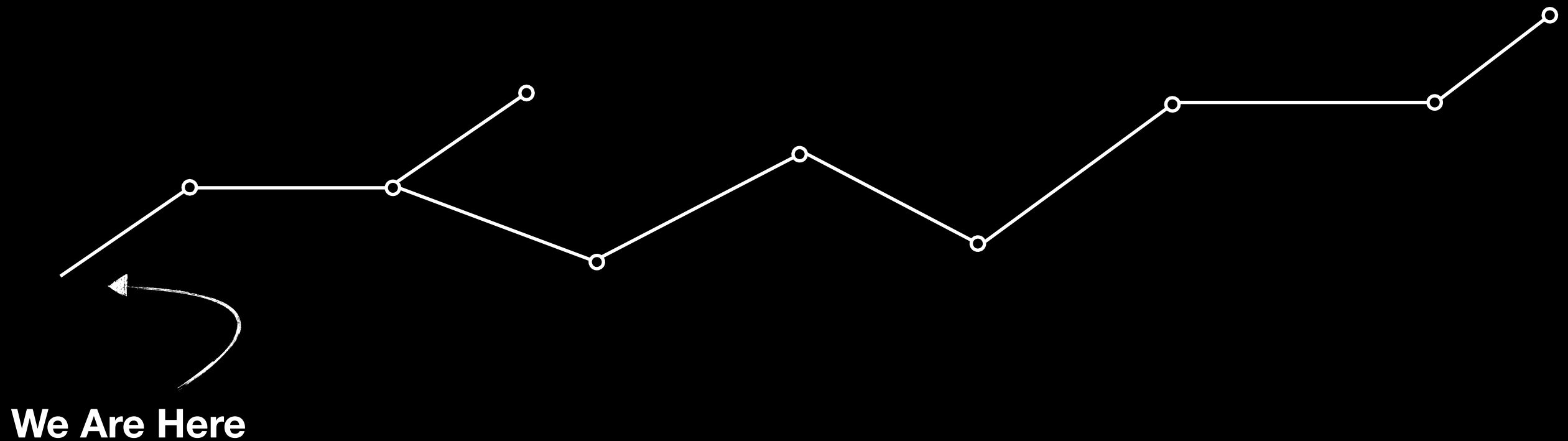


From Blog To Book

how to transform a successful blog into a New York
Times bestselling cookbook series

