



# A Step-by-Step Guide to Creating Your Cookbook

Your Cookbook Project Will Be A Success!

## The 6 Steps

<b>STEP 1</b> • Form Your Cookbook Committee .....	2
<b>STEP 2</b> • Gather & Organize Recipes .....	3
<b>STEP 3</b> • Design Your Cookbook.....	4
<b>STEP 4</b> • Sell Advertising .....	6
<b>STEP 5</b> • Place Your Order .....	7
<b>STEP 6</b> • Market Your Cookbooks .....	8
Payment, Terms & Shipping .....	9
Reorders .....	10
Frequently Asked Questions .....	11

### **A great cookbook is more than a collection of favorite recipes.**

It's a book that is well organized, easy to read and easy to use. It's an attractive book that people will enjoy having in their kitchen. It's a book that you're proud to put your name on. Publishing a fundraising cookbook for your organization lets you:

- *Create an effective means of promoting your organization or cause.*
- *Earn fast and easy sales.*
- *See healthy profits.*
- *Complete a project that builds teamwork and camaraderie.*
- *Work with a publisher who is ready, willing and able to help you every step of the way.*

Our customers who compile family cookbooks also get the satisfaction of having a permanent collection of favorite recipes (and family lore) to pass along from generation to generation.

This guide provides an outline for everything you need to make your cookbook a success. Of course, you'll add your own special touches and style to your cookbook project. If you've never published a cookbook before, we're sure you'll find this guide helpful.

10800 Lakeview Avenue  
P.O. Box 15920  
Lenexa, KS 66285-5920

**1-800-227-7282**

Local: (913) 492-5900

[www.cookbookpublishers.com](http://www.cookbookpublishers.com)



## Step 1: *Form Your Cookbook Committee*



**Set Your  
Fundraising Goal**



**Set Your  
Delivery Date**



**Determine the  
Number of Recipes and  
the Number  
of Cookbooks**

... **TIP** ...

*Go to our website  
and use our handy  
Fast & Easy  
Profit Calculator  
to help you determine  
your selling price.*

2

**1-800-227-7282**

www.cookbookpublishers.com

The multiple tasks involved in creating a cookbook make it a good project for a committee. Your Cookbook Committee should have a chairperson who can coordinate the work of the committee in four areas:

- GATHER & ORGANIZE RECIPES
- DESIGN YOUR COOKBOOK
- SELL ADVERTISING
- MARKET YOUR COOKBOOK

Because the above tasks can be worked on simultaneously, it's useful to have at least four people on your Cookbook Committee.

### **SET YOUR FUNDRAISING GOAL**

The first function of your Cookbook Committee is to agree on your fundraising goal. This way, you can plan the size of your cookbook project based on your financial needs.

Businesses and individuals (usually seeking income) and families (whose main goal is to preserve family recipes) will probably want to work from a budget.

### **How Much Money Do You Want To Raise**

You have two main sources of income from your cookbook: selling advertising in the cookbook and selling copies of the cookbook itself. The Price Chart is based on the number of recipes in your cookbook as well as the number of cookbooks to be printed. The Price Chart also shows our recommended selling prices and profit margins per book. If you set your own selling price, remember that any Designer Options you choose will probably increase the retail value of your cookbook.

### **SET YOUR DELIVERY DATE**

It's best to choose a specific date you would like to receive your finished cookbooks, then call us to check on our production schedule. This will help you determine when to start collecting recipes and promoting your cookbook.

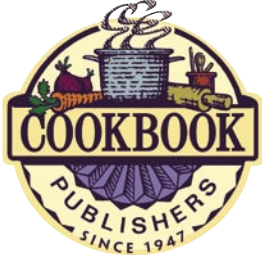
As a general guideline, allow yourself about 30 calendar days to collect your recipes. You may want to allow another 10 days to organize your recipes, artwork, ads, and other materials and to ship them to us.

Allow from 35 to 80 working days (about 50 to 120 calendar days) for our part of the production from typesetting to binding and shipping. The exact amount of time it takes for us to complete your cookbook will depend on the features you select, the size of your order, and whether your order comes during our busiest time of year, July through December. If you are planning on Christmas sales, please check with our office before August 1 regarding our Christmas deadline.

