

Top 5 Tips for Writing a Cookbook

By John Schlimm, Award-Winning Cookbook Author

1. **Don't be afraid to start small.** Ease yourself into the cookbook business by first working on a more local or regional cookbook. Partner with a charity or a local business to produce a cookbook with them, and be creative with the cookbook you produce. My first cookbook, *The Straub Beer Cookbook*, was created with food recipes using the beer produced by my family's Straub Brewery. Another of my earlier cookbooks was *The Pennsylvania Celebrities Cookbook*, which I created in partnership with a local charity to raise money for women's health initiatives. I researched and reached out to celebrities who were connected to PA and asked them to send me their favorite recipe. I learned so many lessons from creating those early cookbooks that I still use to this day.



2. **Find your niche.** Thousands of cookbooks are released every year. Go to bookstores and online, and familiarize yourself with what types of cookbooks are doing well and the different categories of cookbooks, such as BBQ, gluten-free, dessert, healthy living, etc. Figure out which category best fits your interests and style of cooking. I have written 10 cookbooks and most are either beer-themed or vegan since I made the transition to a plant-based lifestyle.

Continued on page 2

*Happy
Fall!*



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We want to hear from you!
Contact Publishing Syndicate at
Writer@PublishingSyndicate.com



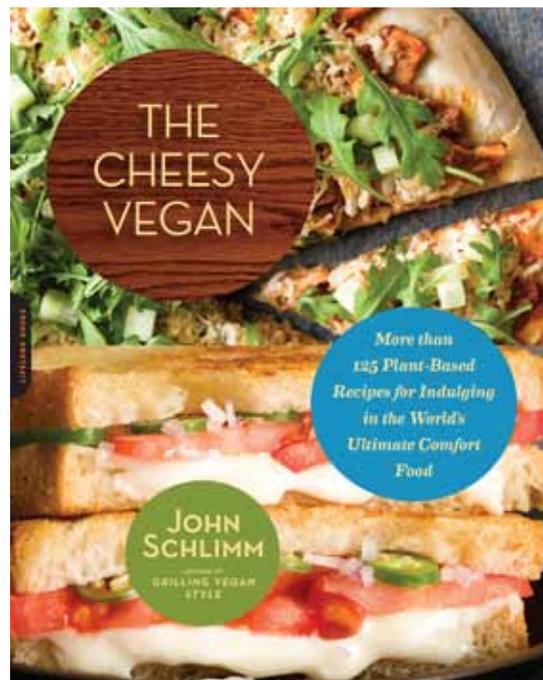
Top 5 Tips for Writing a Cookbook

Continued from page 2



3. **Create a food blog.** Before trying to write a cookbook, consider first creating a food blog where you post your recipes and pictures of the food. Some of the biggest cookbook deals today are with food bloggers, who create unique and fun blogs that garner tons of followers. Publishers love for prospective cookbook authors to have a platform and fan base in place. It makes their marketing job easier.

4. **Think of the whole package.** A cookbook is more than just a collection of recipes—it's a delicious journey on which you take the reader. I think of each of my cookbooks as a party-in-a-book. I want the reader to have fun from the minute they open my cookbook. Yes, of course you need to know what recipes will be in it, but also think about the illustrations, colors, fonts, and theme. Ultimately, once you have a publisher, the publishing team will make the most of these decisions (while hopefully consulting you), but it's good to go to an agent and publisher with a vision. For *The Cheesy Vegan*, I sent the design team at my publisher an 80-page inspiration board, consisting of photos and images depicting the mid-century California-feel I envisioned.



And they took note, as you'll see in the cookbook. (Click on the book cover for more info.)

Continued on page 3

In next month's issue...

We have a very special guest joining us in October: Teri Rizvi, founder of the Erma Bombeck Writers' Workshop, a bi-annual event sponsored by the University of Dayton's National Alumni Association. The next conference will be in April 2014. More info: www.humorwriters.org

We will be interviewing her soon; if you have a question, especially about humor writing, this is the lady to ask! Email your questions to Writer@PublishingSyndicate.com before October 3rd. We can't guarantee we'll use all of them, but we'll try.

