

In this Issue

- The Writing Life: Little Money for Food Bloggers
- Keep in Touch
- Upcoming Classes and Events
- News from Alumni
- What's New in Food Writing
- Resources
- Events You Might Enjoy

=====
The Writing Life: Little Money for Food Bloggers
=====

Is food blogging a hobby or a business? For many food writers, it's the former. They do it for fun to express their passion for food. These food writers are thrilled when asked to feature their posts for free on websites, write about free products, and write original content for free or for a few bucks.

Other food bloggers trying to make a living as food writers compete with these bloggers, and find that there's no money in blogging. Sure, big bloggers get book deals and make a good living from ads because they have millions of visitors, but they're at the top end, and few. The rest struggle to be paid what they're worth.

This situation is not so different from how food writing worked before blogging. Food writers have always struggled with low pay, and competed with people who are thrilled to write for very little. It's because our job is so glamorous, I suppose. I also think it's because we're mostly women, and we're not so good at valuing our work.

When I was a magazine and newspaper editor, I never asked anyone to write for free. Now it seems like an acceptable thing to do, particularly on websites, because writers are getting "exposure" in exchange. Well, I don't know about you, but exposure doesn't pay my groceries or mortgage.

What's the answer? Say no more often, and put a price on your work. Think of your blog as one part of your business. I've discussed this subject many times on my blog, and the thoughtful comments from readers make the posts much more valuable.

- [Giving recipes Away A Big Subject at IFBC](#)
- [Blogging Just for Love? No Way](#)

- [Exclusive Offer! Only 1000 Food Bloggers Qualify](#)
- [Is Lower Pay for Web Writing Defensible?](#)
- [Putting the Free in Freelance](#)

=====

Keep in Touch

=====

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. Join my group of thoughtful and intelligent readers, who often make the comments section the best part of the post. 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. It only comes out twice a week, so it won't clutter up your inbox.

We're an instant gratification kind of society now, so you 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.

=====

Upcoming Classes and Events

=====

I'm still out promoting [Will Write For Food](#), second edition. It came out in July and is already in a second printing, I'm pleased to report.

Here's [a Q&A with me that appeared in the Christian Science Monitor](#), about how food writing has changed in the last five years.

-- October 8 and 9, 2010

[BlogHer Food 2010](#)

Voice-Storytelling

San Francisco, CA

SOLD OUT

I'll be moderating a panel on storytelling with Rebecca Crump of

[EzraPoundCake.com](#) and [Michael Procopio](#).

-- October 12 to November 10, 2010

[The Art of Cookbook Writing](#)

5 Wednesdays, 6:30 - 8:30 p.m.

Book Passage Bookstore

Corte Madera, CA

Join me for this five-week class that covers every aspect of writing a cookbook, from coming up with the idea to deciding whether to go with traditional or self-publishing, finding a literary agent, working with a publisher, writing recipes, and what to expect with photography and book promotion. I'll also cover writing an app and e-books.

-- November 12 and 13, 2010

[Fabulous Food Show](#)

Cleveland, Ohio

Two 2-hour workshops:

Should You Write a Cookbook Or Start a Blog (for professionals, on Friday)

Food Writing for Food Lovers (open to the public, on Saturday)

I'll join Cleveland food writer [Laura Taxel](#) for these two sessions during this food show packed with cooking demos by huge stars.

-- **Book Signing, *Will Write for Food***

November 18

[A Great Good Place for Books](#)

Oakland, CA

7 p.m.

This is my local bookstore in the Oakland, CA neighborhood of Montclair, where I live. Hope you will stop by to say hello and talk with me about the status of food writing.

=====

News from Alumni

=====

-- *Gastromica* accepted a piece by John Gutekanst of [Pizza Goon](#), about truffles.

-- *Oakland* magazine accepted Ana Mindess's article about international breads.

-- *The Foodista Best of Food Blogs Cookbook* features recipes from [Stephanie Stiavetti](#), [Lynda Balslev](#) and [Karoline Boehm](#).

-- Agent Jenni Ferrari-Adler accepted [Nancy Singleton Hachisu's](#) book proposal and will represent her.

-- Sarah Henry wrote [a piece about school food](#) for the *Atlantic's* website.

Do you have news about an article you've sold, a blog you've begun, or a book

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

=====

What's New in Food Writing

=====

-- Scott Givot, the past president of the International Association of Culinary Professionals, recently interviewed former *Gourmet* editor Ruth Reichl in the association's newsletter. He asked, "What advice can you give to an IACP member who is just starting his/her career in food writing?"

Ruth Reichl's answer: "I think the big thing about food writing is to look beyond the food itself. Food is an enormous subject and encompasses everything. It represents all of us sitting around the table together and all the conversations, which take place, including what's going on in government, the environment, and ecology. Food writing stimulates us to think and take a big bite out of the world, as to what is really going on. We now live in a culture that is not only interested in the food we consume, but in a much broader way than ever before."

-- Check out [Zester Daily](#), a new website on "The Culture of Food and Wine" with first-rate contributors including Deborah Madison, Martha Rose Schulman, and Jessica Harris.

-- Here's [a good story in the New York Times](#) on the re-release of Peg Bracken's *The I Hate to Cook Book* that shows how recipes have changed, but lively writing has not.

-- Another *New York Times* story [details the Hungry Girl empire](#) of cookbooks and newsletters. A snippet: "St. Martin recently paid an advance of more than \$10 million for the next eight Hungry Girl books."

-- [Two new magazines](#) aimed at cooking with kids debuted this month.

=====

Just for Fun

=====

--At one of my recent book signings for the new release of *Will Write for Food*, I learned a new word from blogger Kristin of [Four Eyes Forum](#): Gastrosexuals. She told me about [this piece in the Wall St. Journal on top home trends](#), which identified gastrosexuals as men who "consider cooking more of a hobby than a household chore, and use kitchen skills to impress friends and prospective partners."

-- This *Time* magazine [piece on food writers who tweet](#) says that most of us do a lame job.

-- The worst cookbooks of all time? [Here's a list](#) according to the *UK Guardian*.

=====
Resources
=====

-- At the other end of the spectrum, here's the UK Guardian's list of the [Top 50 Cookbooks](#) in the world, compiled by a notable panel of experts.

-- Are you treating your food blog as a business or a hobby? Read the [Top 10 Reasons](#) to take it more seriously.

-- What defines quality content in a publication? The definition is changing. Victoria Von Biel, *Bon Appetit's* Executive Editor, sent me [this article](#). It's relevant if you are a freelance writer, book author, or blogger.

-- Want a good newsletter on food trends? Sign up for the [Test Kitchen's monthly newsletter](#), which also includes nutrition news, emerging flavors and foods, and fun fads.

=====
Other Events You Might Enjoy
=====

-- January 6-16, 2011
Key West Literary Seminar: [The Hungry Muse: An Exploration of Food Literature](#), features four days of readings, conversations, lectures, panel discussions and parties. Speakers include Frank Bruni, Jonathan Gold, Darra Goldstein, Adam Gopnik, Gael Greene, Madhur Jaffrey, Mark Kurlansky, Ruth Reichl, Michael Ruhlman, and Calvin Trillin. What a line-up!

=====

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 Fall,

Dianne