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# CHECKLIST

## *to prepare order*

Rev. 2-23

### STEP 1—GET STARTED

- Order a **FREE** Cookbook Kit by calling **800-445-6621**.
- Create a cookbook committee and delegate tasks to help prepare the different parts of your cookbook.
- Decide how you want to submit your recipes and order. See 3 Ways to Submit Recipes on our web site or in our guide.

### STEP 2—COLLECT & SUBMIT RECIPES

- If using typensave,<sup>®</sup> create an account at [www.typensave.com](http://www.typensave.com). This is the **fastest and easiest** method!
- If you want us to typeset your recipes, request our Starter Material, which includes Recipe Collection Sheets to assist you. You may also print Starter Material from our web site's Download Center.
- If creating press-ready pages, follow our Press-Ready Cookbook Pages Guidelines from our web site's Download Center.
- Proof recipes for accuracy and consistency and arrange them in the **exact order** you want them to appear in each category.

### STEP 3—CHOOSE FORMAT & OPTIONS

- Choose a paper color, recipe format, and recipe page options.

### STEP 4—DEVELOP PERSONAL PAGES

- If using typensave,<sup>®</sup> upload photos, choose artwork, and build your personal pages, title page, and mail-order page.
- Write content and provide photo(s) for your personal pages. Use Personal Page Sheets to assist you.
- Choose personal page artwork and complete title page and mail-order form content on the Cookbook Order Form.

### STEPS 5&6—CHOOSE COVER & DIVIDER DESIGNS

- Choose one of 3 cover styles: soft cover, hardback, or 3-Ring. Select cover options that may apply.
- Choose non-tabbed or tabbed dividers. If choosing non-tabbed, you may upgrade to heavier paper.
- For cover and divider designs, choose from full-color stock designs, select a Designer Series or one-color template, use our **FREE** art service, or submit a press-ready custom design. If you submit custom designs, follow our Press-Ready Cover Guidelines and Divider Guidelines (print from our Download Center). If using our art service, use our Cover Information Sheet to indicate wording and layout (on Download Center).

### STEP 7—CHOOSE EXTRAS

- Choose from our full-color Cooking Hints, Recipe Pocket Envelope, and advertising pages.

### STEP 8—PLACE YOUR ORDER

- Decide how many books to order and submit your completed and signed Cookbook Order Form, recipes, and any required custom material. If using typensave,<sup>®</sup> you will be able to place your order online. Call **800-445-6621** if you need help.
- Upon receipt of your order, we will send a confirmation email. You will have the opportunity to approve a proof before printing. Changes to originally submitted material can be costly and delay production, so make sure your order is complete and all material is the way you want it **BEFORE** sending us your order.

### MAKE SALES

- Print our **FREE** sales tools from our web site's Download Center.