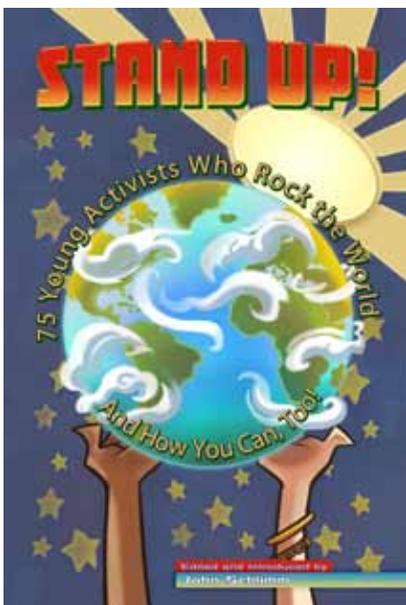
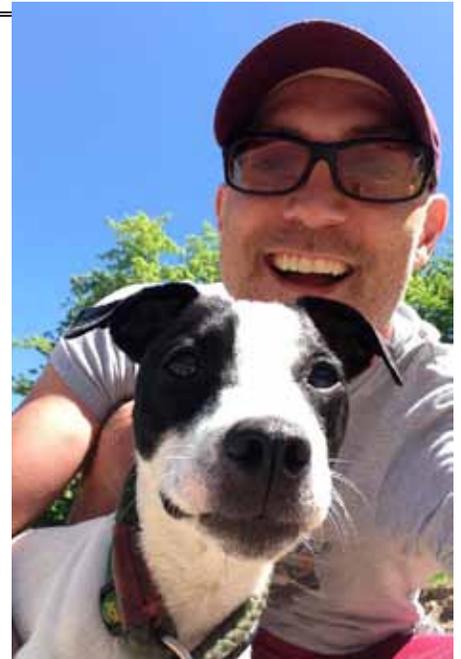
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5. **Write a dynamic proposal.** When it's time to get a literary agent and publisher, create a spectacular proposal, which clearly outlines the synopsis and vision of your cookbook, your qualifications to write that type of cookbook, photos of your work, sample recipes, a list of other cookbooks like the one you're proposing, and a well-crafted explanation of how your cookbook will go above and beyond what currently exists on shelves today.

John Schlimm is a member of one of the country's oldest brewing families and is the international award-winning author of such cookbooks as *The Cheesy Vegan*, *Grilling Vegan Style*, *The Tippy Vegan*, *The Ultimate Beer Lover's Cookbook* and more. A Harvard-trained educator and activist, John's other new, bestselling book is *Stand Up!: 75 Young Activists Who Rock the World, And How You Can, Too!* In addition, he wrote the companion ebook *Stand Up! Discussion Guide*, which is available as a free download from the PS website.

John is an activist as well, donating endless hours to many organizations, including animal welfare nonprofits. Here he is with Junior at his local humane society. To learn more about John, visit his website at www.JohnSchlimm.com.



John is the creator and editor of Publishing Syndicate's newest book: *Stand Up!* This book is a generation-defining call to action and collection of stories by 75 of the world's most dynamic young activists, some of whom started their efforts as early as three years old, and many have founded their own nonprofit organizations. Today, through their grassroots movements and international work, they are bringing their own brand of savvy compassion and unstoppable courage to the crossroads of social entrepreneurship and activism. Released this month, the book jumped to #1 in its genre (Amazon) the same day. (Click on the book cover for more information).

John will be penning November's article on how to get your book to become a bestseller. Don't miss it!



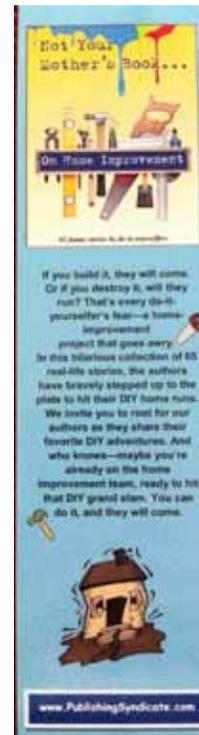
The Wow Principles e-newsletter

Great Ideas from Your Fellow Writers!

