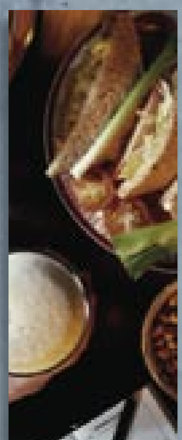
Tips to Sell Your Cookbook!

Here are some suggestions for promoting and selling your books—ensuring your fundraising success!



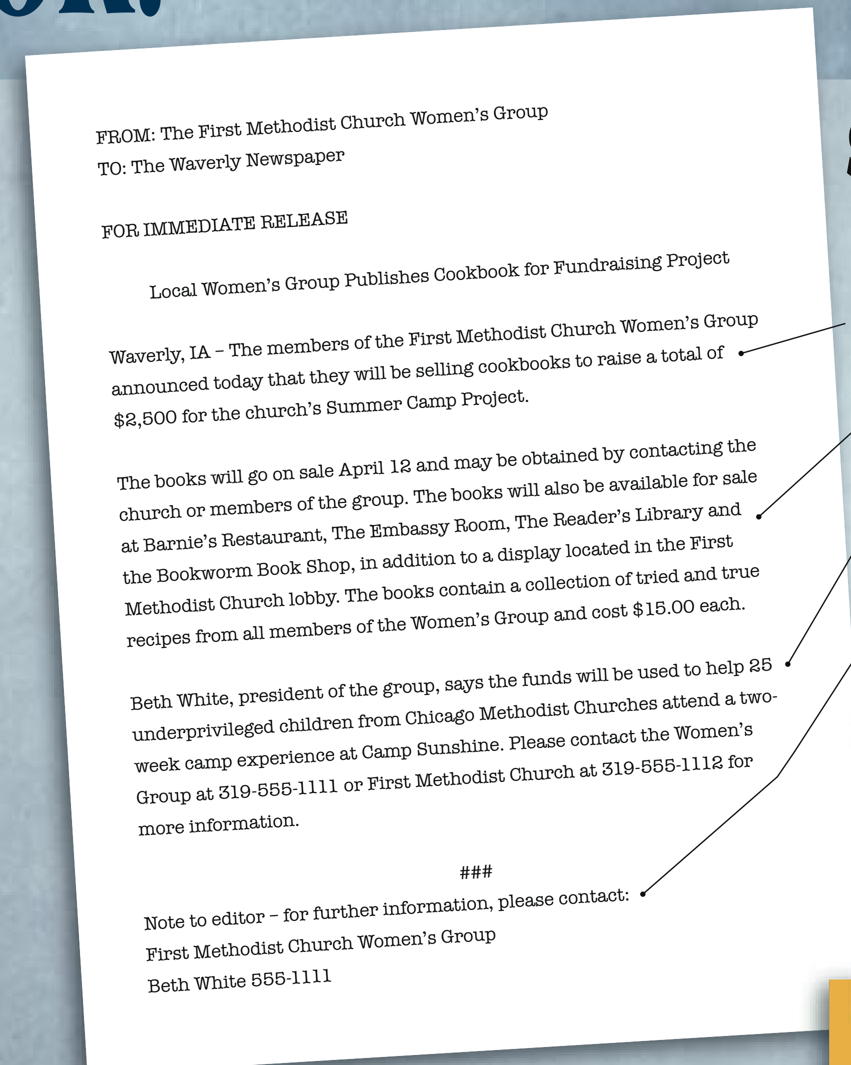
- Sell your cookbooks **anywhere people gather to eat** food. Ask your local bakeries, restaurants, delis and diners for permission to place your cookbooks for sale in their businesses.
- Be alert to upcoming fairs, bazaars, picnics, craft sales, parades, bake sales and community celebrations. All of these **events make great venues** to sell additional books!
- Be creative with your displays. Consider handing out samples of food made from recipes in your book. Display your cookbook using G&R's **cookbook stands or counter displays** shown on page 31. You can sell cookbook stands for additional profits for your fundraising project!
- Place an ad in the weekly **food section of your newspaper.** Or better yet, encourage the food editor to write an editorial piece about your project.

Remember Extra Sales!

Keep an extra supply of cookbooks on hand for those who wish to buy **after the initial sales campaign** is finished. You may get extra sales from your **free web advertising** on the G&R website or from customers who see your free **Sales Information Page** included in your book. Often, additional sales will result from **satisfied customers** recommending your cookbook to others and ordering **additional copies for gifts!**

Holidays like Thanksgiving, Christmas, Mother's Day and Easter are great times to **redisplay your cookbooks for sale.** Be prepared for these events by reordering additional copies of your cookbook!

Reordering your cookbooks with G&R is easy! We retain your cookbook information for **5 years** after your last printing. Reorder **as few as 100** cookbooks and receive **10% off** the current base price of your book! Contact our Account Specialists for more reorder information.



FROM: The First Methodist Church Women's Group
TO: The Waverly Newspaper

FOR IMMEDIATE RELEASE

Local Women's Group Publishes Cookbook for Fundraising Project

Waverly, IA – The members of the First Methodist Church Women's Group announced today that they will be selling cookbooks to raise a total of $2,500 for the church's Summer Camp Project.

The books will go on sale April 12 and may be obtained by contacting the church or members of the group. The books will also be available for sale at Barnie's Restaurant, The Embassy Room, The Reader's Library and the Bookworm Book Shop, in addition to a display located in the First Methodist Church lobby. The books contain a collection of tried and true recipes from all members of the Women's Group and cost $15.00 each.

Beth White, president of the group, says the funds will be used to help 25 underprivileged children from Chicago Methodist Churches attend a two-week camp experience at Camp Sunshine. Please contact the Women's Group at 319-555-1111 or First Methodist Church at 319-555-1112 for more information.

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Note to editor – for further information, please contact:
First Methodist Church Women's Group
Beth White 555-1111

Submit a News Release to Your Local Newspaper

Include important information about your organization and fundraising cause.

Elaborate on your fundraising cause and include sales information.

Mention why it is important to raise the money and who is involved.

Include contact information so the media can contact you with questions.

Display Options:

Counter display

Each	$5.00

Cookbook stands

Quantity	Price per Stand
1 to 99	$2.00
100 to 199	$1.75
200 and up	$1.50

Terms & Conditions

Non-Profit Groups & Organizations
We offer a terrific payment plan for non-profit groups and organizations in the USA. No money down and 90 days to pay with no interest! Our terms are one-third due in 30, 60 and 90 days from the invoice date. Your group or organization will be invoiced when the books are shipped.

Business, Individuals & Families
Payment terms for businesses, individuals, and families are 50% down payment when the order is submitted. The remaining balance is due before the books are shipped.

Payment Options
You may pay with check or money order. To expedite the delivery of your cookbooks, we also accept Mastercard, Visa, American Express and Discover.

Overrun/Underrun Policy
G&R reserves the right to overrun or underrun by 10% on all orders, which is a standard policy for printers. Thus, you may receive more or less than the ordered number of books. You will be invoiced according to the actual number of books shipped, not including books sent for freight allowance.

Cancellation Fee
If you decide to cancel your cookbook order, cancellation fees will apply. Fees will vary, depending on the status of your cookbook at time of cancellation.

Reorders
We will keep your book on file for 5 years from your most recent order. Reorders may be requested at any time. Reorders receive a 10% discount off the current base price for your book. Extra charges for special features added may apply. Minimum reorder is 100 books. If there are any minor corrections that need to be made before reprinting, please submit these in writing and we will make corrections at no charge. Accounts must be paid in full before reorders can be started. Our payment terms remain the same for your reorder as for your initial order.