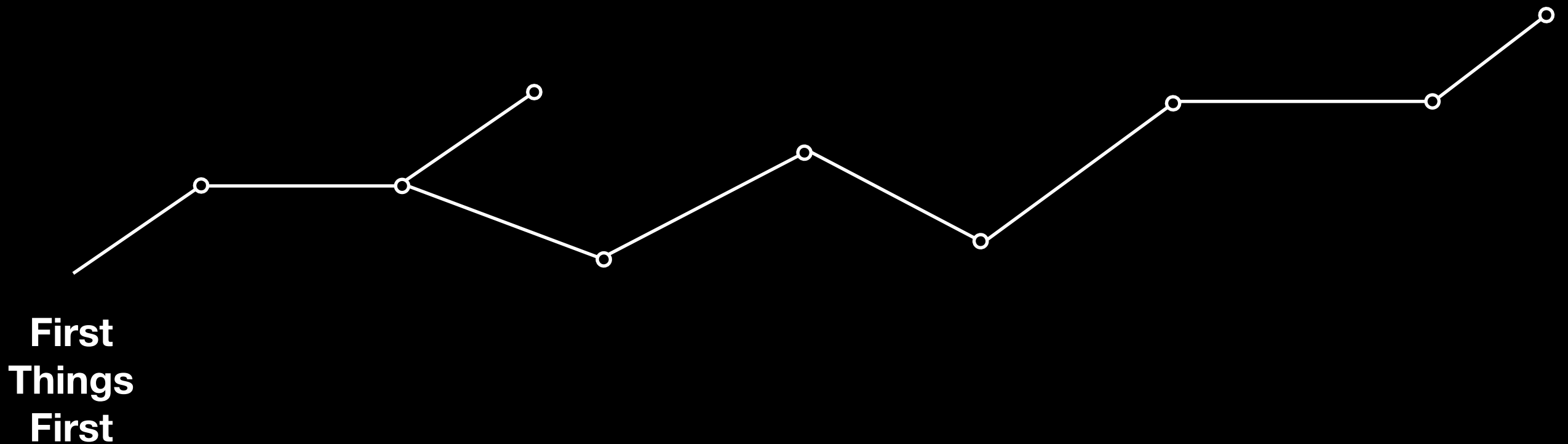
The Journey




First things first

- Find your voice
- Find your niche
- Build your following
- Build your content
- Build brand goodwill

The Journey



It doesn't have to be perfect




AGAINST ALL
Healthy foods for a healthy gut
Grain


Home About Contact A Few of my Favorite Things

CHOCOLATE PEANUT BUTTER SWIRL ICE CREAM


Posted by *Against All Grain* on September 28, 2011 · 4 Comments



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Advertisements



Doctor Says Don't Cover Up Your Dark Spots - (Try This Instead)

I have two vices: ice cream and french fries. When I first went on the Specific Carbohydrate Diet, I thought I'd never be able to enjoy ice cream again. Then I found Coconut Bliss ice cream at Whole Foods and realized that coconut milk ice cream is even better than the dairy version!

This recipe is super easy and sinfully delicious. The hardest part is waiting the 2 hours that it needs in the freezer to firm up!

So, go ahead, eat it right out of the **ice cream maker**. You know you want to. *Cocoa isn't technically SCD legal, so leave it and the dark chocolate chunks out completely and then you'll just have a vanilla ice cream with a peanut butter swirl. Just as tasty, just not chocolate!*

Ingredients (serves 6)

3 egg yolks
2 cups coconut milk
1 cup light coconut milk
1/3 cup unsweetened cocoa powder
1/2 cup honey
1 teaspoon vanilla extract
1/2 cup dark chocolate chunks (I prefer Scharffenberger)

For the Peanut Butter Swirl

1/4 cup peanut butter (unsweetened, smooth)
1 tablespoon coconut oil (melted)
1 tablespoon honey


Directions

In a saucepan, whisk the egg yolks, coconut milk, cocoa powder, honey, and vanilla extract. Heat the mixture over medium heat stirring constantly until the mixture coats the back of a spoon, about 8-10 minutes. Make sure it doesn't boil.

Transfer ice cream mixture to a bowl, and cover with plastic wrap. Place the plastic wrap directly on the liquid, so there is no condensation. Place in the refrigerator and chill until cold, at least 2 hours.

Search... Go

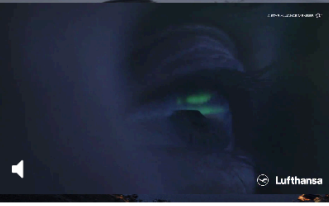
DANIELLE WALKER'S
against a grain

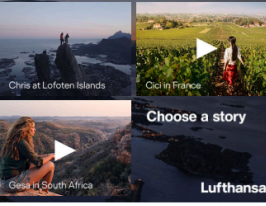


ABOUT RECIPES COOKBOOKS VIDEOS SHOP FEEDING FRIENDSHIPS BLOG


RECIPES VIA EMAIL

Discover your #LifeChangingPlace
Some places can change you forever. Watch the true stories of amazing places that turned one people's life upside down.
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Lufthansa







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11 FEB | DAIRY-FREE VANILLA COFFEE CREAMER



There are few things I love more than sitting around the table with a warm cup of coffee and splash of creamer as my kids eat breakfast in the morning. It's my favorite way to start the day. A few weeks ago, I shared some Instagram stories of me making a quick dairy-free vanilla coffee creamer while I was staying at my sister's house in Denver. I got so many questions about it, and I

