

CASH IN – *on* – CRAZY COOKBOOKS

How to Create and Publish Unique Cookbooks that Sell!



with
Michelle Brubaker

www.MichelleBrubaker.com



Cash in on Crazy Cookbooks

Welcome



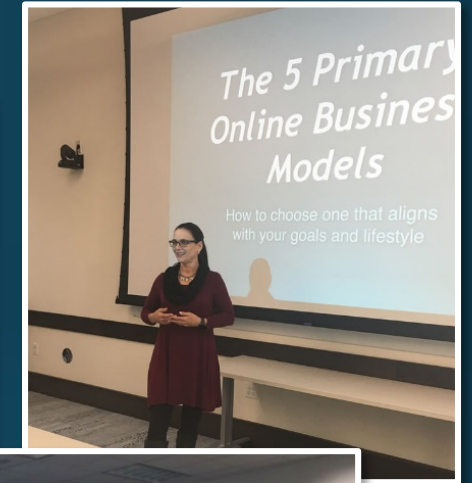
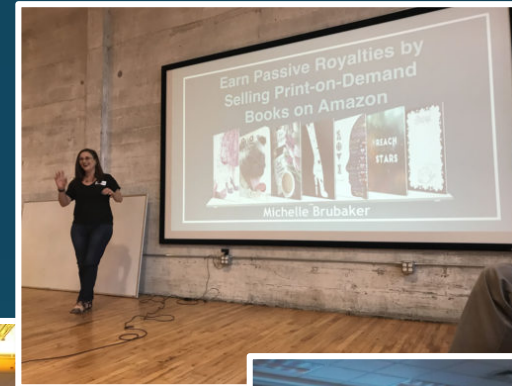
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CRAZY COOKBOOKS

www.MichelleBrubaker.com



About Michelle

- 11x Amazon Best-Seller
- 35 Activity Books
- 1,000 Journals, Planners, and Notebooks
- **12,000+ Books Sold!**
- Speaker & Trainer



*Books on: Amazon,
Barnes & Noble, Target.com,
Walmart.com and Powels.com*



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About Michelle

How to Create
Journals, Planners
& Notebooks
for Fun or Profit



Book Advertising 
Boot  **Camp**



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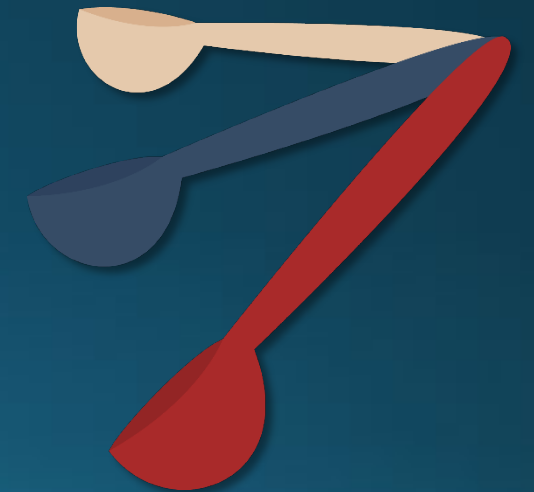
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Cash in on Crazy Cookbooks

Outline:

- Why You Need to Publish a Cookbook
- How to Find the Best Cookbook Topics
- Where to Find Recipes
- Formatting Your Interior
- Publishing Methods
- Q & A



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Why You Need to Publish a Cookbook



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Why You Need to Publish a Cookbook

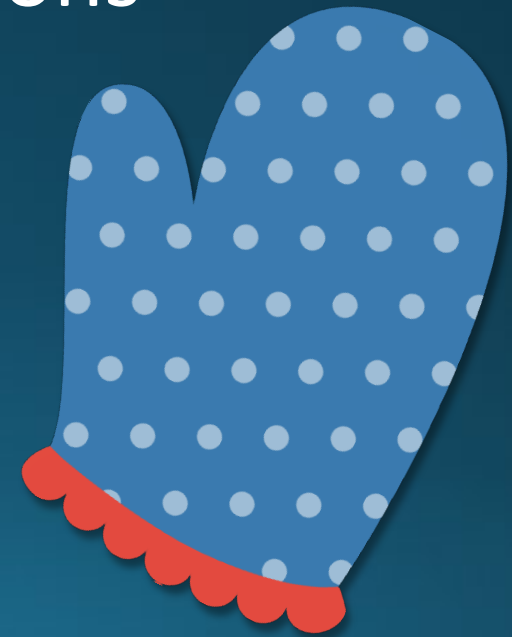
- To support your publishing entrepreneur business
- As a resource for your business, brand or blog
- Become an author
- Social proof
- For the royalty income



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What You Can do with a Cookbook...

- Promotional product for influencers
- Create community: schools, organizations
- Fundraisers
- Family: heirloom, gift
- Partnership with others
- Joint venture



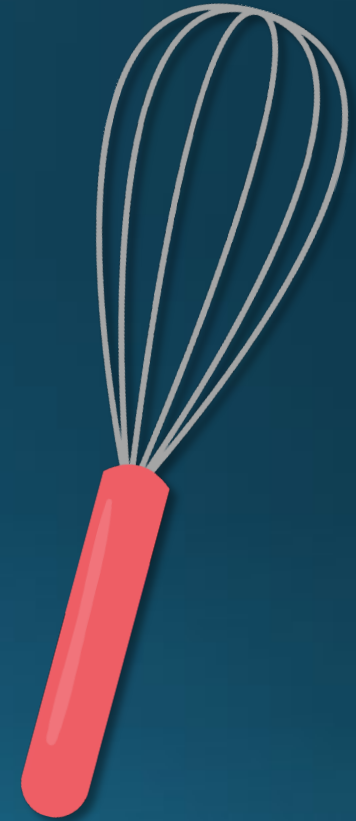
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Why YOU Should Create a Cookbook

1. The royalty income!
2. It's really fun to make cookbooks!

What's Your Why?

