

# PUBLISHED AUTHORS COOKBOOKS

Our passion is helping preschools, schools and community groups create and publish their own premium quality fundraising cookbooks that everyone will just love!

Our 3-step process is SO simple and we ELIMINATE most of your work usually needed to create a cookbook:

**1** Register and start promoting your event using the materials we supply. Families then submit their recipes DIRECT TO US via our simple website template.

**2** Once you check the recipes, we then do EVERYTHING else to collate, format, design and print your stunning cookbooks. Just select from our large range of available sizes, styles & food photos and WE DO THE REST!

**3** We prepare your cookbook printing proof. You approve, we print & then deliver. That's all it takes !

*"Thank you for making the process of having our very own beautiful cookbook such an easy project.*

*I would recommend to anyone wishing to publish a cookbook to first contact Published Authors."*

Northview State School P&C

[www.PublishedAuthors.com.au](http://www.PublishedAuthors.com.au)

[info@PublishedAuthors.com.au](mailto:info@PublishedAuthors.com.au) Ph: 0402 743 558

# a little bit about us and our cookbooks

## Why create a cookbook?

As Australians, we love our cookbooks. While they can be full of delicious and mouth-watering dishes, what makes them so appealing is that they're so much more than just a collection of recipes. They capture the tastes and trends of a community, and when created as a community fundraiser, they generate a real sense of pride by the people contributing the recipes and by the school or community group coordinating the project.

In fact, it was reported in a recent Fundraising Directory article that four of the top 10 non-fiction biggest best sellers were cookbooks. That really is quite amazing!

Hence, why not stir up your fundraising mix and create your own top-selling cookbook. And with the innovative 3-step cookbook process we've developed, it really has never been simpler - especially for groups with absolutely NO prior experience in book publishing.

## Cookbook Sizes

We offer three cookbook sizes:

- A5 (210mm x 148mm) - our most popular size
- Large Square (230mm x 210mm)
- Large Portrait (260mm x 210mm)
- Other sizes available on request

## Design Styles

With our most popular and beautiful **STANDARD COOKBOOK RANGE**, the cookbook cover and main chapter pages are typically printed in full colour to display your choice of stunning photos or original artwork. You can also include extra colour pages to display even more photos or artwork. Our minimum print run for this range is just 100 books.

This range of cookbooks is particularly suited to schools or groups wanting a stunning low-cost cookbook that maximises their fundraising profits.

With our **PREMIUM COOKBOOK RANGE**, you print your ENTIRE cookbook in full colour.

ALL our STANDARD & PREMIUM range of cookbooks are printed on premium quality gloss and satin coated paper stock.

- Our covers are printed on premium cellosheened gloss coated stock that is water and stain resistant.
- Our internal pages are printed on premium satin and gloss coated stock which looks fantastic and that also resists water and stains - perfect for when kids are in the kitchen!

With ALL our cookbooks, we also offer a wide range of styles for displaying your recipe and chapter pages. And if we don't offer a specific style that you're looking for, just let us know and we'll do our best to create it for you!

## Book binding options

Finally, we offer 3 types of binding.

- Saddle-stitched suited for page counts of 52 pages or less (books have a folded and stapled spine).
- PUR and BURST bound (the books have a classic flat spine and look amazing as coffee-table books).
- Double wiro-bound (our most popular, as the cookbooks lay completely flat when left open on a kitchen bench).

# adding colour & beauty

Our entire designer photo library is yours to use, FREE of charge!

To help add gorgeous colour and beauty to your cookbook, we give you FREE access to our extensive library of designer food photos.

Just nominate what photos you'd like to include and where, and we'll take care of the rest!

Including your own special photos & original artwork

We also love to help you create a really personalised cookbook by including your own photos and/or original artwork.

Just send us the photos and artwork as high resolution files, nominate where you'd like them included, and again we'll take care of the rest!

**Remember, our aim is to ELIMINATE as much of the work you would usually have to do to create a cookbook.**

# adding extra special touches

Your cookbook can be so much more than just recipes!

Some schools and community groups love to include extra material to make their cookbook an even more special keepsake. Some even include photos and stories from their local community, to help create a real community cookbook and hence boost sales.

