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A New Edition of Will Write for Food

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When I wrote the first edition of *Will Write for Food* five years ago, I didn't write much about food blogging because it was still under the radar. Now, of course, things have changed and food bloggers have exploded onto the scene as our newest celebrities and success stories.

When the movie *Julie & Julia* came out and bloggers started getting book deals, that was it. I knew I had to write a new chapter to my book on food writing that helped people understand

- Why to write a blog
- How to get started
- What to write about
- How to get people to read it
- How to take terrific photos
- And all the other aspects essential to a successful blog.

To get the insider secrets, I interviewed and quoted the biggest food bloggers in our business, including David Lebovitz, Heidi Swanson, Elise Bauer, Molly Wizenberg, and Clothilde Desouliers. So the new edition is still called *Will Write for Food*, and the subtitle is now *The Complete Guide to Writing Cookbooks, Blogs, Reviews, Memoir and More*. It should be in stores by August 1. I have a beautiful new cover that actually has food on it! Who would have thought.

To understand how to write what turned out to be a 17,000 word chapter, I had to launch my own blog and walk the walk. Today my blog, also called *Will Write for Food*, is a year old and even more satisfying than my book revision. I've had a ball getting to know food writers and bloggers from all over the world; I write regularly again; sales of *Will Write for Food* are up 50 percent; I got editing work from a reader; and I've been invited to speak at BlogHer Food, Club Med Food Blogger Conference and the International Food Blogger Food Conference this August.

Blogs are a lot of work and it takes marketing and some technical savvy to make them successful, but as you can see, the experience has been worth it.

In addition to the new chapter on blogging, the new edition of Will Write for Food incorporates tips on using social media as a freelancer and a blogger; more details on publishing; and updated information on self-publishing.

Starting in August, I'm zooming around the country at a bunch of events. I hope you'll come say hello in the Bay Area, in New York, Seattle or Chicago (coming up). See my schedule below.

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Keep in Touch

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Why wait for my quarterly newsletter to get tips on food writing? My [blog](#), Will Write for Food, is a much more immediate way to keep in touch, covering recipe writing, freelance writing, book proposals, and food blogging. You'll enjoy not only my posts but the comments: my readers are thoughtful and intelligent, always adding to the discussion and sometimes they get me to change my mind. They can get lively too, and arguments break out.

So, if you haven't already, please check out my blog. Become part of the conversation. Let my blog come to you, by email or in an RSS feed, so you don't have to remember to visit. Go to Will Write for Food's [blog's](#) right-hand side to sign up.

We're an instant gratification kind of society now, so please know that you also don't have to wait to receive many of the useful links you'll find below. [Follow me](#) on Twitter and/or friend me on my Facebook fan page, Will Write for Food to find the same kind of links.

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Upcoming Classes and Events

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April 27, 2010

What You Need to Know to Start a Food Blog

One Night Virtual Class, 8:45-10:45 EST

\$85

Take this two hour new telephone class through [Leite's Culinaria](#) to learn about blogging: Why you should start a blog, how to begin and keep going, how to get people to care and notice. Q&A follows lecture.

April 22-25, 2010

Coaching Sessions (SOLD OUT)

[International Association of Culinary Professionals Annual Conference](#)

Portland, Oregon

\$85-\$745, depending on day pass or full pass

If you're a member of IACP, I hope you'll make it to next month's conference. The sessions are particularly intriguing this year, and held in a food-loving city to boot. I'll be coaching during an "Experts Are In" session, and at a two evening "Night Owl" session on how food writers need to continually reinvent ourselves to stay in business.

May 1-8, 2010

Do You Have a Book Inside You?

[Rancho La Puerta](#) Tecate, Mexico

One week (stay can be variable)

\$2715 to \$4105 per week per person, in US dollars

Rancho La Puerta is one of the best spas in the world and a bargain compared to many other spas of the same quality. Join me on your exploration of writing a book as I lead four one-hour workshops over the course of a week. Take a cooking class while you're there too, at an exquisite school nestled in the middle of a vast organic garden.

May 17, 2010

How to Write a Killer Cookbook Proposal

One Night Virtual Class,

8:45-10:45 p.m.

\$85

Take a step toward getting your book published with this 2-hour virtual class through [Leite's Culinaria](#). Just call in at the designated time and be part of a conference call, lecture and Q&A. Handout includes a successful book proposal.

May 17-June 21, 2010

Want to Sell Your Book? Write a Fabulous Book Proposal

5 Mondays (skip May 30th)

7-9:30 p.m.