- _____
- _____



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Outline:

- ✓ Why You Need to Publish a Cookbook
- **How to Find the Best Cookbook Topics**
- Where to Find Recipes
- Formatting Your Interior
- Publishing Methods
- Q & A



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How to Find the Best Cookbook Topics



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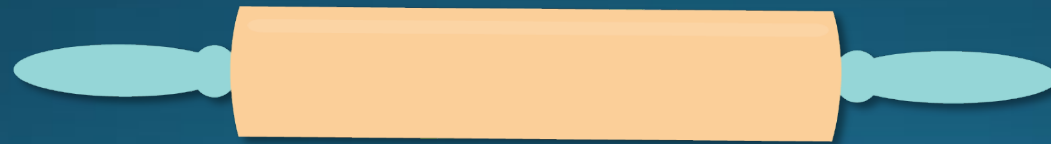


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How to Find the Best Cookbook Topics

- Amazon – the worlds #1 online retailer
- You - recipes you are passionate about
- Cross Niches – mashup of multiple niches

Make Your Cookbook Unique!

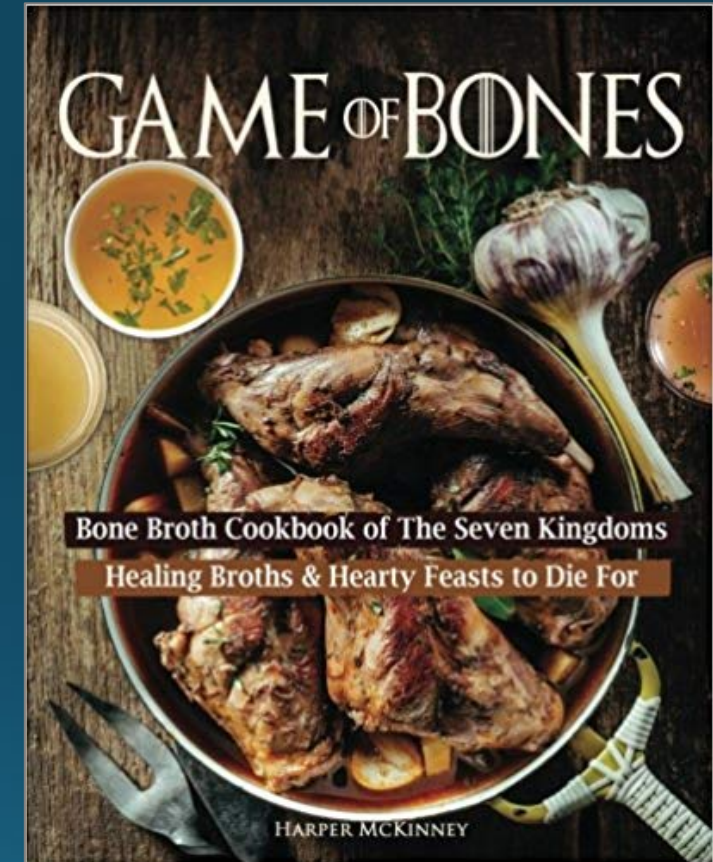
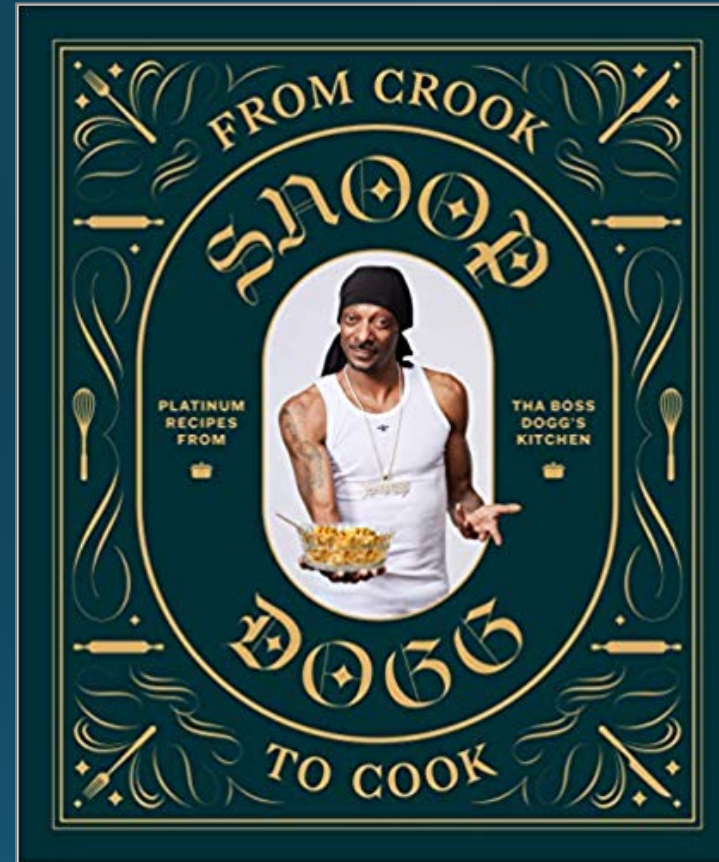
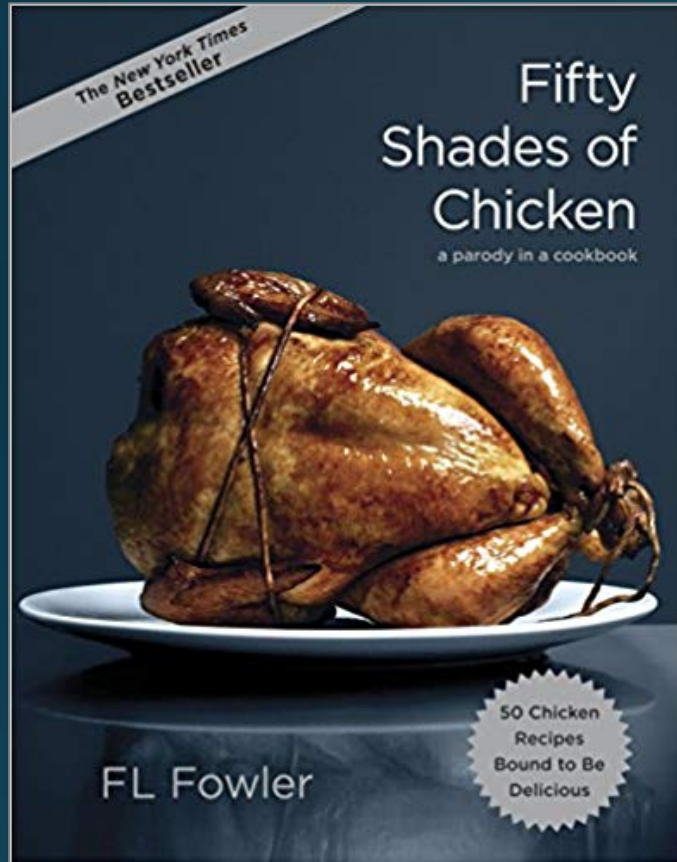


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BSR “Best Seller Rank”

- #1 is the best-selling book
- #2 is the second best-selling book...*and so on*

Rank is found at the bottom of every Amazon Listing

A Lower BSR = More Sales!

