

GREENLIGHT YOUR BOOK

COOKBOOKS FROM YOUR FAVOURITE FOOD INFLUENCERS

WHAT ARE GREENLIGHT BOOKS?

Our Greenlight cookbooks are those that we fund on your behalf once we have presold enough copies to determine the initial print run. Our authors will promote the book via their social media channels while we presell to our buyers in order to 'greenlight' the project. It's a simple process and all we need is an initial order of at least 500 copies to kickstart production.

WHAT WE'RE LOOKING FOR

If you're a successful social media influencer within the food world, this is the ideal opportunity to bring your online presence to your fanbase in print while reaching a whole new audience too. We want to work with individuals who have a following of at least 100,000 on Instagram, TikTok, or both – and high engagement is crucial too.

HOW IT WORKS

THE DEAL

We help you create marketing assets including a front cover and recipe spreads to begin promoting your book within a one-month period. Once presales reach a minimum of 500 copies, we greenlight production and an initial print run of 2000 copies. At this stage, you'll receive an advance payment of 15% and then once the book is in print, you'll receive 15% of all sales on a monthly basis.

THE PROCESS

During production, you'll provide us with recipes and imagery – or work with a freelance photographer – which we will edit and design to create the book content. Once proofed by us and approved by you, the book goes to print and we gear up for your publication date!

THE SPECIFICATION

A typical cookbook will be 192 pages, hardback and full colour with an RRP of £25.

PUBLISHING WITH US

Meze Publishing are cookbook specialists, providing a creative and professional publishing service and, most importantly, structuring the deal so that you receive the maximum benefit. We have excellent contacts with distributors and retailers in the book industry, and a track record of negotiating favourable rates to ensure you get the best possible return on your investment.

We don't operate like most other publishers. We know that your recipes are unique to you, and we also believe that a book featuring your food should feel like your own creation. We'll help provide the words, the pictures, the design and the finished publication, but without your vision and input the book simply wouldn't exist. Essentially, you provide the raw ingredients and – with our know-how and expertise – together we will produce a book to showcase you and your business

IT'S ALL IN THE DETAIL: CREATING YOUR BOOK

GREAT PHOTOGRAPHY IS VITAL

The best cookbooks are much more than a resource for great recipes; with stunning imagery they'll become something you use again and again. We recommend that every recipe is photographed; the old adage of a picture paints a thousand words is certainly true when it comes to showcasing delicious food. We're happy to work with your own images or favourite photographer, or you can work with one of our freelance team.

DESIGN IS EVERYTHING

A strong aesthetic that delivers your message clearly is part of the key to selling any book. It has to have a wide appeal and feel comfortable to read, yet be exciting enough to keep your reader turning the pages and wanting to discover more... this might sound easy but it takes an experienced eye that understands the market to deliver on every project. Get the design right and you can have a bestseller on your hands.

JUST TWO SECONDS...

That's the amount of time we have to grab a potential buyer's interest with the front cover. So, we make sure the imagery and layout are eye-catching, contemporary and unique to make your book stand out from the crowd, otherwise they'll be looking at the next title on the shelf!

PUT YOUR PERSONALITY ON EVERY PAGE

We edit and proofread your content for consistency and accuracy, offering creative input wherever needed, while making sure the style and tone stay true to your overall vision and brand. The reader should be getting a glimpse into your world and they will want to feel like they know you a little better after reading the book, from top cooking tips to your journey in the food world. Our writers and editors are experienced in ensuring this information is relayed expertly in your book with the right balance of personality and professionalism.

MAXIMUM EXPOSURE: SALES & MARKETING

In order to sell your book effectively, it's important to have a coherent marketing plan that goes hand in hand with the sales strategy. We have in-house PR with an excellent database of traditional and social media, food writers, local and national press, radio stations and podcasts, so we'll distribute press releases and preview copies to these contacts, as well as working with your circle of influence to get you the biggest bang when the book launches. It goes without saying that all the hard work involved in creating and marketing a book is irrelevant if it doesn't sell. Our business model is built to maximise profit, which means a two-tiered approach to the sales strategy:

DIRECT SALES

The best way of making a large profit on your book is by selling directly to your followers through your main business platform/website/email database. We have a proven track record of working with businesses and individuals, many perhaps less established than yours, that have made excellent profits working that way. We also sell all titles on our website, fulfilling the orders ourselves to ensure you get the best possible return per book sold. We provide our authors with a list of helpful hints and tips on how to maximise sales as part of the service.

