



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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With more than 20 years in publicity under her belt, Kim Yorio has worked with 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 make your cookbook stick out from the pack from a culinary marketing master. Whether you're a restaurateur looking for promotions or a great home chef hoping to share your exceptional recipes, with Kim's years of knowledge printed on the page you'll be able to create the bestselling cookbook of your dreams.

Kim instructs on everything from what cookbook concept is right for you, how to select the perfect recipes, how to have a captivating voice on paper and of course, how to market your book once its published. With *The Joy of Writing a Great Cookbook*, Kim Yorio leaves no stone left unturned, putting you on the straight path to a bestseller.

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Fern Marshall:

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