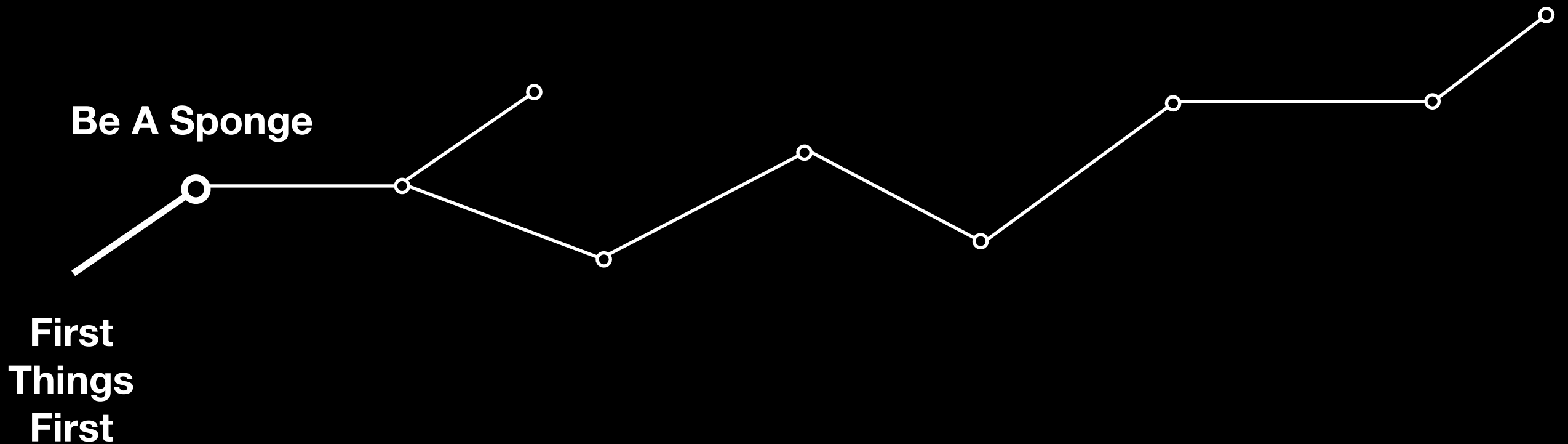
DANIELLE WALKER - Everything Food Conference

 @daniellewalker     @againstallgrain

Be a sponge

- Attend book signings and conferences
- Browse the cookbook aisles
- Read, read, read