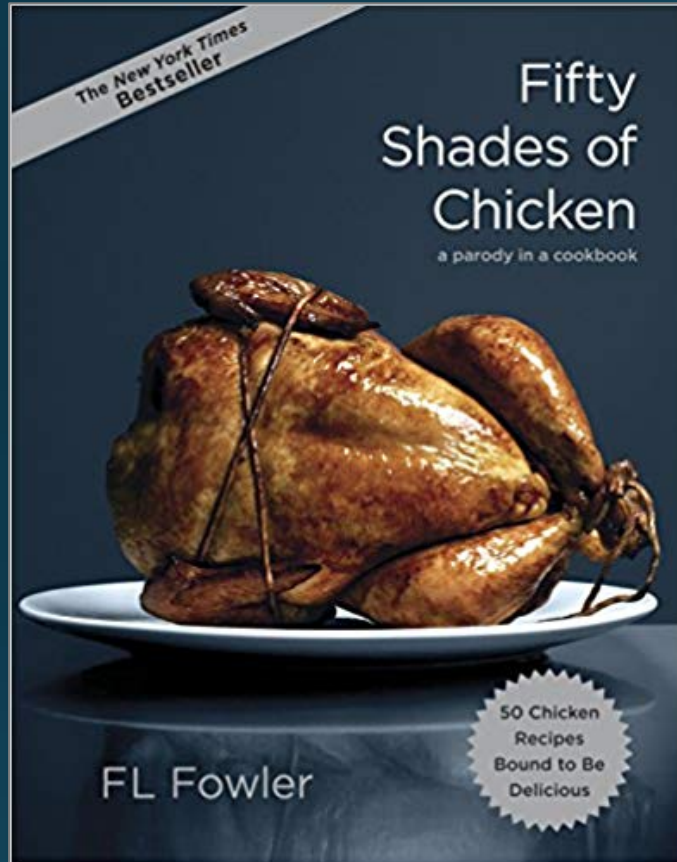


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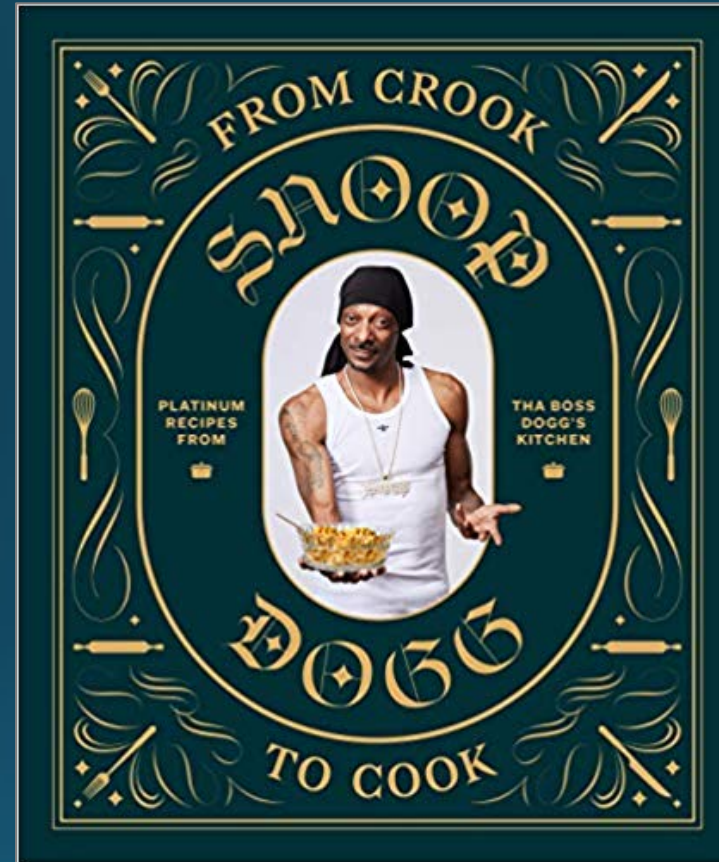
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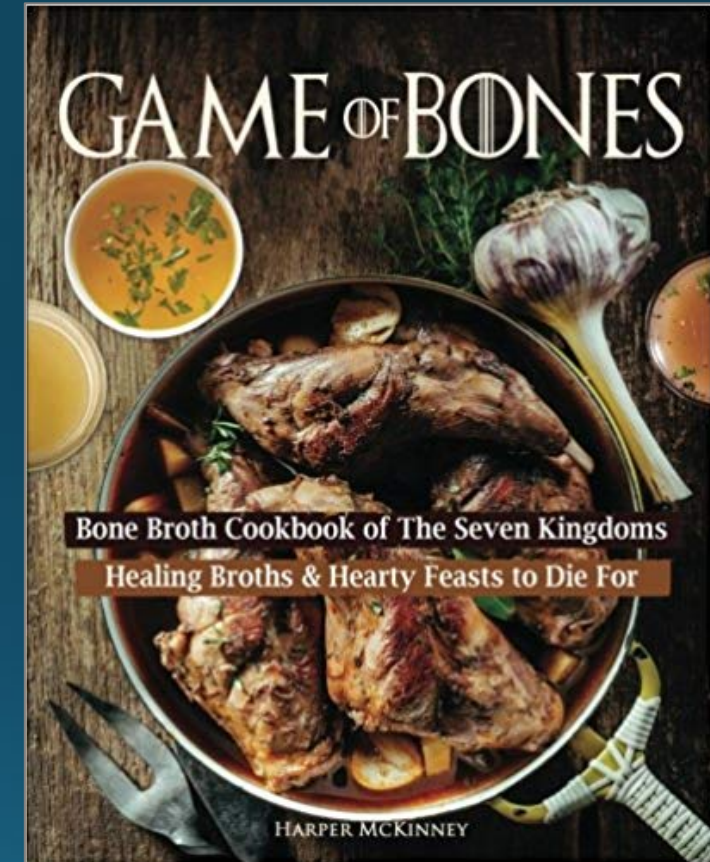
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BSR = 388



BSR = 80



BSR = 172,240



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Estimate Monthly Units Sold on Amazon

- Jungle Scout Sales Estimator – *free version*

<https://www.junglescout.com/t/sales-estimator-v1/>



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JungleScout Products Pricing Resources Log In Sign Up

Amazon Sales Estimator

Our Estimator Tool is a great way to check average monthly sales numbers for specific Amazon categories, help aid product launches and a simple way to spy on your competitors.