As promised in last month's newsletter, we are going to share what NYMB contributors Stacey Gustafson, Camille DeFer Thompson, Risa Nye and Tracy Winslow are planning for their San Francisco Bay Area NYMB...*On Home Improvement* book signing. First off, contributor Julie Royce has joined the four, and the group will be signing both the home-improvement book and NYMB...*On Being a Parent*.

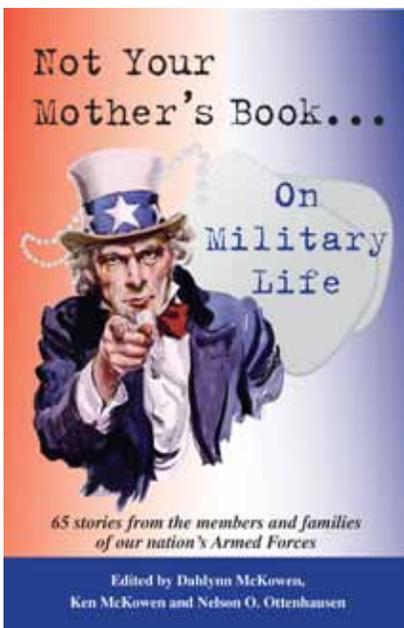
The signing will take place in early November at their local bookstore. They plan to share their writing histories and to read excerpts from their stories. To add to the fun, Camille designed bookmarks and found mini-tool key chains, with a hammer, wrench and pliers, to hand out to attendees. They will also be providing snacks and beverages.

This is a great example of rallying the contributors in your area to take part in a fun NYMB event. Be sure to take lots of photos, ladies, for the December newsletter!



Bookmarks: the front has the book cover and back-cover copy, as well as the PS website. The back of the bookmark has excerpts from the participating contributors' stories. Clever!

NYMB...*On Military Life*: ATTENTION!

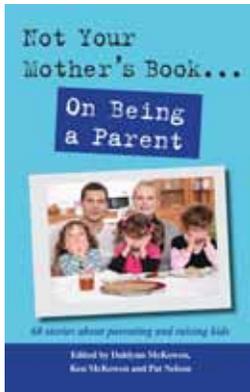


We are looking for stories from active members of the military, veterans and military families about the fun and interesting side of the military—the kinds of stories that most civilians will never hear, but would certainly appreciate if they did. Tell us about those special actions or programs that helped a local family or community or one of your own, whether in a war zone, an overseas base or back in the States. We need stories about the lessons learned when you went out of your way to do good. And the joke you played on a comrade-in-arms (or that was played on you) that he or she also laughed at. While military history is important, it's not the focus of this book, so please do not submit detailed accounts of military operations and campaigns. Deadline: June 1, 2014

~~Nelson O. Ottenhausen, U.S. Army officer (retired) and co-creator of NYMB...*On Military Life*

The Wow Principles e-newsletter

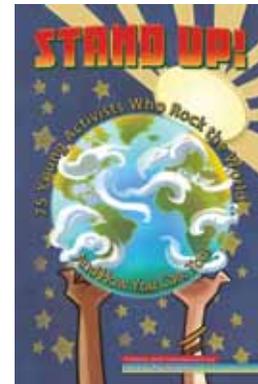
Fall Releases from Publishing Syndicate!



