



How to Write and Publish a Cookbook by our friend, Norene Gilletz

So you want to write a cookbook—congratulations! My name is Norene Gilletz and I am the author of several best selling cookbooks. I have edited many cookbooks and have also worked as a consultant for many cookbook projects for various fundraising groups over the years.

Here are some tips that will be helpful:

- All ingredients should be listed in order of use. Indicate if they are chopped, minced, melted, etc.
- Contributors should be sure to include accurate package sizes and to provide the pan sizes needed for each recipe. Measurements should be as precise as possible.
- Baking times should be accurate and give a test for doneness. (e.g., Bake for 45 to 50 minutes, until golden. Cool completely, then cover and refrigerate overnight.)
- Indicate whether to cook a recipe covered or not.
- Indicate if you can make it ahead of time and if it can be frozen and/or reheated.
- Indicate the number of servings.
- Make sure there are no “dangling” ingredients—i.e., instructions that tell you to prepare an ingredient and set it aside (e.g., drain juice, reserving ½ cup), then the reserved ingredient isn’t added to the recipe!
- Decide on the chapter headings in advance—e.g., Appetizers, Soups, Main Dishes, Vegetables and Sides, Cookies and Squares, Pies and Desserts, etc.
- Instructions should be very clear and make a picture to the reader.
- An excellent resource is *The Recipe Writer’s Handbook* by Barbara Ostmann and Jane Baker (published by Wiley). It will save you lots of time and prevent mistakes. I wish I had a copy when I first started writing and editing cookbooks!
- You might want to check out some of my cookbooks. You can “Flip through the Book” and see some sample pages and recipes that may give you some ideas on writing style for quick, easy recipes in a fix-it and forget-it style.



If you would like to have Norene as the editor or consultant for your cookbook, email her at goodfood@gourmania.com, or call her direct line at 416.226.2466.

Please note: *She does NOT publish or print cookbooks.*