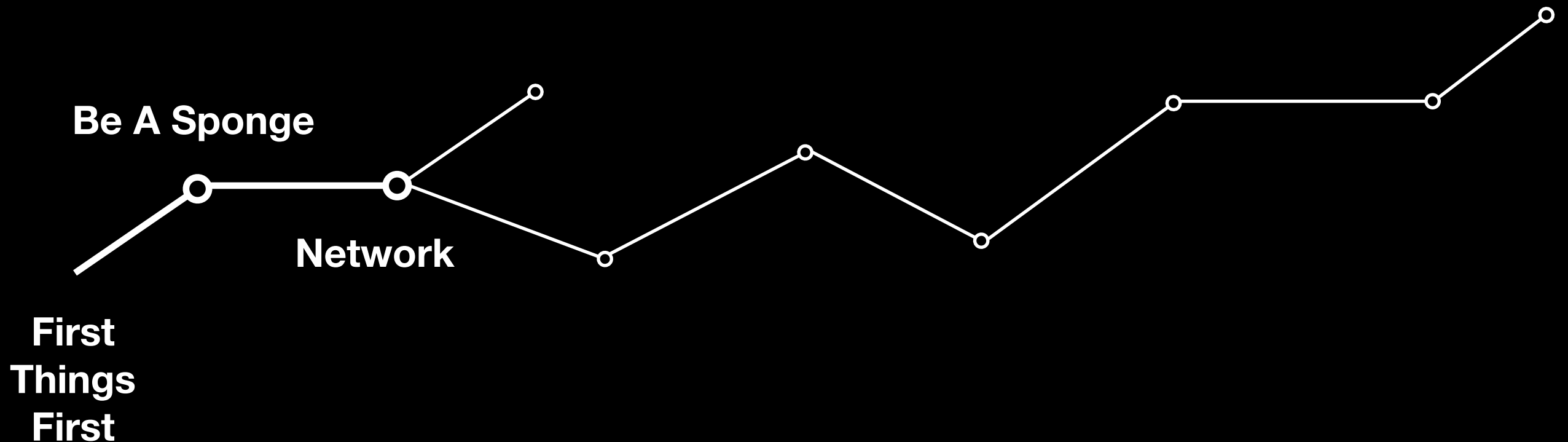
The Journey



Network

- It takes a village
- Scratch their backs, they MAY scratch yours
- Be authentic in your relationships

The Journey



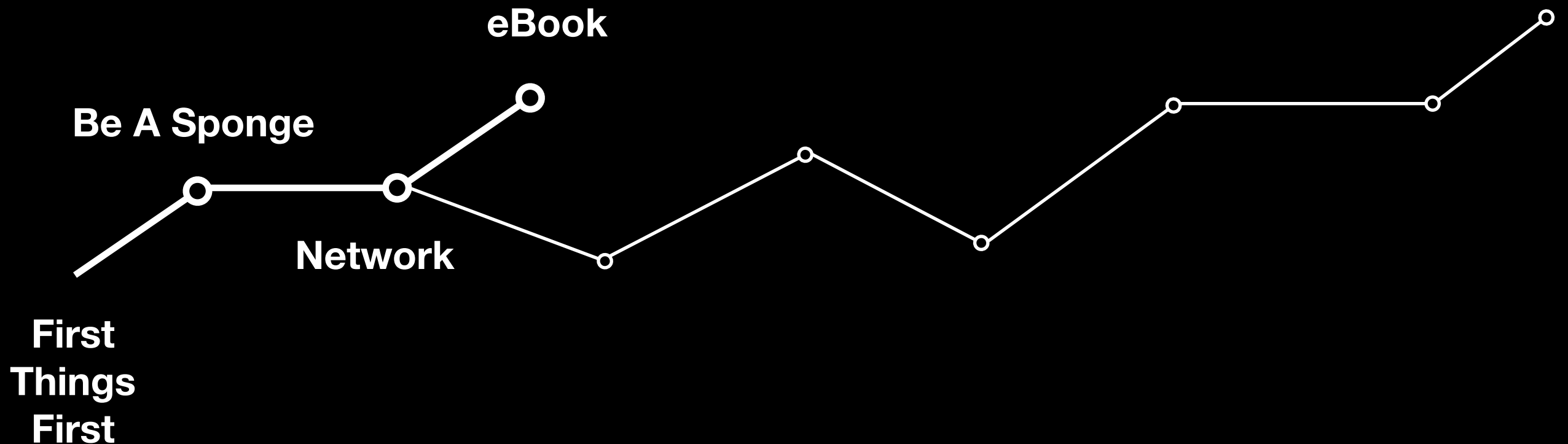
Not quite ready for a print book?

- Create an ebook
- Can be lucrative
- Shows publishers that your followers can be customers
- A good practice run
- Could be recycled