Estimated Number of Sales per Month **1,189**

Best Seller's Rank Number

Amazon Marketplace

Amazon Product Category

[Clear selection](#) [Calculate sales!](#)

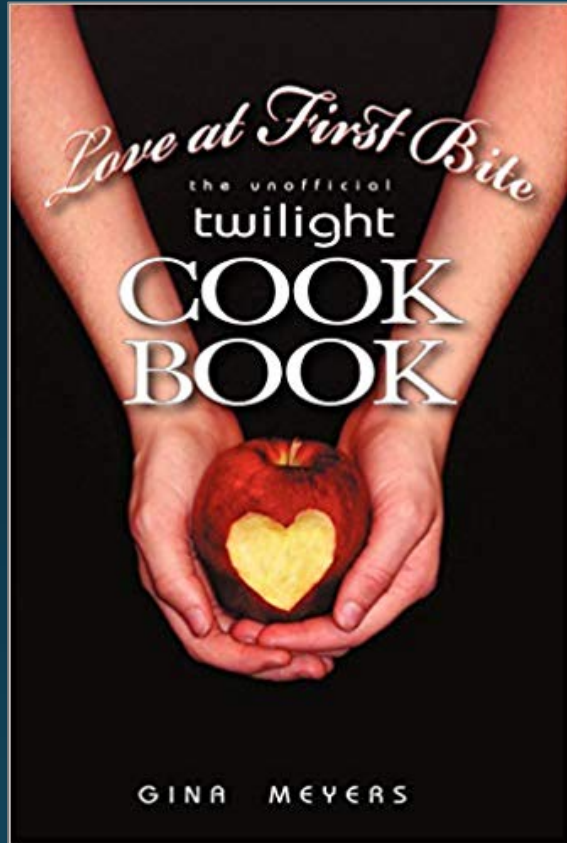


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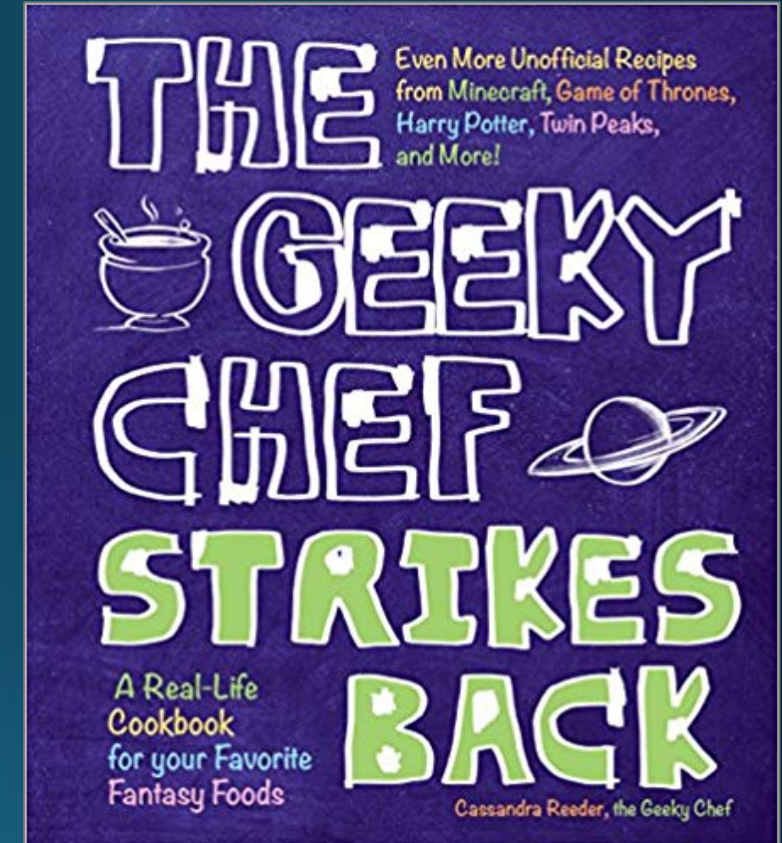
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BSR = 244,539