A few of the most popular times for cookbook sales are holidays, local celebrations, and church and social functions.

### **DETERMINE THE NUMBER OF RECIPES & COOKBOOKS**

Generally, the more recipes in your book, the more you can charge per book. Look over our suggested selling prices on the Price Chart and compare these numbers against your fundraising goal or budget. This should give you a good idea of the number of recipes and number of books you'll want.



## Step 2: *Gather & Organize Recipes*

❑  
**Create  
Enthusiasm**

❑  
**Stay Organized**

The heart of a great cookbook is great recipes—and one of the keys to a successful cookbook project is to include recipes from as many different contributors as possible.

This is because each person who contributes a recipe is very likely to buy a cookbook for herself and additional cookbooks as gifts for friends and relatives. Another benefit: the more contributors you have, the faster and farther word will spread about your cookbook.

### **CREATE ENTHUSIASM**

Make a list of potential recipe contributors. Look outside as well as inside your organization for recipe contributors. Request recipes from your civic leaders, notable people in other organizations, relatives and acquaintances.

Don't be shy about asking local or more widely known celebrities to contribute a recipe. They may be willing to support your cause, and having their names and recipes in your cookbook could increase your sales.

Outline the different ways you can reach each of your potential recipe contributors. For example:

- *Put up posters and attach recipe forms for people to use.*
- *Hand out flyers with the recipe form included as a coupon that can be filled out and returned.*
- *Make announcements at meetings; make phone calls to individuals.*
- *Send out letters with recipe forms included.*
- *If your book is a community-wide effort, use the local radio and television stations.*

Generate excitement among your recipe contributors. They are creating “their” cookbook and helping “their” organization. If they feel like important members of your cookbook team, they'll be more likely to give you more recipes, better recipes, and give them to you sooner!

If it appears you aren't getting as many recipes as you want, send out another letter. Make more phone calls and announcements. Most people appreciate a reminder.

### **STAY ORGANIZED**

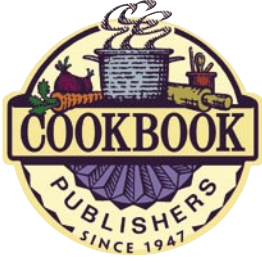
As each recipe comes to you, check it for spelling and legibility. Triple check the spelling of the contributor's name. Then read the recipe to make sure it makes sense. Sometimes people accidentally omit an obvious ingredient or important step. If you aren't sure about an ingredient, an amount or an instruction, ask the contributor. Far better to catch errors at this stage than after your cookbook is printed.

Next, assign the recipe to the appropriate section of your cookbook. You may choose any order for the sections of your cookbook, but our standard section order is:

*1) Appetizers, Beverages; 2) Soups, Salads; 3) Vegetables; 4) Main Dishes; 5) Breads, Rolls; 6) Desserts; 7) Miscellaneous.*

Eventually, you'll be handling hundreds of recipes. Each recipe is important and must be given individual attention.

Download the *Recipes Management Tips* from our website. You will find many tips on making your recipe collection easy and efficient. Plus, it has the detailed instructions on organizing and labeling your recipes before you ship them to us with all your other materials.



## Step 3: *Design Your Cookbook*



**Cover & Binder**



**Dividers**



**Recipe Format  
& Ink Color**



**Paper**



**Introductory Pages  
& Special Pages**



**Index**



**Reproof Option**

We offer a wide selection of design choices for the cover, divider pages and recipe pages of your cookbook. Also, we can print your custom design on the cover and divider pages.

Begin by designing your cookbook early because these decisions may take some time. Keep your cookbook's theme in mind. Choose features that your customers expect to see and that will add value in their eyes.

### **COVER & BINDER**

People judge a book by its cover, so give your cookbook a great one. Start with an imaginative title that says something positive and unique about your cookbook. Shorter titles are easier to remember and easier to fit in with the overall design and artwork of your cover.

Our standard covers, shown in the *Design Selection Book*, are created by professional illustrators and photographers.

As an option, we can reproduce in simple black-and-white or in full color a photograph, drawing, or other design you create. Although some Customer Designed Cover options involve additional charges, you can reasonably expect to recover the extra cost through increased sales. Download the Order Form and *Press-Ready Cover Guidelines* from our website for more information.