September 10th

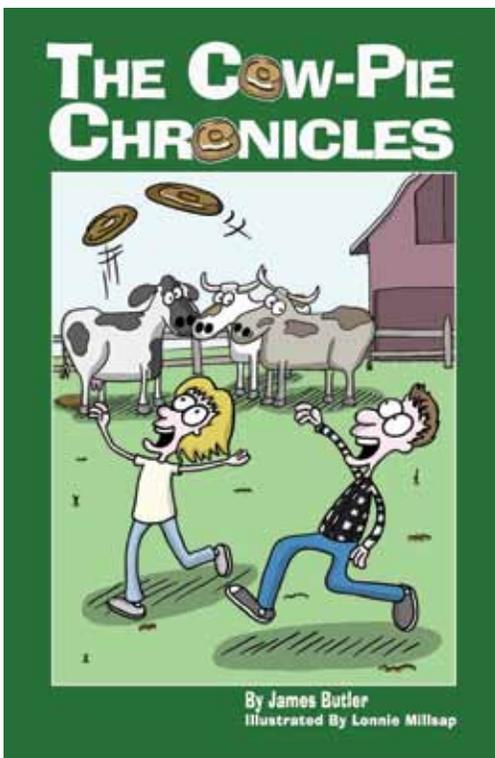


September 10th



September 17th

September 24th



In December's newsletter, we will explain how to create a teacher's discussion guide to go along with your book. Typically, a discussion guide is available as a free download via a website.

This was done for both *Stand Up!* and *The Cow-Pie Chronicles*. If you hadn't noticed, the last two books released in our fall lineup were not NYMB books. The youth market is one of the strongest out there in regards to sales, but breaking into that genre can be tough for a new publisher. Thus, we chose to publish two books that had broad appeal to this subsection of the book-buying public. *Stand Up!* is focused on youth from age 12 and up (junior high/high school) and *The Cow-Pie Chronicles* is from age seven to nine (second through fourth grades).

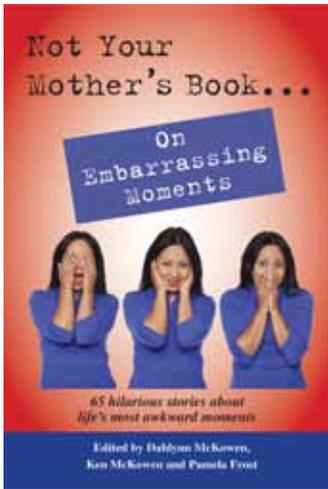
The Cow-Pie Chronicles, by author James Butler, is a 192-page young readers' chapter book about life on a family dairy farm in the 1960s. It is based on his childhood. Most kids have never visited a farm; in today's overly plugged-in world, this book about simpler times is a must-read for the entire family.

The illustrator is Lonnie Millsap. An established cartoonist with many books to his credit, Lonnie has brought this book's characters to life in a very entertaining and amusing collection of 20+ full-page cartoons. To learn more about Lonnie or hire him to illustrate your book: www.lonniemillsap.com

The Wow Principles e-newsletter

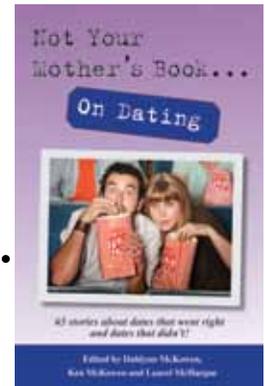
Book Updates...

NYMB...On Embarrassing Moments



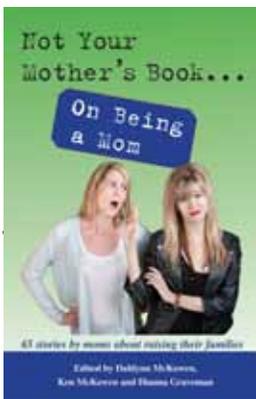
Come on. You know your best stories are also the most embarrassing ones, and here's your chance to share them with the world! No, really...it'll be fun. Trust us. Channel your inner Erma Bombeck and George Carlin and Richard Pryor and submit your best stuff. And for this book, a little potty humor is OK. Anything goes, except X-rated material (well, that leaves out Carlin and Pryor!). The book's co-creator will be Pamela Frost, the CC on *NYMB...On Home Improvement*. To see what kind of stories she is looking for, read her NYMB book, just released on September 10. It's really funny and daring and different and smart!

If you've submitted a story to another NYMB title that would work for this one, please resubmit. We are not able to redirect previously submitted stories to this book. Suggested chapter titles can be found on the NYMB tab on the PS website. No story deadline has been established as of yet. Submit now!