BSR = 3,822



BSR = 18,057

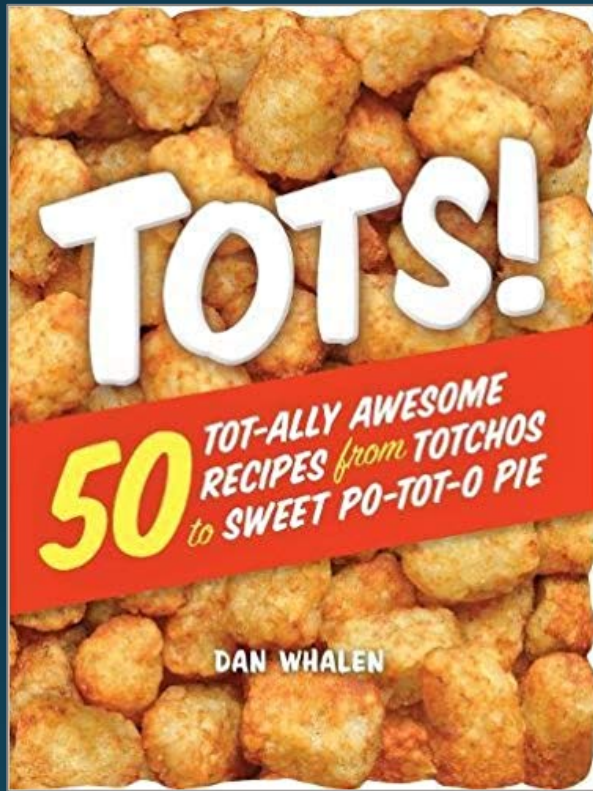


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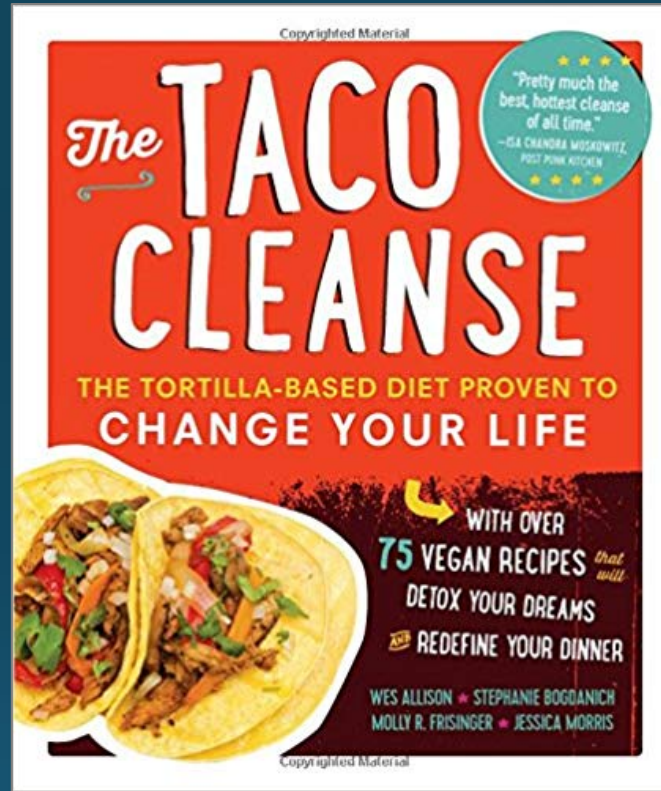
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BSR = 18,059



BSR = 32,280



BSR = 322,909



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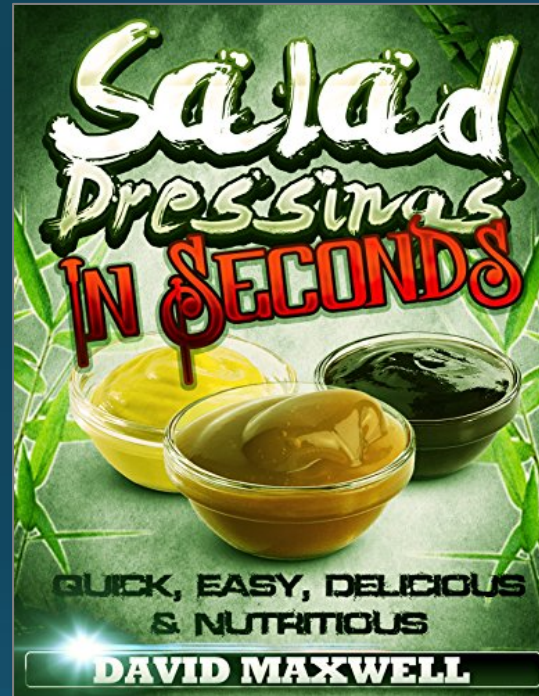
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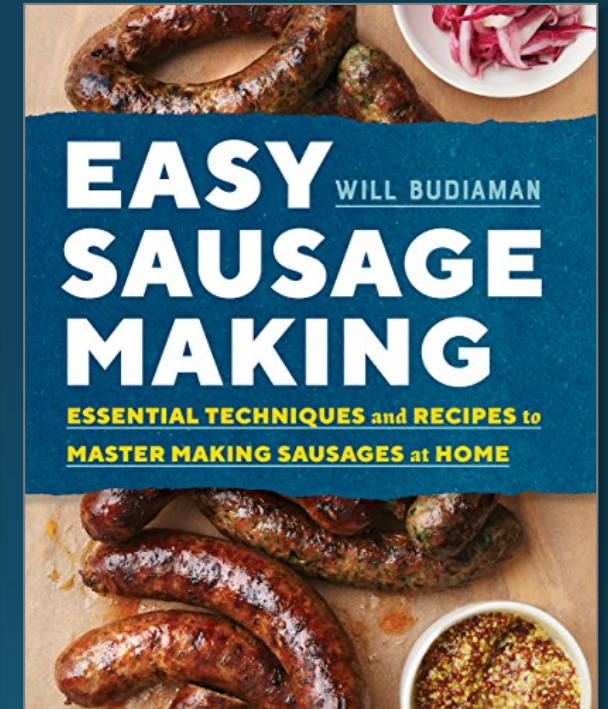
BSR = 192k



BSR = 522k



BSR = 121k



BSR = 178k



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People BUY Cookbooks!

- They are looking for something specific
- They want an actual print book
- Internet sites are so big it's hard to quickly find what you want
- Free websites are based on a revenue model from advertisements – way too much clutter


Best
Cook
Ever



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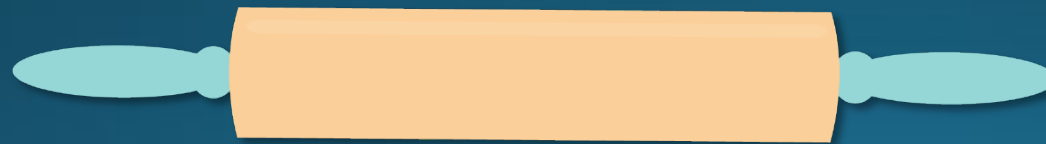


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How to Find the Best Cookbook Topics

- Amazon – the worlds #1 online retailer
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Make Your Cookbook Unique!



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Cash in on Crazy Cookbooks

What are You Passionate About?