- These include old price lists from their tuck shop, vegie garden planting guides, historic sketches of old school & community buildings from the 1900's, and even the stories and recollections of past and present staff and students.
- One small country school with just 32 students used this approach to easily sell 300 copies of their cookbook within a few weeks!



# how our process works

We start by sending you our FREE Step-By-Step Cookbook Package that contains absolutely everything you'll possibly need to plan and run your cookbook fundraiser (incl. suggested letters and order forms, posters, help to secure business advertising, photo gallery, order tally spreadsheet, etc.). You then just follow our simple 3-step process:

## 1. Promote and pre-sell your cookbook

Your families & friends submit their recipes DIRECT TO US via our very simple website template.

- This ELIMINATES the HUGE amount of time you would have to spend collecting recipes and then typing them up. This alone will save you weeks of your time (and lots of headaches).
- As an added feature you can monitor, in real time, all recipes submitted to your cookbook.
  - You also have full control to edit / delete the recipes BEFORE we download them and start compiling your cookbook.

## 2. Choose the 'look' of your cookbook

Our Step-By-Step Package includes everything you'll need to EASILY choose the 'look' of your cookbook.

Just choose from our wide range of available sizes and styles and enter your choices into our simple Final Order Form (plus email us your foreword, logo and any photos or added material you want to include).

That's where we then take over to create your beautiful premium quality cookbook!

We collate and format all the recipes, correct spelling and typo errors, create all indexes, add photos and artwork, design the covers, and basically do EVERYTHING needed to create your stunning cookbook that everyone will just love.

**We really can ELIMINATE most of your work usually needed to create a cookbook !**

## 3. You approve the cookbook, we print & deliver

We email you a proof of your cookbook within approx 2 weeks of receiving your Final Order form, together with a final quote for your approval (allow up to 3 weeks in the lead up to Christmas).

Once you approve the proof, we then print and dispatch your books (printing typically takes 2 weeks + delivery, but allow about 3 weeks close to Christmas).

### That's it. That's all it takes to:

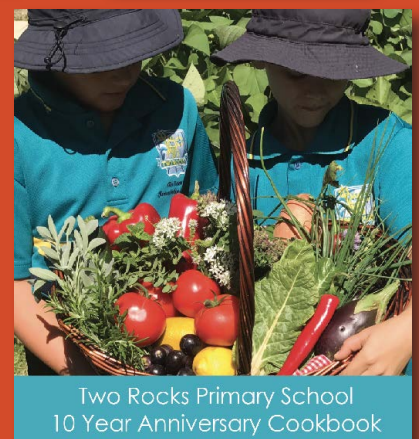
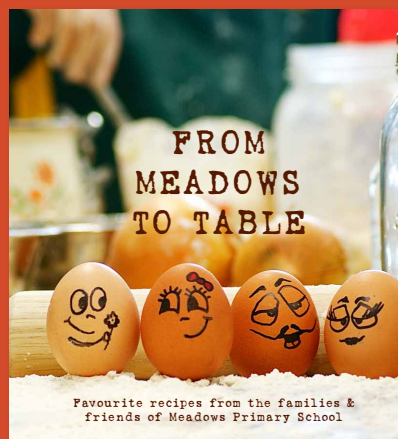
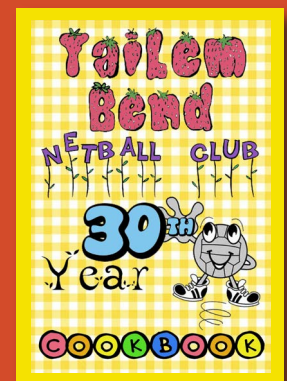
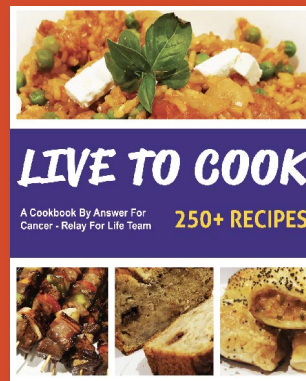
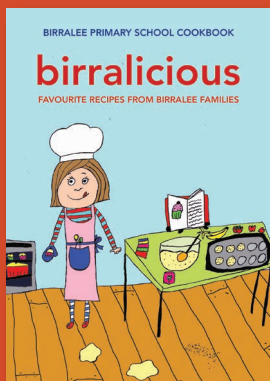
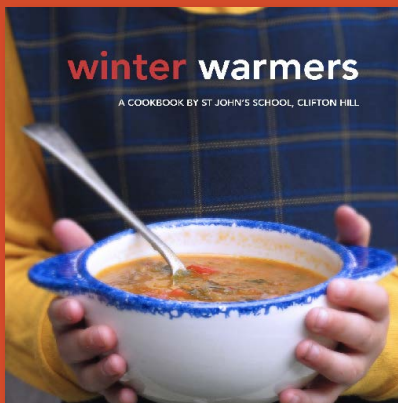
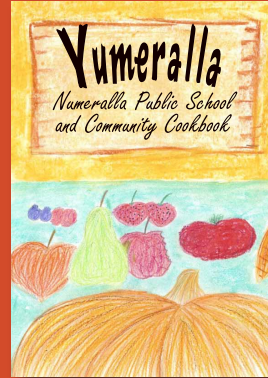
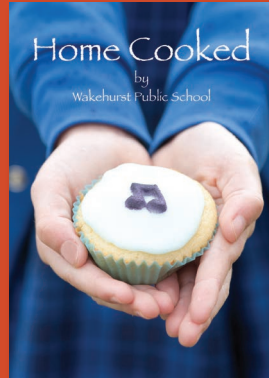
- Raise valuable funds for your school or group;
- Turn all contributors into very proud published authors; and
- Deliver a stunning keepsake cookbook that everyone will want for themselves and as personalised gifts for friends and families.

