



# RECIPES. WRITING. STYLING

ONLINE VIDEO CLASS WITH LIVE SESSIONS

WITH AUTHOR ELLEN ECKER OGDEN

## SIX PART CLASS

01 What's Your Style? Establish a theme.

02 Organize Your Recipes. Table of Contents.

03 Write a Proper Recipe. Food Narratives.

04 Food Styling Tips and Techniques.

05 Mini Book Project. Cover Design.

06 Book Design & Layout. Printer Specs

**Plus!** Weekly Live Session and Group Review.

**Plus!** Final Wrap. Show and Tell



## ABOUT ELLEN

Food Writer and Garden Designer.  
Author of five books on food and gardens:

From the Cook's Garden ( Harper Collins)

The Vermont Cheese Book (Norton)

The Complete Kitchen Garden (Abrams)

The Vermont Country Store Cookbook (Grand Central)

The New Heirloom Garden ( Rodale)

# ABOUT THIS CLASS



Because you love to cook and have favorite recipes, this class will give you the structure and skills you need to write your own cookbook.

I've learned that a cookbook is more than the recipes, it is about the stories we tell -- about ourselves, the people we love, and the food we serve.

In this class, you will learn to dig deep into food memories, follow your dreams and complete the cookbook you have always wanted to write.

Share your love of good food and the magic that happens in your kitchen and at your table. This is a self-guided class, and if you follow the steps outlined you will be on your way to success.



# VISION

Like a good recipe, it starts with a vision. Take a look at your favorite cookbooks to see what triggers your appetite.

The key is to simplify - to discover your individual niche and passion. It might be seafood, salads, bread, or cakes. Learn to edit your recipes to only the best.



# WRITING

In this lesson, you learn the language of food, including how to write a proper recipe with a title, headnote, and ingredients, it will keep your work consistent and organized.

## Title & Serving Size

A title gives specific information about the recipe. Examples are provided and practice sessions are encouraged to learn how to write a title that fits your recipe.

## Headnote

This section tells the reader what to expect, with a story about the origin of the recipe, people or place. Be descriptive and creative, give visual clues and special instructions.

## Ingredients

Listed in the order they appear in the instructions, with measuring details that will make a difference to the success of your recipe for your reader.





# FOOD NARRATIVES

Learn the language of food and how to capture food memories. Exercises are offered such as writing about fig newtons help to trigger taste, smell, and texture. Even the sound of the package opening, the cold glass of milk, and that lunchbox moment. Go deep and write.

This is a cookbook **writing** class. Immerse yourself in the world of food.

## Food Lit

Reading food memories will help you to go back in time with your own stories. I'll provide a list of favorite reads, for you to explore. Plus words to use to describe flavor.

## Podcasts

Immerse yourself in the world of food by listening to other cooks talk about food, writing, and cooking. Find a list of podcasts for your listening pleasure and to add to your own storytelling voice.

## Find Your Muse

Find a quiet place to write each day. It's a practice that takes time to develop, and once you find your voice you will begin to write with flow and ease. Small steps add up to a finished cookbook.



# FOOD STYLING

## What's in a photo?

Learn tips and tricks from professionals to bring your photos alive with stunning images.

- Lighting
- Plates
- Props
- Background
- Color Coordination
- Softening with linens
- The food stylist kit





# BOOK DESIGN



## Mock Book Project: Check list

By lesson five, your cookbook will have a working title, a table of contents, and typed recipes. It's time to look at all the pages that will make up your finished cookbook.

- front cover
- back cover
- acknowledgments
- authors bio
- family tree and other elements
- page count and layout

# 03

## Lesson One: Theme

### Cookbooks

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### Working Titles

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### What's your Story?

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### List of Recipes

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## Worksheets and Templates

Each lesson has homework, templates and checklists for you to stay organized and efficient.



# LIVE CHATS?



# COOKING IS FUN!

Live discussion each week for you to meet other students and ask questions. This is designed to support you, as well as share and exchange ideas with other cooks and writers.

Via zoom and facebook, links will be provided.

For this session, only: October 14 -- December 9 (excluding Thanksgiving week)



# ARE YOU READY TO GET STARTED?

The class runs from October 14th - December 9th.  
Pre-recorded videos are available for you to watch  
anytime. Live weekly sessions will also be recorded.





# CLASS DETAILS

Six full lessons plus bonus materials

- 15 Class Videos
- Full class PDF with worksheets
- 12 Templates
- Weekly Live sessions (October 14 - December 9)
- Alumni sessions for free
- Coaching for individual support

Tuition \$249.

# SIGN UP FOR CLASS

**EARLY BIRD DISCOUNT --\$195.**  
( save \$50) before 9/23

**Bring a friend discount - \$175. pp**  
( save \$75) two sign-ups: \$350

Live Class runs **October 14 -- December 9**  
Class & video available always.





# TESTIMONIALS

*"The instruction was very clear. I loved the online classes, I thought they were candid, great and fun!"*

*"My niece and I are thrilled that at the end of the 6 classes, we have our cookbook written, and we're ready to go to print!"*

*"I thoroughly enjoyed Ellen's family cookbook class. She provided a very workable framework for this project. Having Ellen's personal experience as a resource added a very helpful element too."*

*"The community of classmates is really nice. Ellen's warm presentation style is personal and encouraging but at the same time, you set a tone of "You can do it! Get it done!"*

*"I highly recommend the class to anyone wanting to write a family cookbook but not knowing where or how to start. "*

*"Definitely exceeded my expectations! Loved the intense focus on format, mechanics, and logistics of constructing a cookbook. The templates are super helpful, and the links are wonderful."*



SIGN UP TODAY!

[WWW.ELLENOGDEN.COM](http://WWW.ELLENOGDEN.COM)  
COOKBOOK WRITING CLASS

# THANK YOU!

## CONTACT ELLEN



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