- Favorite foods
- Special diet
- Themes
- Tools, companion products
- Methods, steps, ingredients



*You also don't have to be
passionate about anything*



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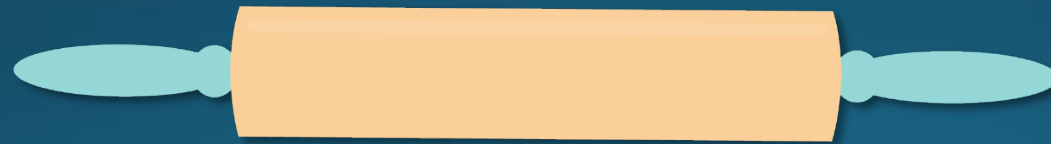


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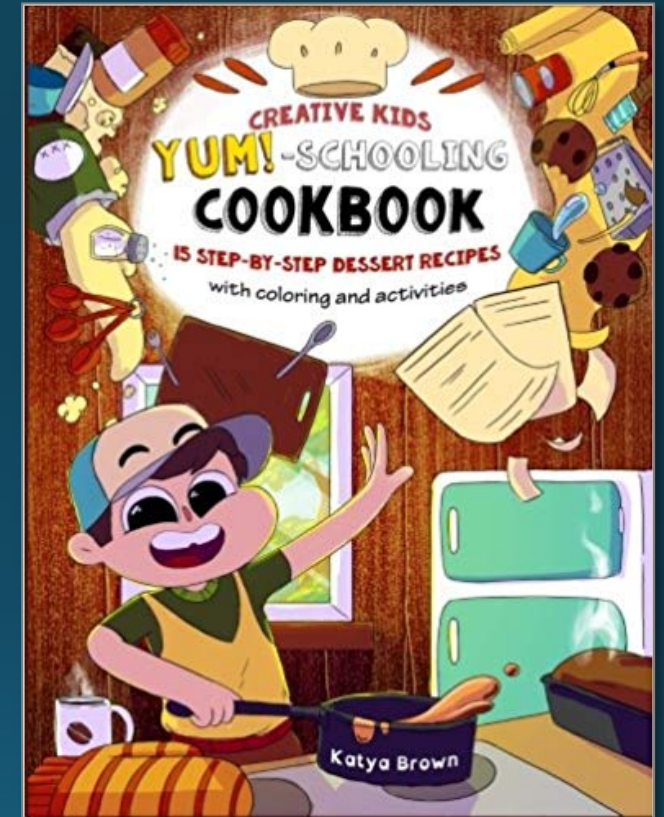
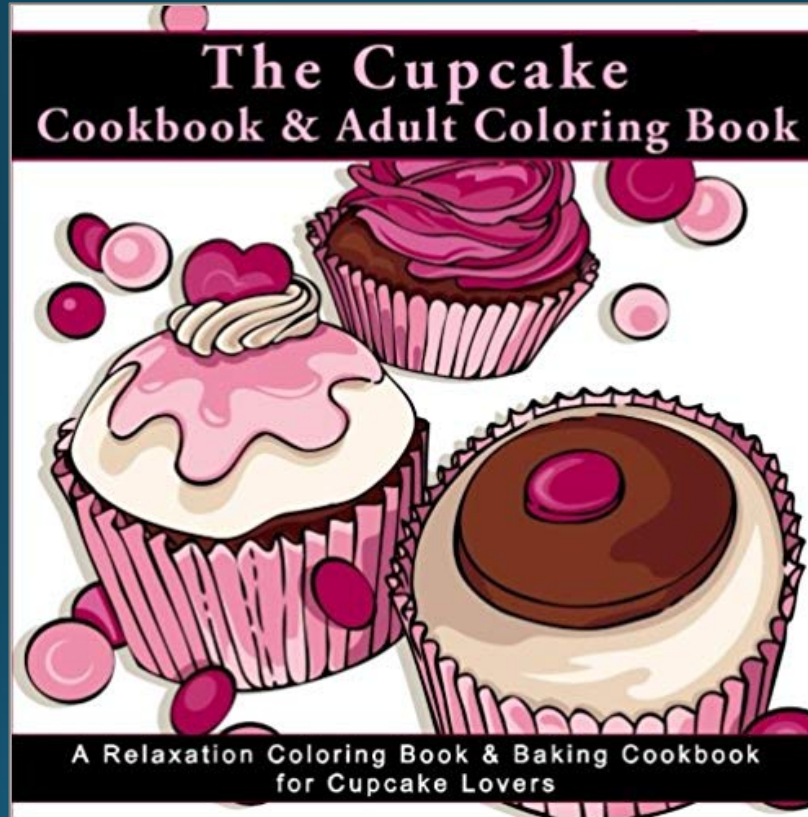
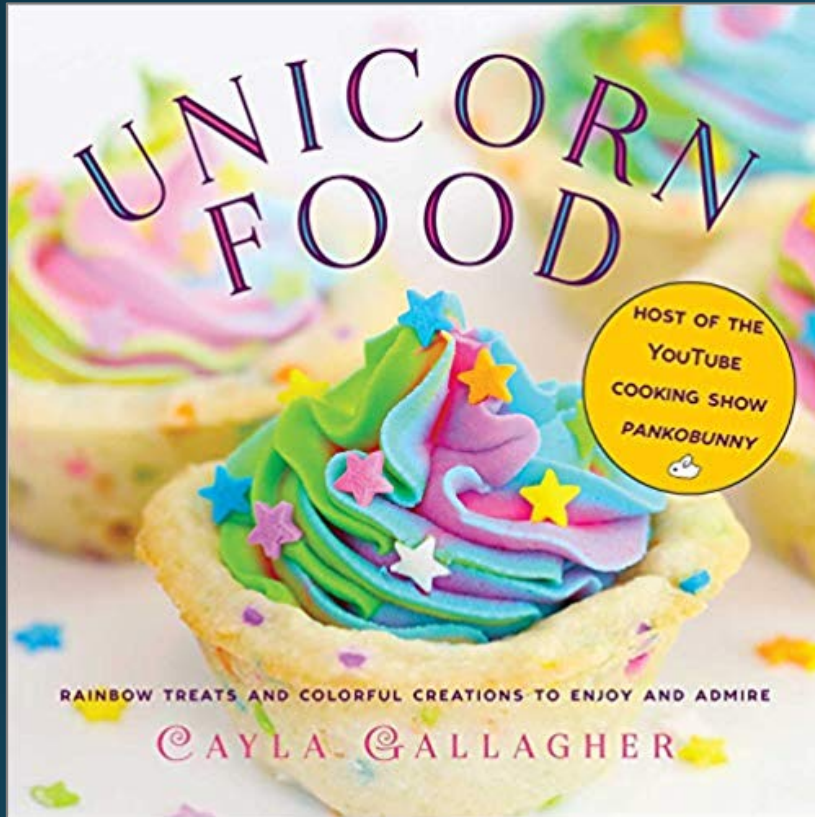


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What Can Themes Can You Combine?