**After the families at Myrtleford Preschool began their cookbook with us, 3 of their aspiring young chefs made the front cover of the Myrtleford Times Newspaper.**

**We'd love to help you achieve similar publicity for your kindy, school or community group.**



# a taste of just some of our recent cookbooks



# Use advertising to cover the costs of your cookbook

Our FREE Step-By-Step Package includes lots of tried and tested materials to help you pre-fund your cookbook and maximise your profits by including advertising from local businesses. These include suggested letters, contracts, pricing schedules, a step-by-step help guide, and example adverts.

Indeed many of our previous schools and groups have used our materials to collect '000's in additional business advertising and hence profit !

Businesses are often keen to place 1/4, 1/2 or full page adverts in our cookbooks, as their adverts keep working for many years (unlike a one-off exposure in a local newspaper or magazine). It's also a great way for them to support their local community or charity.

Once you receive the adverts (or scanned business cards), just email them to us, and again we'll take care of the rest.

It takes both time and skill to layout adverts properly, so we're more than happy to do this work for you.

## How many books should we print?

You'll be surprised at order numbers, as many families order multiple copies for both themselves and as beautiful gifts for friends & family - especially once the cookbooks are printed and placed on display.

The books also sell extremely well to the wider community when promoted through local businesses.



# How long does it take?

The time to create a cookbook with Published Authors depends on how long you give your families to submit their recipes. However, a typical time frame from starting your project to your printed cookbooks being dispatched is about 12 weeks.

If you've already collected your recipes, you can typically take 4 weeks off this time frame.

Remember, all our cookbooks are proudly 100% Australian made, and we deliver direct to your door.

## What are popular times to create your cookbook?

Our cookbooks make a great fundraiser at any time of the year. However, popular times for having your cookbooks finished and ready for sale are:

- Mother's Day
- School Anniversary celebrations
- Major community events such as fetes & dinners
- National Book Week in August
- And of course the ever popular Christmas.

- **Note: If you want to sell your cookbooks as a Christmas fundraiser, we suggest you start your cookbook project sometime in terms 1, 2 or 3.**
- **The 1st Oct is our recommended final date for starting to collect recipes if you want your cookbooks delivered in time for Christmas, but we do recommend you start earlier to allow for unforeseen delays and to give you the best opportunity to maximise sales (and hence your profits) !**



# what others say about us & our cookbooks

## What people say about our innovative approach to cookbook publishing

We were so amazed at how easy everything has been and the amount of information, tips, and adverts included in your Step-By-Step Package. Everything has been so beautifully presented and the kit is so helpful and we definitely appreciate how much work has gone into all the templates on the CD.