THIRD-PARTY SALES

The major distributors we work with will be happy to consider your book, giving you the chance to appear on the shelves of all the major retailers. They take a handsome cut of the profits (often around 50-60%) so we will manage the numbers initially sold to third parties to maximise your profit. Where possible, we liaise directly with distributors and retailers such as Waterstones, WH Smiths and supermarkets on your behalf to negotiate the best deals. We work with distributors in North America and Australia as well as the UK, so if your book is right for these markets, it can be sold internationally too. We will also seek to place your book in the independent bookshop network as well as suitable food and cookware outlets.



SOCIAL MEDIA REQUIREMENTS

INSTAGRAM

At least 3 stories a week. These must include a link to buying the book from our website. These can be consecutive, and videos are preferred.

A pinned post about the book including the cover for at least 4 weeks.

A link in your bio (or Linktree) to buy the book on our website for at least 4 weeks.

At least 1 in 8 posts (including reels and carousels) must mention the book. This can be recipes that may be included, the cover, or content we have helped create with our photographer. It's up to you what style you want to create these posts in, as you know your audience the best. We do ask that you include where to buy the book in the caption.

TIKTOK

A pinned video including the book cover for at least 4 weeks.

A link in your bio (or Linktree) to buy the book on our website for at least 4 weeks.

At least 1 in 8 videos must mention the book. This can be recipes that may be included, the cover, or content we have helped create with our photographer. It's up to you what style you want to create these videos in, as you know your audience the best.

We do ask that you include where to buy the book in the caption.

Any other platforms you use, you can promote on as you see fit. This includes Facebook, Twitter, Twitch, YouTube, Pinterest, Snapchat etc.

WHAT TO EXPECT FROM MEZE

A pinned post about the book including the cover for at least 4 weeks.

A link in our Linktree to buy the book on our website for at least 4 weeks.

Anything we're tagged in on Instagram we will repost on stories.

At least 1 in 8 posts on the @mezepublishing Instagram will mention the book, including a link to buy the book on our website. This is automatically reposted on Facebook.

We will dedicate at least 1 TikTok and 1 Tweet to the book.

Inclusion in the 'Meze Book Club' e-newsletter to all of our loyal customers.



ABOUT US

Meze Publishing is a creative collaboration of food-loving publishing professionals. Launched in 2013 by cookbook designer Paul Cocker and experienced publisher Phil Turner, we specialise in cookbooks and have published over 100 to date, as well as a small number of children's and comedy titles under two imprints, Mini Meze and Unfiltered Books. Back in our early days, Meze won Best Newcomer at the 2016 IPG Independent Publishing Awards, and our managing director Phil Turner is now Chair of the Independent Publisher's Guild (IPG) for 2022-23. Several of our books have become award-winners themselves, including For The Love of the Land by Jenny Jefferies, which won Best Cook Book by Woman and Home Magazine and whose debut author has since published three more successful books with us. Out of My Tree – Midsummer House by two-Michelin-starred chef Daniel Clifford was named as one of The Guardian's top 20 cookbooks of 2018, and Meze publications are regularly featured in other high-profile media including Countryfile Magazine, The Daily Mail, Waitrose Magazine, Home and Garden and many more. With so many award-winning books in our portfolio, we're ideally placed to create the cookbook you've always dreamed of.

OUR SERVICE TO YOU

We like to think of our approach to customer service as old fashioned. That's not to say we don't embrace new technology or new ideas; it just means we like to talk to our customers and get to know you and what you want. When we shake hands on a deal, we'll stick to it. Meze will always stand for high quality service. If you ever feel let down by our service, we insist that you tell us. You're personal to us and are the key to our success. We want to connect with you, we want to work with you to help your own business grow and most of all, we want to see you in print.



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