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# CHECKLIST

## STEP 1 – GET STARTED

- Order a **FREE** Starter Kit by calling **800-445-6621** or print material from the *Download Center* of our web site, [www.morriscookbooks.com](http://www.morriscookbooks.com). These tools will help you prepare your order.

## STEP 2 – GATHER RECIPES

- Choose one of three ways to submit recipes: have us typeset them, use typensave,<sup>®</sup> or send pages press-ready.
- If you use typensave<sup>®</sup> online, create a **FREE** account at [www.typensave.com](http://www.typensave.com). Give the password to members so they can enter the account and provide their own recipes. This is the **fastest and easiest** method!
- If you want us to typeset your recipes, use our *Recipe Collection Sheets* to gather recipes.
- Proof recipe ingredients and directions for accuracy and consistency. Arrange recipes in the **exact order** you want them to appear within each category. If using typensave,<sup>®</sup> you may easily edit and rearrange recipes. If using *Recipe Collection Sheets*, number them in the top right-hand corner (e.g., if a category has 50 recipes, number them 1 through 50). Place recipes into *Recipe Category Envelopes* or use large, plain white envelopes with the category name clearly marked. If category titles are custom, indicate order of categories.
- Choose a recipe format, recipe page options, ink color, and paper color.

## STEP 3 – CREATE PERSONAL PAGES

- Write content and provide photo(s) for your personal pages – you may use our *Personal Page Sheet* to assist you (on our web site's *Download Center*). Choose personal page artwork.
- Title page and mail-order form content should be completed on the order form.
- If you are sending press-ready pages, provide ALL pages of your cookbook press-ready, including personal pages.

## STEP 4 – CHOOSE COVER & DIVIDER SET

- Choose one of three cover styles: soft cover, hardback, or 3-Ring.
- Use one of our full-color stock covers, design your own custom cover, or use a Designer Series Cover Template. If you have a custom cover or use a Designer Series Cover Template, please provide all required material. You may use our *Cover Information Sheet* to assist you (on our web site's *Download Center*).
- Choose regular or tabbed dividers.
- Use a full-color stock divider set, design your own set, or use a Designer Series Divider Template. If you have a custom divider set or use a Designer Series Divider Template, please provide all required material.

## STEP 5 – SELECT EXTRAS

- Choose from our full-color Cooking Hints, Recipe Pocket Envelope, and advertising pages (provide required material).

## STEP 6 – PLACE YOUR ORDER

- Decide how many books to order and submit your completed/signed order form and any custom material. If you need help or have questions, please call us at **800-445-6621**.
- Upon receipt of your order we will send a confirmation. You will receive both a cover proof and text proof to review before final printing. Changes to originally submitted material are 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.

## STEP 7 – MAKE SALES

- Inspect all books upon arrival and start making sales! Download our **FREE** marketing tools. We offer full-color posters, certificates, sales coupons, and more.