

# RECIPE MANAGEMENT



Your community's or family's favorite recipes will be the heart of your cookbook, so it is important to verify recipe accuracy, legibility, and to organize the recipes in the order you wish them to appear in the cookbook. We've outlined the various steps you can take to ensure that your cookbook has "heart!"

You can divide Recipe Management into four separate functions:

DETERMINE THE RECIPE CATEGORIES FOR YOUR COOKBOOK

SOLICIT AND GATHER RECIPES FROM POTENTIAL CONTRIBUTORS

REVIEW AND ORGANIZE RECIPES

FINAL PREPARATION OF RECIPES

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## Determine the Recipe Categories for your Cookbook



### STANDARD RECIPE CATEGORIES

Many customers choose one of our standard pre-printed divider sets. The category names for these divider sets cannot be changed, and recipes will be typed by us in the order below unless otherwise noted by you.

These categories are:

- *Appetizers, Beverages*
- *Soups, Salads*
- *Vegetables*
- *Main Dishes*
- *Breads, Rolls*
- *Desserts*
- *Miscellaneous*



### SUB-CATEGORIES

You may wish to create recipe sub-categories within major categories. For example, a major category may be "Desserts," with sub-categories for "Cakes," "Cookies," and "Pies."

If you want the names of your sub-categories to appear in your cookbook, you need to select the [Sub-category Designer Option](#) on the Order Form. You also need to clearly label the sub-categories; we recommend placing a separate sheet of paper with the name at the beginning of each sub-category within your recipes. Sub-categories can be used with Standard or Custom Recipe Categories.



### CUSTOM RECIPE CATEGORIES

You can also name your own recipe categories. You would then need to select the [Customer Dividers Designer Option](#) on the Order Form. The sub-category option is available with the Custom Recipe Category option.

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## Solicit and Gather Recipes

The success of your cookbook could depend upon the quality and quantity of recipes received from your contributors. We've listed below a number of ways to collect a quality assortment of recipes.

### REACHING YOUR RECIPE CONTRIBUTORS

- ❑ Hand out recipe forms to members of your organization.
- ❑ Encourage members to collect recipes from family and friends.
- ❑ If you're typing your own recipes on U-Type-It™ *Online*, e-mail passwords and instructions to potential recipe contributors.
- ❑ Mail letters and recipe forms to members, telling them about your project. This method can be very effective, especially when followed up with a personal phone call.
- ❑ Put up posters, with recipe forms and a drop box, in regularly used areas such as break rooms, meeting rooms, lobbies, and foyers of stores, business offices, schools, and churches.
- ❑ Make phone calls to all potential recipe contributors.

- ❑ Take advantage of local functions such as picnics, bazaars, and craft sales to hand out flyers with a recipe form attached.
- ❑ Ask your local newspapers to write an article about your upcoming cookbook and your request for recipes.
- ❑ Ask your local radio and television stations to mention your upcoming cookbook in their community news coverage.
- ❑ Hold a recipe contest, then schedule a function to announce the winning recipes when your cookbooks are printed.

### MOTIVATE YOUR POTENTIAL RECIPE CONTRIBUTORS

- ❑ Tell each prospective contributor WHY you're creating a cookbook. Whether your purpose is to raise money for a special cause or to preserve favorite family recipes, they will want to know how their recipes will help meet your goals.
- ❑ Instruct and inform your potential recipe contributors.
- ❑ List your chosen food categories.
- ❑ Give a deadline for receipt of recipes.

- ❑ Let them know each contributor's name will be printed next to their recipe. This will help create enthusiasm for the cookbook—they will want to see their names in print and will want to purchase a cookbook which contains their favorite recipes.
- ❑ Communicate where the contributors should turn in their recipes.
- ❑ Request that recipe contributors print legibly OR type the recipes.
- ❑ Request that each recipe be on a separate recipe form. You do not have to use our recipe forms. We do advise that all of your recipes are submitted on approximately the same size of paper for ease of organization and handling.
- ❑ Request that each recipe contributor check their own recipes for accuracy. (Illegible or inaccurate recipes could result in mistakes that disappoint the contributor, your organization, and the people who buy the cookbooks.)
- ❑ Request that each contributor place recipe copy only on the front of each recipe form. (Many incomplete recipes are submitted to us because the person responsible for photocopying the recipes did not realize the recipe was continued on the back of the form.)