- Two popular themes
- Two popular topics
- Two themes you are passionate about
- _____
- _____
- _____

What
will
You
Create?



Cash in on Crazy Cookbooks

Outline:

- ✓ Why You Need to Publish a Cookbook
- ✓ How to Find the Best Cookbook Topics
- **Where to Find Recipes**
- **Formatting Your Interior**
- **Publishing Methods**
- **Q & A**



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Where to Find Recipes



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Where to Find Recipes

- Using Your Own Recipes
- Public Domain Recipes
- Finding Recipes on the Internet
- How to Legitimately Modify an Ingredient List and Turn it into a Brand New Custom Recipe Creation!



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Using Your Own Recipes

- Great for chefs, cooks and foodies
- Personal collection
- Family favorites
- Groups and community
- _____



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Good News!

- If you don't have any recipes...
- If your idea of meal prep is from the Uber Eats app...
- Even if you can't boil an egg...



You CAN create a cookbook!

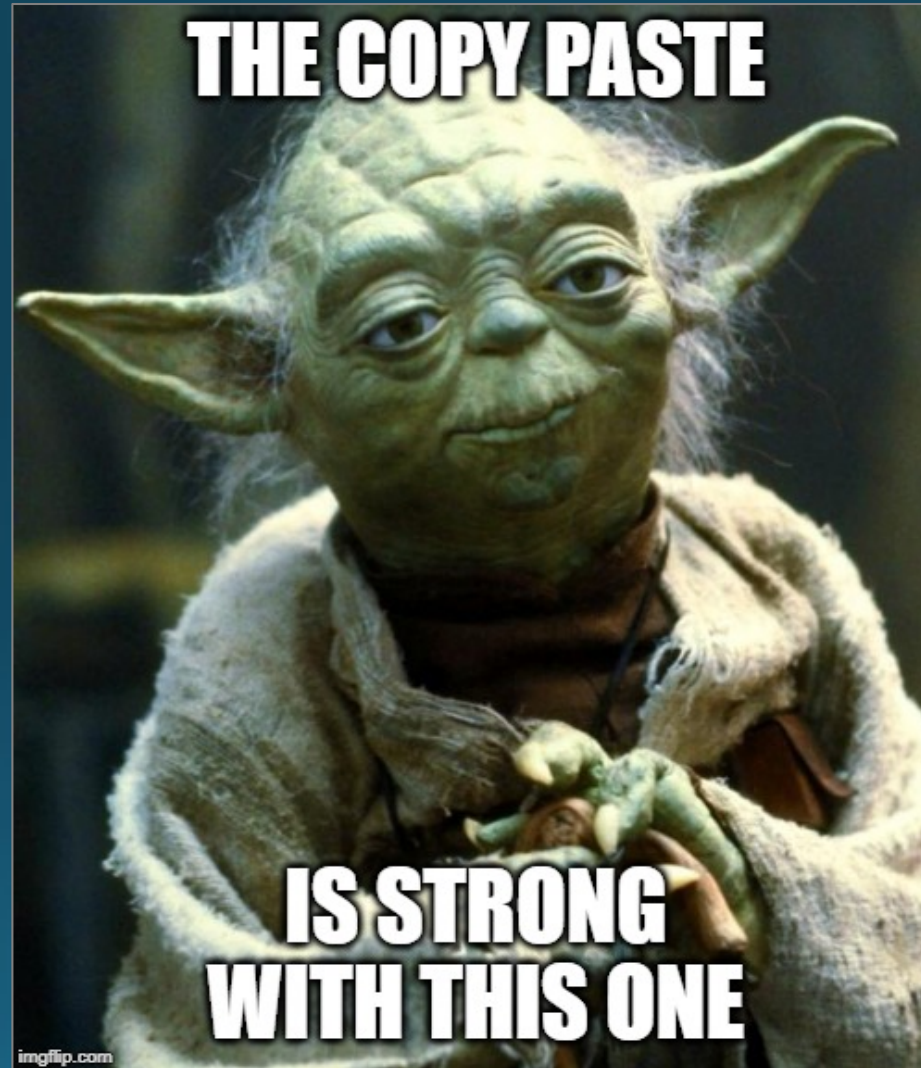


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Public Domain Recipes

Public Domain = free to use *(always verify sources)*

- <https://www.usda.gov>
- <https://www.nutrition.gov>
- <https://archive.org>
- <http://www.gutenberg.org>



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Finding Recipes on the Internet

- <https://www.allrecipes.com>
- <https://www.food.com>

Hundreds of thousands of recipes!



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Making Your Own New Recipe Creation!

- Change the name of the recipe
 - *match your recipe to your cookbook theme*
- Edit the ingredient list
 - *add recommended enhancements to your recipe*



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Outline:

- ✓ Why You Need to Publish a Cookbook
- ✓ How to Find the Best Cookbook Topics
- ✓ Where to Find Recipes
- **Formatting Your Interior**
- **Publishing Methods**
- **Q & A**



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Formatting Your Book



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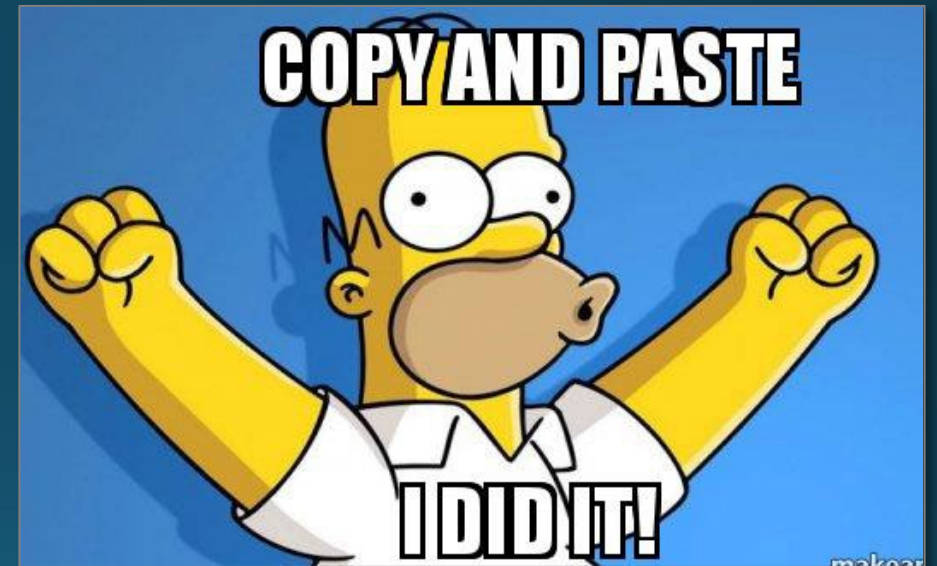
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Formatting Your Interior

