



Putting together a corporate book

An employee cookbook can be a great teambuilding exercise, or a great way to give thanks to your hard working staff. Here are a few things to think about before you get started:

What's your timeline?

If you need your books by a specific date, like a corporate getaway or event, give yourself lots of time to get your project done. We need up to a month to print and ship your file once we have it. It usually takes four to six weeks to put a book together, although if you're organized about it, I've seen people do it in a week!

What's your budget?

When it comes to corporate projects, budget is often the key deciding factor. Know your budget going into the project so you know what kind of book you can afford. Cost is based on the number of books we print at once, the binding, the number of pages and the number of black and white pages. Use the pricing page on the site to work with your budget. You can always email me for a shipping cost.

Do you have a team working on this project?

It's a good idea to have a team that will manage the project,. You should also have one person be in charge and be the main decision maker. Once that person has set up the main account, chosen the book design and set up the sections, they can invite contributors to help with the project. There are several ways to do this

OPTION 1

Set up a single contributor account and share the log on information with everyone so that everyone can log in and edit each other's recipes. This might be a good way to go if you have a small team managing the project.

OPTION 2

Invite everyone to contribute a recipe by adding them all as contributors to the book. They will all get their own log on and be able to add content, but won't be able to edit anyone else's recipe.

OPTION 3

Make sure you have someone that is going to proof read the book before ordering! I find it easiest to proofread from a printed version of the preview file.

If you are working as a team, consider putting together a formatting sheet so everyone works the same way- how you are abbreviating common measurements? (Is tablespoon going to be tbsp, or T?, for example). Also decide if you are going to number steps, go to the next line for every new step, or just write it all in one block? Will your tone be formal? Or more casual?

How will you organize your sections?

You might want to do it the traditional way, like "Appetizers, Soups" etc. Or you can get creative! I've seen books organized by nationality, by team, department... you can really set it up any way you want!

Get your book sections set up before people start contributing so you don't waste a lot of time later moving things around.

How will you collect content?

It's a good idea to announce the project and give people strict parameters. Tell them what you want (are some groups responsible for desserts, some for mains? Or is it a free for all), and give them a deadline. Send them a reminder a couple of days before the deadline is up. Once the deadline has passed, remove contributors so they can't add more content to the book.

If your team is not digital or there are privacy concerns around sending out a contributor email to your distribution list from Heritage, I've seen some companies create google form to collect recipes, or create a recipe card that they email for staff to fill out and return to the team that is responsible for data entry.

Remember that you can always design your own cover, section dividers etc. with your own logo and fonts so the book is a true reflection of your corporate identity.

Think about photos and whether you want to include staff photos, or corporate photos in the book. Photos needs to be 300 dpi and jpg or png format. You can create a section at the front of the book that can be all about the company and include photos there, so that the recipe pages are just recipes, and the cost of the book comes down.

Shipping your books

The cheapest way for us to send books is in one bulk order. If you are scattered throughout the country though, or want us to send the books out directly to your staff, email me so we can figure out the best way to get those books distributed!

Remember that orders of more than 200 books automatically get a proof copy prior to printing the bulk, just to double, triple, quadruple, check!