

In this Issue

- New Edition of my book, *Will Write for Food*, Focuses on Blogs
- Keeping in Touch
- Upcoming Classes and Events
- News from Alumni
- What's New in Food Writing
- Resources
- Events You Might Enjoy

New Edition of Will Write for Food Focuses on Blogs

When the world shifts, we all have to keep up. Five years ago, when I wrote the first edition of [Will Write for Food](#), food blogging was still under the radar. Now food bloggers have exploded onto the scene as our newest celebrities and success stories, sometimes with bigger circulations than national food magazines and bigger incomes to match.

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 that helped people understand

- Why to write a blog
- How to get started
- What to write about and why people should care
- How to build readership and gain attention
- How to take food photos worthy of a cookbook or magazine
- And all the other aspects essential to a successful blog.

To get the insider secrets about food blogging, 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; a reader hired me to edit her cookbook; and I've been invited to speak at BlogHer Food, the Club Med Food Blogger Conference and the upcoming International Food Blogger Food Conference in August.

Blogs are a lot of work and it takes marketing and some technical savvy to make them successful, but 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; updated info on book publishing, whether

traditional or self-publishing; and updated tips on the newer, more competitive freelancing market. I hope you'll check it out, particularly if you have not yet read the first edition.

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 this quarterly newsletter to get tips on food writing? My [blog](#), Will Write for Food, is a much more immediate way to read about recipe writing, freelance writing, book proposals, and food blogging. The comments are great too. My readers are thoughtful and intelligent, always adding to the discussion. Sometimes they get me to change my mind. Sometimes they get lively too, and arguments break out.

So, if you haven't already, please check out my blog. If you've been a lurker, please let me know by becoming 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 the [blog's](#) right-hand side column 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 further down. [Follow me](#) on Twitter and/or friend me on my Facebook fan page, [Will Write for Food](#), to find the same kind of links as they emerge.

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Upcoming Classes and Events

July 17, 2010

Food Writing for Food Lovers

10 a.m. to 4 p.m.

The Writing Salon

Berkeley, CA

\$95 Member/ \$110 Non-Member

Wondering about food blogging and how to make an impact online? Do you dream of writing a memoir or cookbook, or articles for publication? Want to brush up your food writing techniques? Come to this one-day class and meet other like minded food people.

August 6 and 7, 2010

BlogHer '10

The New York Hilton

New York, New York

I'll be part of a panel on writing technique at BlogHer's 6th annual conference. We'll probably have a food blogger meet-up on Saturday night, so stop by if you're attending.

August 12-15, 2010

Travel Writers & Photographers 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 bloggers Amy Sherman of [Cooking with Amy](#) and Cheryl Sternman-Rule of [5 Second Rule](#) about food blogging.

August 21, 2010 3-4 p.m.

Book signing and talk

[Omnivore Books](#)

3885 Cesar Chavez Street

San Francisco, CA

It's my first official book signing for the new edition of *Will Write for Food!* Please drop by for my talk about what's new and what's hot in food writing.

August 27 -29, 2010

The Art of Recipe Writing

[International Food Blogger Conference](#)

Seattle, WA

\$350

I'll be on this Saturday panel at this two-day conference. See my blog piece about [the goody bag](#).

September 2, 2010

Shanghai Jewish Cuisine Event

(In conjunction with the Asian Culinary Forum and
Culinary Historians of Northern California)

[Jewish Community Center of the East Bay](#)

1414 Walnut Street

Berkeley, CA

Join me and a fellow panelist as we discuss the foods of Jews who lived in 1930s and 1940s Shanghai. My talk will be based on my parents' lives there. Snacks typical of the era will be served.

September 8, 2010

Featured Speaker: Moving Your Career Forward

International Association of Culinary Professionals (IACP)

Food Writers, Editors and Publishers Teleforum.

If you are an IACP member, join me on this call, where we'll talk about what food writers need to do to stay ahead in this economy. You'll get an email with the contact info.

September 14, 2010

Book Signing and Talk

Barbara-Jo's Books To Cooks

Vancouver, B.C.

\$35 includes a copy of *Will Write for Food*

September 16-19, 2010

Okanagan Food and Wine Writers Workshop

Penticton, British Columbia, Canada

\$550 Early Bird/\$650 regular registration

This workshop, held during the grape crush in B.C.'s wine country, features part food and wine touring and part professional development for food and wine writers. I'm originally from B.C. and thrilled to be one of the presenters.

