

Cookbook Publishing - The Basic Ingredients and the Secrets to Success

marketing a cook book.

Before you rack your brain figuring out how to write a cook book, and more importantly, how to publish a cook book, take some time to thoroughly research the why and what you are writing about, who you are writing for and when is the best time to launch your book.

Whether you want to get published or whether you want to self publish your cook book, the same basics apply – you need a good understanding of the publishing industry. Without the basics, will you know if your contracts are in order, that your book is the best it can be and that your cook book marketing plan is actually an effective strategy? No – but, knowledge is power. It is crucial that you take enough time to educate yourself about the entire publishing industry.

Understanding publishing, and the marketing of books, will clearly help you to identify why you are writing a cook book. Perhaps you are writing a cook book just to record secret family recipes or to have all of your own favorite recipes in a book format; maybe you are writing a cook book for a community or church fundraiser; or best of all, your goal is to create a bestseller. Cook books that are written for a very small group do not require business and marketing plans because you already know how many books will be purchased and who the buyers are. However, if you are planning to publish your own cook book for the mass markets, you need to understand that you have moved beyond author to publisher. That means that you are now a business person whose primary goal is the creation of a product to sell. There is no point in printing a book that no one will want to buy.

When I began writing my own cook book, I naively thought that it would be a two or three month process, and that in no time I would have a book on every book store shelf in the country. Ha, ha, ha, chuckle chuckle! Experience is a great educator, but who says that you have to learn the hard way? Obviously I had no idea how to publish a cook book in the beginning! However, through this article and via the publishing course that I and my partners have created, I intend to help you avoid losing time and money.

How did I create such a successful cook book? The short answer is research, research, research, and then more research. Thankfully I had the wisdom to do the research before going to print. But research can, and did, take years.

About the Author

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