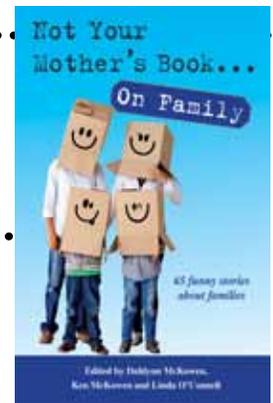


HURRY! SUBMIT YOUR DATING STORY!

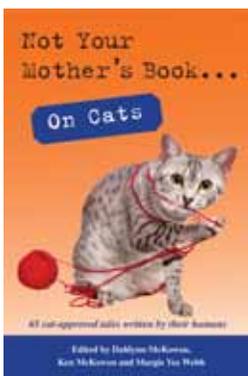
NYMB...On Dating: Story deadline of October 1st is nearly here! Submit now!



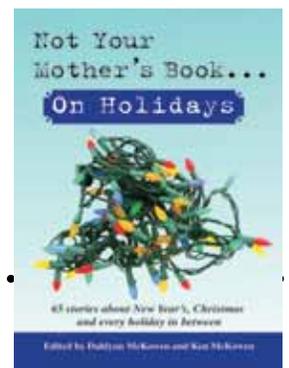
NYMB...On Being a Mom: The manuscript will be delivered to PS in early October, with the book going into galleys by the end of that month. Release: March 2014



NYMB...On Family: The manuscript is in copyediting and will go into galleys the first week of October. Hooray! Release: March 2014



NYMB...On Cats: The publication of *Cats* has been pushed back until Summer 2014. We need more entertaining and irreverent stories—please do not send death/dying stories, dedications or rambling essays about why your cat is the best cat in the world. Study the NYMB style by reading *NYMB...On Dogs* (print/ebook). Deadline: December 1, 2013



NYMB...On Holidays: This book has been postponed until further notice. Thank you to all who submitted.

SEND IN YOUR STORIES!

Updated 9/29/13

Not Your Mother's Book . . .

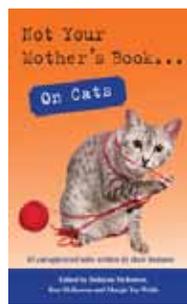
A new anthology for a new century!

Stories needed for 30+ new books. Must be written by people age 18 and up. Details and submission guidelines on the PS website.

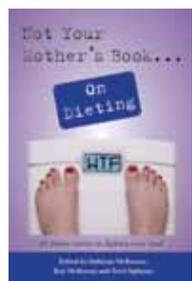
HURRY! DEADLINES! HURRY!



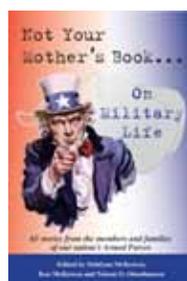
On Pets:
Nov. 1, 2013



On Cats:
Dec. 1, 2013



On Dieting:
Mar. 1, 2014



On Military Life:
June 1, 2014

Submission guidelines at www.PublishingSyndicate.com

OMG! My Reality! Youth Series

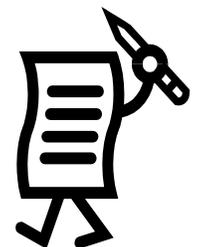
Time to get published!

We are accepting stories for four *OMG! My Reality!* titles: *Kids*; *Preteens*; and *Teens*. Stories must be written by those age 25 and younger. Please share this information with everyone. Thanks!



Do you know a teenager who loves to write? Tell him/her to submit stories to the upcoming *OMG! My Reality! For Teens*. **Being a published author is great for college and job applications.** With the fall 2013 release of *Stand Up!*, an anthology with stories from 75 of the nation's and world's most amazing young activists, we'll be swamped with even more submissions. So don't delay! Send now!

Help young people become published authors!



My Story is Out: High School Years

Created by Lyndsey D'Arcangelo

The nation's newest anthology for LGBT teens!

We are looking for humorous, heart-warming, wistful and inspiring stories written by straight, lesbian, gay, bisexual and transgender individuals **of all ages** about high school life. More info at www.MyStoryIsOut.com.