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## Recipe Review and Organization

It is very important to have procedures in place before your recipes begin arriving. Below is a list of actions to complete for each recipe that you receive.

- ❑ Check the spelling and legibility of the contributor's name.
- ❑ Does the contributor's name have additional information with it, such as city and state, officer title, grade in school, etc.? Please indicate on the Order Form under Special Instructions whether we are to include or omit all additional information with contributors' names. The contributor's name and additional information is limited to two lines; information that results in more than two lines will incur an additional charge.
- ❑ Read each recipe to verify legibility and accuracy. Carefully recopy the recipe if it is illegible. For consistency throughout your cookbook, we'll standardize the abbreviations for measurements in all your recipes.
- ❑ Does the recipe contain a "Recipe Note," which is anything other than the recipe's title, ingredients, method, or contributor's name?

Recipe Notes include information such as nutritional, anecdotal, historical, personal, quotes, or scriptures. If you do not wish to be charged for Recipe Notes, it is very important that you cross out Recipe Notes on your recipe(s) and that you mark the appropriate box on your Cookbook Order Form under Recipe Notes.

If you are using U-Type-It™ *Online*, you will be charged for Recipe Notes if they are contained anywhere within the recipe. If you do not wish to be charged for Recipe Notes, you must delete them from your U-Type-It™ *Online* account before submitting your book for printing.

- ❑ Check the back of the recipe form. If the recipe is continued on the back, recopy the continued information onto a second recipe form. Write the recipe name at the top of the form and mark it as a continued recipe. Staple the two sheets together.
- ❑ If there are two or more recipes written on a single form, cut the recipes apart and tape each single recipe on a new recipe form. Recipes on small pieces of paper could become separated or misplaced. If you submit recipes on different sizes of paper, you could

incur additional charges if we must tape those smaller pieces of paper onto new recipe forms.

- ❑ Check for duplicate recipes. It is up to the committee to eliminate duplicate recipes. If you receive very similar or exact duplicate recipes from recipe contributors, you may opt to put all the names of the donors beside one recipe. If the ingredients or method vary only slightly, you may wish to simply list it as "Variation by" and the name of the donor. Variations which require only one or two lines will be counted as part of the recipe. However, if variations are lengthy, you will need to count them as an additional recipe.
- ❑ Determine the correct food category for each recipe. Group all recipes by food category, keeping each category of recipes separate. We recommend using a large envelope for each section. It is up to your committee to verify that each recipe is in the proper category.



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## Final Preparation of Recipes

After you have collected and reviewed all the recipes for your cookbook:

- ❑ Place each recipe in the order you want it to appear within its category. This is the order in which it will appear in your printed cookbook.
- ❑ Number each recipe, beginning with the number 1 with each new category.
- ❑ Place each category in a separate envelope or file folder.
- ❑ Write the recipe count for each category on the outside of that category's envelope.
- ❑ Place the section name on the outside of the envelope. If you've chosen to use our standard section order, attach the corresponding sticker (found in the back of your *Cookbook Creations* book) to the envelope. If you are creating custom dividers, please write the exact wording that will be used for your section headings directly on the envelope, and number the envelopes in the order you wish the categories printed.

### SEND YOUR RECIPES TO US

- ❑ The delivery services, such as the U.S. Post Office, UPS, and FedEx, are very reliable, and seldom misplace our customers' cookbook materials. However,

you may wish to send us your materials by a method that can be traced, such as Certified Mail, UPS, or FedEx. Another alternative would be to keep a copy of all your cookbook materials.

## Copyrights and Trademarks

Individual recipes cannot be copyrighted; however, there are some recipe titles that are trademarked. For everyone's protection, we will not print these titles in your cookbook. Some examples are "Derby Pie," "Puppy Chow," "Kibbles 'N Bits," "Weight Watchers and Weight Watchers points," and "Dairy Queen Ice Cream."