eBooks

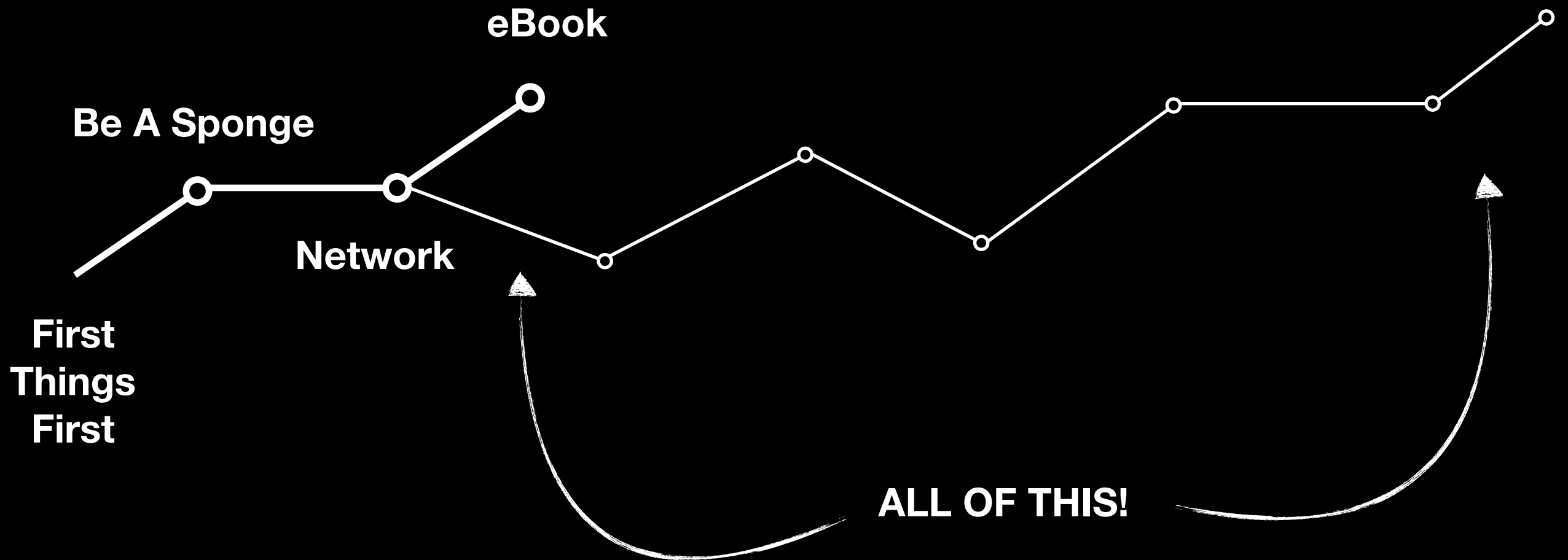


The Journey



So you're ready to publish a book?

The Journey



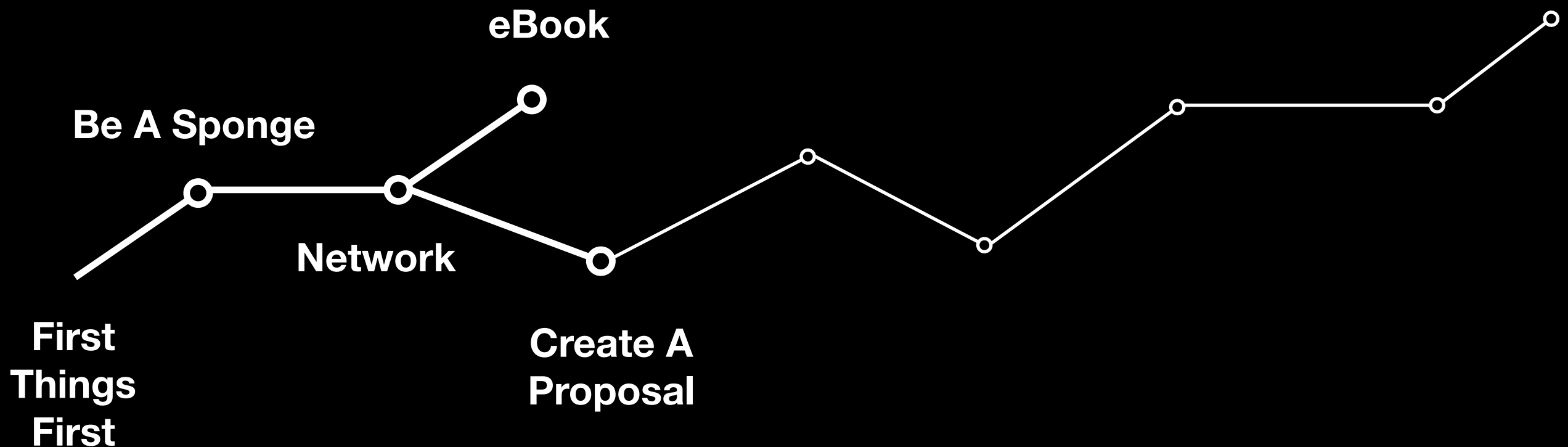
Next steps

- Create a proposal
- Find an agent
- Learn the ropes of publishing
- Finding your publisher