Whether you choose one of our standard covers or want a custom design, your cover will be printed on the same durable cover stock as the sample book in your Cookbook Kit with FREE typesetting of the title and other wording of your choice.

Our plastic comb binding lets your cookbook stay open to the correct page while in use. The plastic comb binding comes in colors (shown in the *Design Selection Book*) to coordinate with the design of your cookbook's cover. You may also have the plastic comb binding imprinted.

### **DIVIDERS**

Dividers serve several important functions inside your cookbook:

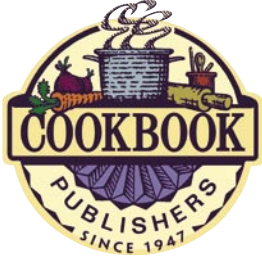
- *They help your customers find each section easily.*
- *The backs of our Standard and Tabbed Full-Color dividers have lists, charts, and tables of useful information for cooks.*
- *Your choice of dividers adds extra "flavor" to the interior of your cookbook.*

#### **Standard Dividers**

These FREE Full-Color and One-Color paper dividers come in sets of seven pages preprinted with section titles. For a small extra charge, our One-Color designs are available in several colors of paper other than white, and in card stock as shown in the *Design Selection Book*.

#### **Tabbed Full-Color Dividers**

Our *Full-Color Food*, *Recipes to Remember*, and *Tried & True* divider designs, shown in the *Design Selection Book* (or on our website), are printed on card stock with printed tabs that make finding the different sections of your cookbook a snap. These are available at an extra charge as listed on the Order Form.



### ... TIP ...

*Determine the content of your Introductory and Special Pages early. Some information, such as the history of your organization, may take more time to prepare.*

### Customer-Designed Dividers

Perhaps your cookbook will be entirely about breads or entirely about desserts. Or perhaps you have special artwork you want to feature on your divider pages. The Design Selection Book includes specific information and options for Customer-Designed Dividers.

### Recipe Format & Ink Color

We offer a variety of recipe formats. These are displayed on the website or in the *Design Selection Book*. Each is highly readable and attractive. The differences are mostly in the type style, the type size, and the alignment of the margins.

Your recipe pages can be printed in black ink for FREE. You may instead choose a Designer Option color for a small additional charge (see the Order Form).

### PAPER STOCK

Our standard paper for your cookbook's recipe pages, introductory pages and advertiser/sponsor pages is 60-pound text, the highest quality in the personalized cookbook industry. For best readability, we offer this paper in white (FREE) and creme (extra charge).

### INTRODUCTORY & SPECIAL PAGES

- *Title Page*
- *Expression of Appreciation Page*
- *Picture Page*
- *Officers/Committee Page*

These four pages are FREE. You may design these pages as you wish to include such items as a history, poems, etc. Your introductory pages can add a lot of personality and value to your cookbook.

If you would like additional Special Pages, we'll be glad to include them. You'll find some suggestions for these on our website or in the *Design Selection Book*. The additional charge is listed on the Order Form.

### INDEX

We will automatically compile an Index for your cookbook at no extra charge. The Index will list each recipe alphabetically, within each major section, by the first word of the recipe title.

You may also choose a numerical index, which lists recipes in the index in the same order they appear in the cookbook. If you prefer a numerical index, please indicate this under Special Instructions on the Order Form. There is no additional charge for the numerical index.

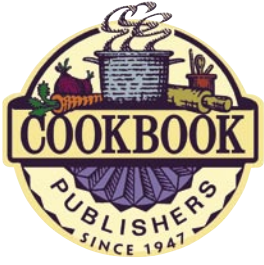
### REPROOF OPTION

We proofread all pages against your original recipes at no additional cost to you. However, you may choose the Reproof Designer Option so that you have a final opportunity to verify the accuracy of your recipes, contributors' names, special pages, and cover before the cookbooks are printed. (Refer to the Order Form for pricing details.) Illegible handwriting, typographical errors and/or omissions on the original customer copy are common causes of errors in the printed cookbooks.

If you choose this option, we will send you proofs of your typeset pages, as well as your original recipes and special pages. Errors that the company has made will be corrected without additional cost. Customer changes will be billed at \$4 to \$10 per change, based upon our examination of the changes requested.

