ask your local bookseller about hosting a booksigning event for you. It might be possible for you to prepare some of the dishes featured in your cookbook and have a tasting at the booksigning.
- Send out press releases to your local newspapers. For help in writing a good press release, go to www.prweb.com or www.i-newswire.com. Keep it concise and specify the section where you would like your story to appear.
- Promote sales at bazaars, suppers, fairs, school events, and conventions.

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www.cookbookpublishers.com



...more Marketing Tips

**MOST PEOPLE
WILL BUY YOUR
COOKBOOK
SIGHT UNSEEN!**

- If your cookbook is raising money for charity, contact your local television station about running a public service announcement or featuring your organization on a local news program.
- Plan a dinner or fundraising party using the purchase of the cookbook as the price for admission and feature recipes from the book.
- If there are advertisements in the book, ask the merchants who advertised to sell the book in their businesses.
- Challenge each contributor to sell a designated number of books.
- Have a special sale within a limited number of days, lowering the prices for that period of time.
- Offer two cookbooks at a special price.
- Sponsor a contest with the class/group/individual selling the most books in a designated time frame receiving special recognition: a pizza party, gift certificate, etc.
- Have a “buy three, get one free” special.
- Ask banks, beauty salons, gift shops, grocery stores, book stores, food specialty stores, etc., to sell books from their places of business.
- Be sure to promote the reason for the sales: purchase of playground equipment, computers, office equipment, building funds, helping a needy family, charity, etc.
- Display gift-wrapping ideas: a book with a cake pan or mixing bowl, wooden spoons or other cooking utilities, wrapped in a kitchen towel; given together with other books; given with something made from a recipe in the book, etc. (This is a great idea for Christmas!)
- For a church, ask the minister to autograph copies of the book for a freewill donation.
- Offer free giftwrapping (another great idea for holidays such as Christmas or Mother’s Day!)
- If your cookbook has a theme, host a theme party featuring recipes from your cookbook. For example, if you have a Cajun cookbook, throw a Mardi Gras party!
- If you see that your cookbook is selling quickly, consider a reprint so that you will continue to have cookbooks available.