Create a Proposal

- The importance
- Be creative
- Be compelling

The Journey





celebrations

danielle walker's
against
all
grain

contact info



So many of my fondest memories are tied to holidays; and most of those memories are woven into the food we enjoy during those special times of the year. I remember being taught how to prepare the turkey at Thanksgiving for the first time, or baking dozens of old family cookie recipes with my sister and mom to hand out to friends during Christmase. I look forward to reuniting with family and friends at holiday gatherings, and congregating around the table to enjoy wonderful food and conversation. And I especially love the time in the kitchen where everyone busily prepares their favorite holiday dishes with their own special nuances, and the laughter that happens over a glass of wine while the mess that ensued from the celebration is cleaned.





When people are forced to drastically alter their diets for the sake of their health, there is a common fear that memories and traditions will be lost along with the food groups that are newly eliminated. They fear that they won't be able to attend gatherings with their family, or host a baby shower for a friend without feeling ostracized or worse — hungry! Since the inception of my blog and my subsequent books, my overarching mission has been to break the misconception that you have to live a life of deprivation and differentiation when you adopt a new diet lifestyle.

My initial switch to a grain-free diet came after spending many years battling for my life, and in my weariness I too succumbed to that misconception. I forced myself to remember what brought me joy before my diagnosis, and consciously commit to going against the grain. As I raise my own family, it is important to me that I share all of the same traditions and food with them that I enjoyed growing up — but with our modified diet still in place.

I want my son to experience building and tasting gingerbread houses and overindulge in Turkey Day favorites like creamy green bean casserole and pumpkin pie. I want to preserve the tradition of my grandmother's pumpkin soup that she served at every

Halloween before we went trick-or-treating, or wake up early to make Valentine's themed breakfasts like my mom made every February 14th. I want to bake cookies and hot cocoa with marshmallows to warm friends after a day of playing in the snow.

I am writing Danielle Walker's Against all Grain: A Year of Celebrations to restore nostalgia to people's family celebrations and counter the fear that these things will be lost. My fondest memories and transformed versions of my most cherished recipes are being poured into the pages to share the joy that comes from relishing in good food and throwing an effortless and beautiful party.

Danielle Walker's Against all Grain: A Year of Celebrations will include dozens of mouthwatering dishes for 12 occasions, from a backyard Summer barbecue to a full Thanksgiving spread, helping home cooks create a fabulous grain-free spread that even their grain-eating friends will enjoy. This book will restore the importance of gathering around a table together in community and connecting over food and conversation, rather than allowing our different diets to divide us. The recipes within are not just for someone on a grain-free diet, but for anyone looking for healthy recipes and beautiful entertainment inspiration to share with their loved ones.

03 celebrations • danielle walker



Danielle Walker's Against all Grain: A Year of Celebrations will be a collection of approximately 125 grain-free recipes for 12 holidays. This book will showcase that holidays can still be very enjoyable and the food and festivities do not have to suffer one bit on a grain-free diet.

publishing details

As with my first two national-bestselling cookbooks AGAINST ALL GRAIN and MEALS MADE SIMPLE, each recipe will be accompanied by at least one full-page color photo. The photos will be styled to fit with each holiday and provide party décor and styled, festive tablescape inspiration for the reader.

Through my popular blog, my fans have grown to adore my family as their own. For this reason, I always love to include candid photos of me and my family throughout the book to allow readers to feel as if they're celebrating each event with us. After the success of my two recent holiday eBooks

THANKFUL and JOYFUL, as well as the popularity of seasonal recipes on my blog, my fans began asking for a printed holiday book. Danielle Walker's Against all Grain: A Year of Celebrations is an answer to that request, and is what they have been wanting for quite a few years. Some of their favorite and trusted recipes from those eBooks will be included in A YEAR OF CELEBRATIONS, along with many brand new holiday recipes.