Nadia Tang, Gordon Community Pre-school

It was so easy to do a cookbook with your company. If we had "gone it alone" and typed up, proofed, printed and collated the cookbook ourselves it would have been a huge effort.

Barbra Sharp, Loftus Public School

How easy was that. Well done. This is the best fundraiser ideas I have EVER heard of. Congratulations.

Cindy Eick, Individual submitting a recipe via our website

The entire process was incredibly easy and the general consensus from those involved share this opinion. Your service was fantastic and I will be very happily recommending your service to my friends in other areas around Australia. We are already discussing doing another cookbook. Also, many thanks for your fantastic customer service.

Karen Bishton, St Joseph's Primary School

I thought this was so easy to be part of. I was dreading doing it as I thought it would be a tiring process and I kept putting it off as I didn't have lots of time, but to my surprise it was easy and well organised.

Lisa Oshlack, Individual submitting a recipe via our website

Absolutely fantastic! This was great fun to do and [child's name withheld] was able to add her own comments which she will love to see in print! Many thanks.

Collette Martyn, Individual submitting a recipe

## What people say about our customer service

Well done, you guys have set up such an easy process. We are very pleased with your customer service, with your willingness to communicate with us often, your suggestions for improving our collection process... and for generally being SUPER helpful.

Genet Adam, Rose Bay Public School fundraising.

As far as your service is concerned, I can't fault it at all. You were incredibly helpful, patient and delivered everything you said you would deliver when you said you would deliver it.

Cecelia Meure, St John's Kindergarten

I just want to say thank you for all the hard work that you have put in to make our cookbook a success. I know we were on a tight schedule and the fact that you made it happen for us shows everyone what a remarkable company you are part of. We can't wait to tell everybody about Published Authors and what a pleasure you've been to deal with.

Kirsten Ward, St Mary's Primary School, Inglewood.

## What people say about our cookbooks

The day of our school anniversary celebrations was a complete success. The cookbook we created with Published Authors SOLD OUT! We now want to order another 100 copies. The feedback regarding the cookbook has been phenomenal to say the least. We have had people ringing up from Qld hearing about it, and requesting copies.

Deidre Woodward, Mullaley Public School.

We received our cookbooks yesterday. They are absolutely wonderful! Thank you so much. Everything else was also fantastic. The website is user friendly, your people are user friendly. If we do another cookbook, we will definitely use Published Authors again.

Rebecca Heyze, Estelle Cardiff Community Kindergarten.

The cookbooks look fantastic. YAH! Many thanks for your help with everything. You've been wonderful! Your cookbooks were a great fundraiser that got lots of the school involved. It's nice to see the kids looking at the cookbook and seeing themselves on the front cover ... That's very special! Everyone has commented on how great the cookbooks look and the extra books we ordered are selling really well.

Lyn Green, Yass Public School

We got our cookbooks! They are SO fantastic! We love them. Rave reviews all round.

Nadia Tang, Gordon Community Preschool

The cookbooks look fantastic! They far exceeded my expectations. I have shown them to a few of my friends at other kindergartens in the area and now they are also keen to produce one.

Cecelia Meure, St John's Kindergarten

We can't wait to show off our beautiful cookbooks. They look fantastic, and everyone who has seen them is wrapped at how they look and their quality. Thank you for making the process of having our very own cookbook such an easy project. I would recommend to anyone wishing to do their very own cookbook to first contact Published Authors.

Marg Efstathis, Northview State School P & C Assn.

The above is just a tiny sample of the wonderful feedback we've received over the years about our cookbooks, our really simple cookbook process, and our team.



# Published Authors Cookbooks

## Our promise to you ...

For **ALL** our clients, we aim to provide exceptional service and prices, and to create gorgeous and professional quality fundraising cookbooks that everyone just loves!

For each project:



We provide a **FREE STEP-BY-STEP KIT** that provides **EVERYTHING** you'll need to plan and run your **cookbook** project (**SEE OVER PAGE FOR DETAILS**).



We provide **FREE** use of our huge portfolio of designer food photos and illustrations. If you have your own photos or artwork, we can include these as well.



Your families submit their recipes **DIRECTLY** to us ... saving you many weeks of work.