- Copy *or ctrl+c*
- Go to Word or PowerPoint and Paste ... *or ctrl+v*
- Edit title and ingredients

Clean up the formatting!

- Optional – paste to notepad first to clear formatting



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Adding Interior Content

- Table of Contents
- Royalty free stock images, graphics and illustrations
- Additional pages for people to add their own notes and recipes
- Quotes



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Publishing Methods



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Publishing Methods

Amazon

- kdp.amazon.com
- Create a free account using your Amazon login
- Upload the .pdf of your book interior
- Use the cover creator, or make your own

Lists your book on Amazon.com!



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Publishing Methods

Print the Book Yourself

- Local print shop or online printer
- Spiral bind
- List on eBay, Etsy, or your own website
- Sell at events



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Publishing Methods

Digital Printables

- Kindle ebook version
- Digital download, .pdf
- Sell your printables on Etsy or your own website



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Start Now!

- A book published now can pay you royalties for the rest of your life, and beyond!
- Leave a legacy!
- _____
- _____



live
your
DREAM!



dream it
believe it
achieve it



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Q & A



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Next Steps

Resources:

- Access the course replay – *within 24 hours*
- Download the course slides



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Next Steps:

Cookbook Creation – December 2019

- Private Facebook group, Q&A support
- List of the most popular niche recipe websites
- Amazon's top Cookbook categories with estimated sales
- KDP Step-by-step Tutorial
- Bonus book interior and cover templates
- 100 Places to Find Royalty Free Graphics



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“Publishing Entrepreneurs” - *Masterclass*

Month 1: Cookbook Creation

Month 2: Captivating Coloring Book Design

Month 3: Word Activity Books

Month 4: Picture Puzzle Books

Month 5: Children’s Activity Books

Month 6: Hardcover, Spirals, Photo, Gift, Bundles and more!



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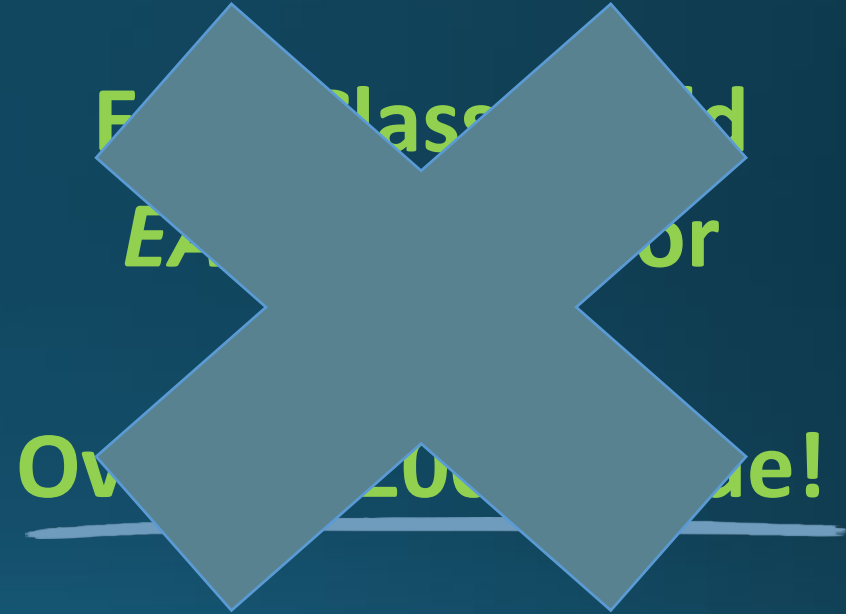
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“Publishing Entrepreneurs” - *Masterclass*

- 6 Publishing Courses
- Private Facebook Group
- Live monthly webinar
- Follow up tutorials
- Templates
- Bonus Resources
- Michelle’s Secret Inside Scoop



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- 6 Publishing Courses
- Private Facebook Group
- Live monthly webinar
- Follow up tutorials
- Interior & cover templates
- Bonus Resources
- Michelle’s Inside Scoop – *priceless!*

\$49/mo – for 6 months
or \$279 one-time

For **ALL 6 Classes!**



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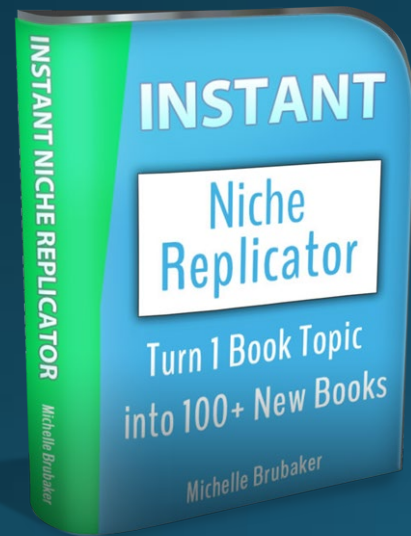
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“Publishing Entrepreneurs” - Masterclass

- Sign up right now and receive – FREE!



Turn 1 Book Topic
Into 100+
New Covers

\$97 Value!
Free Bonus!

\$49/mo – for 6 months
or \$279 one-time

For ALL 6 Classes!
PLUS! Niche Replicator
TOTAL \$1,300 Value!



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Make Your Books a Reality!

- Cookbook Creation – *this month only*
- Publishing Entrepreneurs Masterclass – *6 months*

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Review this Course!

Submit your testimonial:

- Post on Facebook and Tag me
- Send via Messenger
- Email: michellebrubaker@gmail

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P=THE=Love



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