

Marketing Guide

Getting the Word Out

1. Press releases are a common way to help get the word out about your organization and your cookbook. Write a short, to the point paragraph about your organizations book. Be sure to include what the proceeds are going towards, a contact name and phone number and the date in which your book will be available. Run your press release in church bulletins, school newsletters, local and surrounding area newspapers, post on your website, etc...
2. Contact local radio and news stations to include your organizations book on a community calendar or to run a public service announcement spotlighting your cause. In most cases they will run these ads at no cost to your group. Remember to include what the proceeds are going to benefit.
- 3.. Host a book sales party. Select some of your favorite recipes from the book and invite the public in to sample them.
4. Contact local merchants to see if they would be willing to display your book in their store. Most business owners would be more than willing to help a local organization with their cause while offering their customers a book with local charm.
5. List your book on the web. There are various websites that your book can be sold on, please contact us and we can assist you to determine which ones will be the most effective. Brennan Printing will also promote your book on our own website FREE of charge.

How Many Books Should We Order?

1. We have always suggested that you plan on selling an average of three books per recipe contributor. This has always been a good “rule of thumb” and is usually pretty accurate in estimating the number of books to order. Have each contributor fill in the “number of books requested” on the recipe submission form.
2. Determine the time and place you will be selling your book. Try planning the sale of your book around community events as well as your particular organizations events. Don’t limit yourself to just your groups functions, the greater number of people that see your book will increase your opportunity for success.

These are just a few proven ways to assist you in launching a successful marketing plan for your cookbook. As you can see the opportunities are endless. The key to success is to be as creative as possible.

Don’t limit yourself to selling books to just your organization. Try to remain open-minded and think outside of the box. A little up front planning will mean years of reprints and continued success for your organization.