We offer a **LARGE** range of cookbook sizes, styles, paper stock, and recipe templates, to help you create a truly personalised cookbook.



We give you secure access, so you can:

- monitor in real time all recipes submitted to your cookbook; and then
- check and if needed, edit / delete recipes **BEFORE** we download them and begin compiling your cookbook.



You can add **EXTRA MATERIAL** to your cookbook, such as:

- veggie planting & harvesting guides
- the history of your school or area
- helpful hints



We then complete **ALL** the work to compile, publish and print your cookbook, including:

- formatting all submitted recipes;
- checking for obvious spelling errors and typos;
- creating the index and table of contents;
- adding your photos, artwork & business advertisements; and
- undertaking **ALL** the layout and graphic design work.



We help you obtain **BUSINESS ADVERTISING** for your cookbook to really boost your fundraising profits.



**ALL** our cookbooks are proudly printed in Australia. This ensures **FAST** delivery times direct to your door.



And most importantly, we do **EVERYTHING** we can to provide a really helpful, prompt and personalised service to **ALL** our clients.

We've proudly published over 140,000 gorgeous fundraising cookbooks for kindies, schools, preschools, community groups and others across Australia.

We'd love to create a very special fundraising cookbook for you as well !

# Published Authors Cookbooks ... Our Step-By-Step Kit ...

Once you fill in the **START UP FORM**, we send you our **FREE Step-By-Step kit** that contains absolutely **EVERYTHING** you'll need to plan and run your cookbook project.

## THIS STEP-BY-STEP KIT INCLUDES:



Simple Step-By-Step instructions that walk you through **EVERY** step of your cookbook project.



Resources to help you secure business advertising to raise \$'000's in bonus fundraising profits.



Electronic copies of advertising posters and flyers which you can use in school newsletters, etc.



Full details of our large selection of available cookbook sizes, templates and styles.



Recipe request and cookbook order forms.



Our extensive **FREE** portfolio of designer food photos and illustrations for you to include in your cookbook (or supply your own).



Resources to help you promote your cookbook and boost recipe numbers.



Various spreadsheets to help you keep track of sales, advertising revenue and profits.



Resources to help you maximise your cookbook sales (and hence profits).



And lots lots more !

## TESTIMONIALS

**(We have over 50 pages of wonderful testimonials ... just like these):**

*"Thank you so much for your constant assistance throughout our first cookbook process. We are thrilled with how it has come together & the feedback has been great. Everyone is talking about how professional it is & the quality of the book. We contacted our local paper & there was a story published today about the cookbook & our fundraiser.*

*Thanks again. It has been a wonderful experience & an absolute pleasure working with you."*

*Tarnya Chilcott, Wangaratta Primary School*

*"The cook books are wonderful! I'm so thrilled with them - I could not have asked for anymore - they are perfect!! Many thanks again for all your help"*

*Sally Whelan, St Joseph's Primary School, Boulder WA.*

*"As a volunteer organisation we found Published Author's an absolute blessing in disguise. With friendly people to deal with, and customer service 2nd to none, we were guided and helped through every step of the process and the finished product is amazing!"*

*Jen Clune, Huntingdale Primary School P & C President.*

*"We are absolutely delighted with how the recipe book turned out. The process was incredibly easy. The response from all who have seen it has been fantastic. A very professional product. Thank you so much."*

*Ruth Horne, Colostomy Association of SA*

# Our Standard Cookbook Prices

**This is our most popular range of beautiful cookbooks.  
They contain a mix of high quality b&w & colour photo/artwork pages.**

- This sheet gives a guide to the cost of our standard cookbooks with a s/s colour cover, b&w text pages, and a classic flat spine. Wiro-binding that guarantees cookbooks lay totally flat when left open is also available (add \$0.30 per book).
- You can print ANY number of books from 100 to 2000, and include any page count (from 40 to 500 pages).
- **TO INCLUDE COLOUR CHAPTER, PHOTO OR ARTWORK PAGES IN YOUR COOKBOOK:**
  - A5: Add \$0.15 for single sided colour inserts (blank on reverse), or \$0.20 for double sided colour inserts.
  - Large Square & Large Portrait: Add \$0.20 for s/s colour inserts and \$0.25 for d/s colour inserts
  - We also offer premium FULL COLOUR cookbooks. Contact us for a quote.
- All our standard cookbooks are printed using high quality coated paper stock. We use:
  - 300gsm satin coated paper stock for the covers that are cellosheened for extra gloss and protection;
  - 113gsm coated satin paper stock for the crisp b&w text pages; and
  - 128gsm coated satin paper stock for the crisp and vibrant colour photo/artwork pages.
  - Other cookbook print runs, book sizes, paper stock and binding available. Contact us for a quote.