The Writing Salon Berkeley, CA \$185 Members/ \$215 Non-Members

Time again for my popular class for non-fiction writers, including memoirists and cookbook authors, who are working on a book and know there's a book proposal in their future. That's the sales pitch, business plan, and outline of your book to show agents and editors. Includes the opportunity to pitch a prestigious literary agent during the class.

May 22, 2010

Food Writing Class

Foodportunity

Seattle, WA

Stay tuned for more details about this upcoming 1-day class for food writers and bloggers.

August 12-15, 2010

Travel, Food & Photography Conference

Book Passage

Corte Madera, CA \$635 Four day-pass

For the first time, Book Passage has added food writing to its popular annual travel conference. I'll be speaking on a panel with food blogger Amy Sherman of [Cooking with Amy](#) about food blogging trends.

September 16-19, 2010 (Tentative)

Okanagan Food and Wine Writers Workshop

Penticton, British Columbia, Canada

Details are coming about this exciting workshop, held during the grape crush in B.C's wine country.

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News from Alumni

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- Anna Mindess wrote [an article about chocolate hotspots](#) for *Berkeley Monthly*. She also has a [new blog](#) on culture and food.

- [Belinda Smith-Sullivan](#) has a new television show called Mad Jon & Chef Belinda, which premiered in February on ASTV in Georgia. She has also become the food contributor to the *Aiken Standard* newspaper.

- [Cheryl Sternman Rule](#) just sold her first cookbook, a collaboration with award-winning photographer [Paulette Phlipot](#), to Running Press. It will be published in 2012.

- [Jorj Morgan](#) has an agent for her book *From Nana's Kitchen with Love: [Judith Riven](#)*.

- [Katie Sullivan Morford's piece about raw winter vegetables](#) appeared in the *San Francisco Chronicle*.

- [Karen Leland](#) has started a blog, [The Chatty Cook](#).

- [Kristin Jackson](#) has an agent for her book on cheese, [Danielle Svetcov](#). [Her piece on cheese balls](#) appears on NPR's Kitchen Window column.

- [Mary Karlin](#) is writing a book on making home-crafted artisan cheeses, to be published by Ten Speed. Her first book, [Wood-Fired Cooking](#), went into a second printing.

- An independent bookstore [made this video trailer](#) for [My Nepenthe](#) by [Romney Steele](#). The book is also in its second printing.

- Rachel Trachten wrote an article about the healthier side of chocolate for [Conscious Dancer](#).

- Tracey Ceurvels O'Grady's story about [Chinatown](#) appeared in the *Boston Globe*.

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What's New in Food Writing
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- [Alimentum](#) won "Best Food Magazine of the World" from the International Gourmand Awards. [Here's a list of all the winners](#).

- If you have not yet reviewed the list of nominees for this year's annual food writing awards, here's the list for [James Beard nominees](#) and the list for the [International Association of Culinary Professionals nominees](#). If you'd like to read some of the actual articles nominated by Beard judges, see [my blog post](#).

Even before the layoff of the *Wall St. Journal's* famed critic [Ray Sokolov](#), [Francis Lam wonders if big restaurant critics' days are numbered](#).

Hoffman Media has launched two new food magazines: [Phyllis Hoffman Celebrate](#), based on parties and celebrations such as Mother's Day. Includes recipes. [Deen Brothers Good Cooking](#) features recipes from the sons of you know whom.

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Resources
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- Jaden Hair of [Steamy Kitchen](#) and Diane Cu of [WhiteonRiceCouple](#) have started a [forum for food bloggers](#).

- Got a book coming out soon and need to bone up on radio interviews? Check out this site full of articles on [radio interview promotion](#).

- Search for cookbook recipes online instead of by thumbing through all your cookbooks with this new service, [Eat Your Books](#), for \$25 per year. There's a 30-day free trial. Cookbook authors can enter their own volumes, which is apparently not time consuming.

- [Real Food](#) custom publishes a magazine for retail stores such as Bristol Farms. [Dara Moskowitz Grumdahl](#) is the editor-in-chief.

- Want a list of which publications write about food? See this [Mondo Times Food, Cooking & Dining](#) list.

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Events You Might Enjoy
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August 6-7, 2010
[BlogHer annual conference](#)
New York, NY

August 27-29, 2010
[International Food Blogger Conference](#)
Seattle, WA

October 8 & 9, 2010
[BlogHer Food](#)
San Francisco, CA

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Please forward this newsletter to anyone you think might be interested. All previous issues are now archived on [my website](#). There's a place to sign up for this newsletter as well.

To change your email address or unsubscribe, please email me: dj@diannej.com

I will not rent, trade or sell your email address to anyone for any reason.

Happy Spring,

Dianne