If you choose the Reproof Designer Option, any errors that are overlooked and appear in the printed book will be considered your errors. These errors may be corrected when you place a reorder, and will be charged at \$4 to \$10 per change.

Please note that the length of time you keep the proofs will be an important factor in the scheduled completion time of your order.



## Step 4: *Sell Advertising*



**Set Your Goal**



**Make the Benefits  
Clear to Your  
Advertisers**

Advertising sales, while not necessary for the financial success of your cookbook, can significantly boost your profits. Some of our customers pay the entire cost of printing their cookbooks through advertising sales.

### **SET YOUR PRICES**

Because advertising requires extra pages in your cookbook, extra charges will apply. Even so, you'll probably make a net profit of at least \$50 per page—maybe over \$100 per page. What you charge your advertisers and sponsors is entirely up to you.

### **MAKE THE BENEFITS CLEAR**

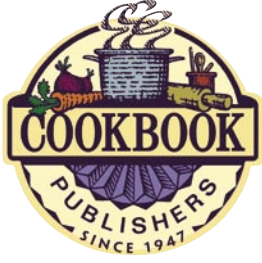
Contact potential advertisers and sponsors early and get their commitment to participate in your cookbook. Many businesses and individuals will be eager to show their support. They will also recognize that people keep cookbooks for many years—so the advertisements in your cookbook will benefit your participating businesses for just as many years.

Download and study the *Press-Ready Recipe Page Guidelines* and Advertising Packet available on our website. They will give you complete instructions for selling advertising.

### **TIP**

- *A business can generate good will for themselves and more sales for you by displaying your cookbooks in their store or office.*

You will find more tips in our Advertising Packet.



## Step 5: *Place Your Order*



**Fill Out the  
Order Form**



**Sign the Contract**



**Fill Out the  
Final Checklist**



**Ship All  
Your Materials**

### **FILL OUT THE COOKBOOK ORDER FORM**

As you can easily see, you have many design options for publishing your cookbook. We've designed our Order Form to be simple but thorough. Read through the entire Order Form. Then, call us if you have any questions.

### **SIGN THE CONTRACT**

It's important to read the contract and sign it correctly. Two people in your organization, unrelated to each other, must sign the Contract.

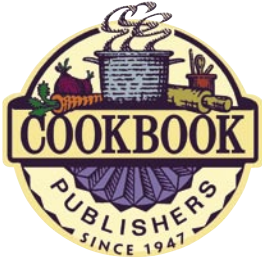
### **FILL OUT THE FINAL CHECKLIST**

This will help ensure that your order is complete and that your materials are organized for a timely production.

### **SHIP ALL YOUR MATERIALS**

Put all your cookbook materials together with your Order Form/Contract and wrap it securely in a durable package.

You'll find a mailing label on the self-adhesive label page in the *Design Selection Book*. You may wish to send your materials via a private carrier such as United Parcel Service or Federal Express since they insure all parcels and will track your package should it become lost. We strongly recommend insuring your materials if you send your package via U.S. mail.



## Step 6: *Market Your Cookbooks!*



**Identify  
Your Prospects**



**Design Your Book  
to Sell Itself**



**Start Selling Now**

When customers tell us their cookbooks “sell themselves” we know these resourceful people didn’t just hope for sales; they planned for sales.

Here are a few basic ideas for marketing your cookbooks.

### **IDENTIFY YOUR PROSPECTS**

Anyone who either cooks or knows a cook is a prospective customer for your cookbook. Your best prospects are your recipe contributors. While each contributor will probably buy one cookbook for herself, remember to suggest that she buy additional cookbooks to send to other family members and to give as gifts.

If you make your recipe contributors part of your cookbook team, they’ll also do a great job of spreading the word about the cookbook to their friends, family and co-workers.

Make a list of your prospects that includes:

- *Every recipe contributor.*
- *Every member of your organization.*
- *Every neighbor.*
- *Every company that does business with your organization.*
- *Every civic leader.*
- *Every member of other organizations that work with your group.*
- *Anyone else you can think of who might help you tell more people about your fundraising effort.*

### **DESIGN YOUR COOKBOOK TO SELL ITSELF**

Our selection of standard features offers all it takes to make your cookbook a success. On the other hand, one or more Designer Options may add the extra appeal you want for your cookbook.