## A5-Sized (210 x 148 mm)

PRINT RUN	500	400	300	200	100
48 pages	\$4.70	\$5.28	\$5.40	\$6.45	\$8.95
64 pages	\$5.14	\$5.72	\$5.84	\$6.85	\$9.61
80 pages	\$5.58	\$6.16	\$6.28	\$7.25	\$10.27
96 pages	\$6.02	\$6.60	\$6.72	\$7.65	\$10.93
112 pages	\$6.46	\$7.04	\$7.16	\$8.05	\$11.59
128 pages	\$6.90	\$7.48	\$7.60	\$8.45	\$12.25
144 pages	\$7.34	\$7.92	\$8.04	\$8.85	\$12.91
160 pages	\$7.78	\$8.36	\$8.48	\$9.25	\$13.57

## Large Square (210 x 230mm) & Large Portrait Size (210 x 260mm) Cookbooks

PRINT RUN	500	400	300	200	100
48 pages	\$5.65	\$6.59	\$6.75	\$8.75	\$12.93
64 pages	\$6.69	\$7.24	\$8.13	\$10.17	\$14.72
80 pages	\$6.90	\$7.89	\$8.30	\$10.23	\$15.08
96 pages	\$7.55	\$8.52	\$9.03	\$11.08	\$16.93
112 pages	\$8.28	\$9.14	\$9.85	\$11.98	\$18.03
128 pages	\$8.45	\$9.78	\$10.15	\$12.15	\$19.14
144 pages	\$9.74	\$10.42	\$10.31	\$13.38	\$20.24
160 pages	\$9.89	\$11.06	\$11.53	\$13.90	\$21.35

**A5 cookbooks typically sell for \$15 - \$25. Large square & large portrait cookbooks typically sell for \$20 - \$30**

Prices as at Aug 2019 and subject to change. Prices ex. GST. All cookbooks proudly 100% Australian made, to ensure fast printing & delivery.

**START UP FORM**

Getting started with your fundraising cookbook project has never been easier!

Just fill in both sides of this form and return by fax, email or post (see below for details).

Within 24 hours we'll then set your school or organisation up on our website so you and your families can immediately start submitting your recipes.

**FUNDRAISING COORDINATOR'S CONTACT DETAILS**

<b>Contact Name:</b> _____	<b>Mobile:</b> _____
<b>Contact Phone:</b> _____	<b>(bh) Contact Email:</b> _____
<b>Full School / Organisation Name:</b> _____	
<b>Street Address (Must be a business or school address – Not a house):</b> _____	
_____	

**FUNDRAISING DATES (See our Suggested Timelines Document)**

Date you plan to START your cookbook project: \_\_\_\_\_

**WHAT COOKBOOK CHAPTERS DO YOU WANT TO USE?**

To enable us to set up your recipe submission area on our website, please let us know how you'd like to divide your cookbook into Chapters (we include some ideas on the back of this sheet). Just enter your choices in the template provided.

**AUTHORISATION TO PROCEED:**

I certify that I am authorised agent of the school or Organisation listed above, I am over the age of 18 years old, I agree to the Terms of Supply, and I approve the commencement of this fundraising event.

X \_\_\_\_\_ X \_\_\_\_\_ X \_\_\_\_\_

Name of Authorised Person  
(Please print clearly)

Signature:

Date:

X \_\_\_\_\_

Title of Authorised Person (ie School Principal, School Bursar, Club Secretary, etc)

**Please return BOTH sides of this form by:**

- **Fax:** 02 6103 9126
- **Scan & email:** info@publishedauthors.com.au
- **Or post:** Published Authors, PO Box 36, ROMSEY VIC 3434