October 12 to November 10, 2010

So You Want to Write a Cookbook

5 Wednesdays, 7 - 9 p.m.

Book Passage Bookstore
Corte Madera, CA

The class info is not on the site yet, but this class is for you if you've been wondering how to move forward on your cookbook idea.

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News from Alumni
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-- **Julia Allenby** self-published her first novel about a widow who enrolls in culinary school, [Taste Everything](#), on lulu.com as both a paperback and e-book.

-- **Lynda Balslev's** [controversial story on cilantro](#) and her [piece on French cooking](#) appeared in NPR's Kitchen Window.

-- Penguin Press published **Andrew Behrs'** new book, [Twain's Feast: Searching for America's Lost Foods in the Footsteps of Samuel Clemens](#), about Mark Twain's passion for local, native foodstuffs.

-- **Andrea Blum** wrote about butcher Dario Cecchini in the Spring issue of *Edible Marin & Wine Country*.

-- **Sarah Copeland's** piece about her mother-in-law's Hungarian sour cherry cake appeared in *Saveur's* June/July issue.

-- **Ellie Javadi** started a blog, [the Persian Foodie](#).

-- **Rebecca Lang** is writing a book called *Quick-Fix Southern* for Andrews-McMeel.

-- **Nani Steele**, [whom I wrote about](#) when her cookbook *My Nepenthe*, came out, is working on a new cookbook about sweet and savory fruit recipes, to be published by Andrews-McMeel in summer 2011.

Got news? If you are a former student or client, please drop me a line at dj@diannej.com. I'd love to include you in my next newsletter.

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What's New in Food Writing
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-- Wondering how Elise Bauer of Simply Recipes created one of the largest and most successful recipe databases on the web? [Read this profile of her](#) to find out.

-- A [terrific profile of cookbook Paula Wolfert](#) on the prowl in Marrakesh appeared in *Food & Wine*.

-- [A meaty interview with Alan Richman](#), a multiple James Beard award winner, about crafting a story, how to be funny in print, and how to find a job in food writing, appeared on Mediabistro.

-- [The Gastronomer's Bookshelf](#) reviews food books exclusively. They don't pay, so I'm not suggesting you write for them.

-- [Newsweek dissects food memoirs](#) written by women and theorizes why they're different from

memoirs written by men. See if you agree.

-- Cookbooks will endure, say people who have a vested interest in that viewpoint (Forgive my cynicism, it's still a good piece) in [a Chicago Tribune feature](#).

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Resources
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-- [Chop Chop](#) is a new quarterly food magazine for kids 5-12 years old.

-- I like seeing the websites of authors evolve. Here's a clean new look from the recent redesign of [Michael Pollan's website](#).

-- Want to study food history for a book, and get a scholarship? Anne Mendelson did it. [She won a fellowship from the John Simon Guggenheim Memorial Foundation](#) to study Chinese-American cooking for a new book.

-- Speaking of books, I found this sobering paragraph in [a New Yorker article about the iPad and Kindle](#):

“According to the American Booksellers Association, the number of independent booksellers has declined from 3,250 to 1,400 since 1999; independents now represent just ten per cent of store sales. Chains like Barnes & Noble and Borders account for about thirty per cent of the market, and superstores like Target and Wal-Mart, along with clubs like Costco, account for forty-five per cent, though they typically carry far fewer titles. As a result, publishers, like the Hollywood studios, are under enormous pressure to create more hits—more books like ‘Twilight’—and fewer quiet domestic novels or worthy books about poverty or trade policy.”

-- The latest issue of [Food, Culture & Society, an “International Journal of Multidisciplinary Research,”](#) is out. You can get it if you become a member of the society.

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Other Events You Might Enjoy
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September 12-16, 2010

It's the 20th anniversary of the [Symposium for Professional Food Writers at the Greenbrier](#) in White Sulphur Springs, West Virginia. Check out the line-up of stellar speakers.

October 8 and 9, 2010

I'd tell you to sign up for BlogHer Food 2010, but it is already sold out. You can join [the list of folks looking for tickets](#), if you wish.

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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 Summer,

Dianne