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The Joy of Writing a Great Cookbook: How to Share Your Passion for Cooking from Idea to Published Book to Marketing It Like a Bestseller

Kim Yorio

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Craft the Cookbook of Your Dreams With Help From a Culinary Marketing Mastermind

With more than 20 years in publicity under her belt, Kim Yorio has worked on the book campaigns of some of the biggest names in the food world, including Julia Child, Jamie Oliver, Ina Garten and Rachael Ray, as well as esteemed brands like Calphalon, Sur La Table, Nudo Italia and Taste #5.

Now with this must-have guide to success, you can get the secrets on how to publish your own cookbook from idea to the printed book, whether you're a restaurateur looking for promotions or a great home chef hoping to share your exceptional recipes. Backed by Kim's years of knowledge working with the top cooks in the country and abroad, you'll have the best chance to make the cookbook of your dreams a reality.

Kim guides you every step of the way, from what cookbook concept is right for you and how to select the perfect recipes to how to have a captivating voice on paper and how to write a proposal and submit it to publishers, and of course, how to market your book once it's published.

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