For example, a full-color cover is attention-getting, but your organization’s one-color logo on your cover may make a stronger appeal to your prospects.

Always consider your customer’s interests as you decide what will go into your cookbook, from the types of recipes you include to the quality of writing that goes into your Introductory Pages.

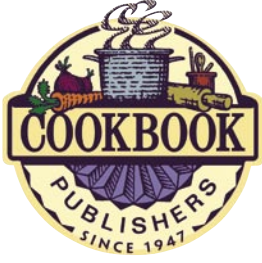
### **START SELLING NOW**

You don’t need a finished cookbook to kick off your sales. Take orders for your upcoming cookbook as soon as you decide to publish. Many—maybe most—people will buy your cookbook “sight unseen.” Use the advance sale coupons in your cookbook kit. Even if you haven’t determined the final price, many people will still place their orders to reserve their copies.

While you’re still gathering recipes, get your business contacts to put up posters in their stores and offices announcing the upcoming cookbook—and arrange for them to put up displays of the finished cookbook when your cookbook arrives.

When your cookbooks arrive, tell everyone to pick up their cookbook right away. Put up new notices on your bulletin boards. Fill the displays at your business connections’ offices and stores. Display your new cookbooks at every meeting (even small meetings).

Your marketing begins with understanding who will buy your cookbook. It doesn’t end until your last available copy is sold. And then it’s time to reorder!



# Payment, Terms & Shipping

**Payment & Terms**

**Shipping**

## **PAYMENT & TERMS**

### **Individuals & Family Groups**

We require 1/2 the cost at the time you send us your materials, with the balance including freight charges, due before the books are shipped. You will receive a 1% discount if you pay your full amount at the time you send us your materials.

### **Organizations**

Your invoice will be sent to you under separate cover at the time your cookbooks are shipped. We require half the balance to be paid 37 calendar days after the books are shipped and the remaining balance 67 calendar days after the books are shipped. You will receive a discount of 1% if you pay your full balance due within 37 calendar days.

*\*Foreign orders qualify for Individual Terms only, unless it is a military group. Military groups based overseas qualify for Organization Terms.*

### **Businesses**

Please call our customer service department for information.

### **Foreign Orders**

All foreign orders are required to pay in U.S. currency. For overseas orders, we require half the balance to be paid 67 calendar days after the books are shipped and the remaining balance 97 calendar days after the books are shipped. You will receive a discount of 1% if you pay your full balance due within 67 calendar days.

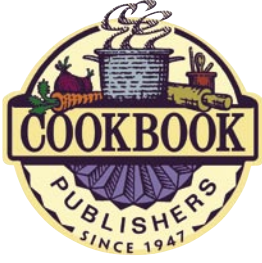
## **SHIPPING YOUR COOKBOOKS**

For your convenience, we pre-pay shipping costs. Then, we add the shipping costs to your invoice and provide you with additional FREE books, which, when sold, will help defray your freight expense. (Freight charges for shipping outside the U.S. are not considered for the purposes of free books. Therefore, the free books cover only the cost of shipping within the continental United States.)

We select the fastest, most economical and dependable way to ship your order. Some orders are sent via Parcel Post or United Parcel Service (at our discretion). Those orders sent by Parcel Post are sent 4th Class Special Book Rate.

Some orders are shipped by commercial truck lines. Truck lines do not make deliveries to Rural Route addresses or to P.O. Boxes. They must have a street address. They generally charge less to deliver to a business address rather than a residential address. If a street address is not available, give us a phone number where you can be reached so the driver can contact you for delivery instructions.

Sometimes books are lost or damaged during shipping. Please check for any shortage of boxes and inspect the cartons for damage upon receiving your books. Note any shortage or damage on the delivery receipt and have the driver sign it. Send us a copy of the delivery receipt and we will handle the claim for you.



## Reorders



### Reorders

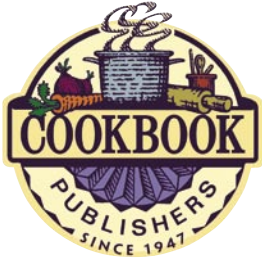
Reorders are usually produced faster than new orders. Allow 30 to 60 days from the time we receive your reorder contract until shipment from our plant.

Reorders are about 10 cents less per book based on current prices if you order the same quantity as your initial order.