## Reproof Designer Option

If we typeset your recipes, all of your typeset copy will be proofed once against your original copy by our proofreaders. You may also wish to proofread your typeset copy, as this is your final opportunity to verify the accuracy of your recipes and other submitted copy before the cookbook is printed. Keep in mind that the length of time you keep your material for proofreading could affect the completion date of your cookbooks. If you wish to proofread, you need to select the [Reproof Designer Option](#) on the Order Form. This option adds up to four weeks to the completion time.

Customer changes will be billed from \$4 to \$10 per change, based on our

examination of the changes requested. Errors which we have made will, of course, be corrected at no charge before your cookbooks are printed. Please proofread your material carefully since your Customer Reproof is the final opportunity to review the accuracy of your order prior to printing. Any errors that are overlooked during the reproof process will be considered customer errors, which can be corrected at the time of a reorder at a cost of \$4 to \$10 per change.

**NOTE:** U-Type-It™ *Online* customers automatically receive a **FREE** electronic pdf file of their recipe pages. The accuracy of the recipes is your responsibility. The U-Type-It™ *Online* discount is offered because you typeset the recipes and are responsible for any errors, not Cookbook Publishers, Inc. These errors include misspelled words, missing or incorrect ingredients, missing or incorrect submitter names, improper capitalization and punctuation including spaces after commas, periods, etc. We realize some errors may be missed in the Verify process, therefore if corrections to the PDF proof are requested we will make the first 10 corrections at no charge. Additional corrections will be invoiced at \$4.00 each. *Moving, deleting or adding recipes, sections, and subcategories are not considered corrections and are invoiced at \$10.00 per item.*

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For Your Information



e have provided in this section an assortment of useful information and tools, including:

- *Artist's Release Form*
- *Recipe Management Information*
- *Self-adhesive labels for organizing your recipes*
- *Order Form for additional supplies*

#### ARTIST'S RELEASE

The Copyright Law of 1977 is very specific about the reproduction of others' works of art. We want to protect you from any possible liability, so an Artist's Release Form must accompany each work of art you submit. Please refer to the back of the Artist's Release Form for excerpts from the Copyright Law of 1977.

If you wish to reproduce a sketch, painting, graphic design, and/or a studio photograph in your cookbooks, you may be affected by the Copyright Law of 1977.

We know that our customers want to abide by the law, but can become confused by its practical application. For this reason, it is important that you review usage rights with the artist and/or photographer whose work you wish to reproduce. If you have questions about the Copyright Law, please give us a call.

#### COPYRIGHT

If you are interested in copyrighting your cookbook, you may request free information and forms from the Library of Congress. We have listed below the address and phone number.

Library of Congress  
Copyright Office  
Publications Section, LM-455  
101 Independence Avenue SE  
Washington, DC 20559-6000  
202-707-9100  
TTY: 202-707-6737  
[www.loc.gov/copyright](http://www.loc.gov/copyright)

#### INTERNATIONAL STANDARD BOOK NUMBER (ISBN)

If you are planning to sell your cookbook at the retail level, you may want to consider obtaining an ISBN. The ISBN is used by retail stores to track inventory and sales information. This number is also a bibliographic element in cataloging. It is printed on catalog cards, in catalogs, and entered in national and international databases. An ISBN is a ten-digit number that specifically identifies your title. ISBNs are furnished by:

U.S. ISBN Agency  
630 Central Avenue  
New Providence, NJ 07974  
Tel: 1-888-269-5372  
[www.bowker.com](http://www.bowker.com)

There is a processing fee for a block of ISBNs. Processing takes 15 working days. An additional fee brings 72 hour priority handling.

#### BAR CODES

Once again, if you are planning to sell your cookbook at the retail level, you may also want to consider obtaining a bar code for your cookbook.

Bar codes help stores handle books more efficiently. The bar code which incorporates your ISBN is scanned at the time of purchase, thus recording accurately the sale of your book. The book industry uses the Bookland EAN bar code, not the UPC. Bar codes can be incorporated into a cover for a small fee. For more information, call BISAC 646-336-7141 or look in the yellow pages under "Bar Coding."