The charge for most optional features will also apply to a reorder. Advertising pages will be billed at \$10.00 per page; please check with our Customer Service Professionals for additional information.

Payment terms for reorders are the full amount due 37 days after we ship your reorder. We'll give you a 2% discount if you pay in full within 17 days after shipping.

Any errors that occurred in your book will be corrected at the time you place your reorder. Simply furnish a list of errors to be corrected. Correction of customer's errors will be subject to a charge of \$4 to \$10 per correction. Any errors that are found to be our fault will be corrected at no charge.



## Frequently Asked Questions



### Frequently Asked Questions

#### DO OUR RECIPES HAVE TO BE TYPED WHEN WE SUBMIT THEM?

No. We will accept your recipes as long as they are legible. We do suggest that you carefully print or type the contributor name for each recipe. Every single one of your recipe contributors will want his or her name spelled correctly in the cookbook. If the names are illegible, you run the risk of disappointing your contributors.

#### CAN I SEND A PHOTOCOPY OF A PHOTOGRAPH, INSTEAD OF THE ACTUAL PHOTOGRAPH?

We need a photograph. If you were to submit a photocopy of a photograph, you would not be happy with the printed results. We will return your photograph if you send us a written request with your order.

#### CAN YOU INCLUDE MY OWN SKETCHES OR TEXT FILLER ON MY RECIPE PAGES?

Yes. However, this option is available only if you have chosen our Recipes Not Continued format. There is a small additional cost for this option.

#### DO WE HAVE TO USE YOUR RECIPE FORMS?

No, they are available only for your convenience. We do advise that all of your recipes are submitted on approximately the same size of paper for ease of organization and handling. Please place only one recipe on each sheet, and do not continue recipes on the back of your paper...they might be overlooked during the typing and proofing process.

#### WILL YOU EDIT MY RECIPES?

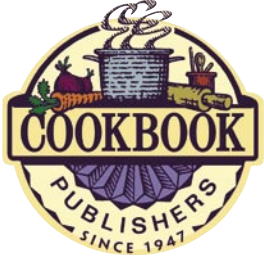
If we spot obvious errors in your recipes, we will correct them. However, we do not edit recipes. If you choose our Reproof Option, you will have one final opportunity to check the accuracy of your recipes.

#### AREN'T THERE TOO MANY COOKBOOKS ON THE MARKET ALREADY?

Absolutely not. Your customers will want to buy your cookbook for two reasons. The first reason is to support your fundraising efforts. The second reason is that your customers will want to buy your cookbook because it is uniquely yours—they won't find another one quite like it any where. After all, how many cookbooks features the favorite recipes from the best cooks in your community?

#### WHAT IS THE MOST COMMON THING PEOPLE FORGET TO DO THAT DELAYS THE COMPLETION OF THEIR COOKBOOKS?

The most common oversight by our customers is the required two signatures on the contract. We cannot proceed with your order until the contract has been signed by two unrelated adults.



# More Frequently Asked Questions



## More Frequently Asked Questions

### CAN WE USE RECIPES FROM MAGAZINES, NEWSPAPERS, AND/OR OTHER COOKBOOKS?

Your cookbook is a collection of your community's favorite recipes, and probably almost every cook in your community constantly tries out new recipes found in newspapers, magazines, and cookbooks. If the recipe is a hit with their family, that recipe joins their "favorite recipes collection" and may eventually find its way into your personalized community cookbook. However, we advise against pulling recipes from magazines, newspapers, and/or other cookbooks with the specific purpose of increasing the number of recipes in your cookbook. Remember, our program's success is based upon the unique collection of recipes submitted by your community's cooks.

### CAN I ORDER FEWER THAN 100 BOOKS?

Sorry... it's just not cost effective for us to print fewer than 100 cookbooks.

### HOW LONG DOES IT TAKE TO GET MY COOKBOOKS ONCE YOU HAVE RECEIVED ALL MY MATERIAL?

It can be anywhere from 35 to 80 working days. The production time depends upon how full our schedule is, how many recipes you have, and the options you have chosen for your cookbook. For example, the Reproof Option adds an additional four weeks to your completion time.

### HOW LONG WILL MY MATERIAL BE HELD FOR A REPRINT?

Two years from the time of the last printing.