Estimated delivery is approximately 1 year from contract with a Fall 2017 publication date.

04 celebrations • danielle walker



about the author

Danielle Walker is the beloved author of two New York Times best-selling cookbooks, Against All Grain and Meals Made Simple. She is also the voice behind the most popular grain-free website on the Internet Againstallgrain.com. With her honest and open nature, Danielle has become the sweetheart of the grain-free and real foods community.

Danielle's blog has received awards for best food photography, and most recently she was named to Forbes 30 under 30 list in the Food & Wine category. Against all Grain made the Publisher's Weekly top 10 cookbooks of 2014 and held a slot on the New York Times Bestsellers list for 15 consecutive months after its release in July 2013. Meals Made Simple remains on the list since its release in September 2014. She has also been featured on Today.com, Shape, The Doctors, Where Women Cook, USA Today, and more.

A self-trained chef, Danielle tempts a range of appetites with her innovative, accessible grain-free

recipes that are not only healthy and delicious, but are also credited for saving her life. She blurs the lines between many different diets, and has a large following of people just looking to introduce healthier recipes into their diet. Paying homage to the dishes she loved from her pre-Paleo days, she imaginatively recreates all of her favorites without grains, gluten and most times, dairy.

In just 4 years, Danielle has grown her blog following from just a few hundred visits a month to nearly 2 million monthly. Her social media numbers are growing exponentially with only 200 social media followers in January of 2012 to over 850,000 to date. With an active presence on social media and speaking engagements during her annual book tours, Danielle has become a beacon of hope in the real food community.

Danielle lives in the San Francisco area with her husband and 4-year-old son.

05 celebrations • danielle walker



market analysis & publicity

Danielle is the leading grain-free cookbook author, with both of her printed cookbooks consistently holding the top 2 spots in the gluten-free, grain-free, allergies, and Paleo categories. Against all Grain (July 30, 2013) has sold 183,498 copies and Meals Made Simple (September 2, 2014) has sold 83,886 copies. Her two eBooks are sold through PDF, iTunes, and Amazon and have also sold extremely well. Thankful (November 16, 2013) has sold 16,450 copies, and Joyful (December 7, 2014) has sold 11,429 copies.

Danielle has the largest social media and blog following of any grain-free or gluten-free author, which contributes to her consistent book sales. She surpasses all of her competitors by more than 200,000 fans. Her fans are loyal and have walked with her family through many tragedies and triumphs, further strengthening that bond.

During her book tour, she routinely saw a turnout of over 300 people at each event, with lines that lasted 2 to 3 hours. She has gained the trust of the special-diet food community by consistently turning out foolproof and trustworthy recipes, and is frequently told that her books are used more than any other special diet cookbooks in her fan's kitchens.

With an impressive press record and comfortable nature in front of the camera, Danielle is able to promote her books and reach beyond her immediate fan base. After publishing a story on Today.com and sharing it with her fans, the article received the highest traffic the website had ever seen, prompting Today to ask her back repeatedly as a guest contributor.

Danielle's books have also won the hearts of many celebrities including the members of Lady Antebellum, Brad Paisley, and gold medalist Kerri Walsh Jennings. She is a regular contributor to Today.com and Reader's Digest, and has been featured on The Doctors, Access Hollywood, Steven & Chris, and Hallmark Home & Family.


Against all Grain (July 30, 2013) 183,498 copies

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Thankful eBook (November 16, 2013) 16,450 copies

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06 celebrations • danielle walker



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- Smoked Salmon Crisps
- Sausage Stuffed Mushrooms
- Prosciutto Wrapped Glazed Shrimp
- Thai Chicken Meatballs in Lettuce Cups
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02 Game Day

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- Heart Pizzas

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- Celery Root Puree
- Lemon Tarragon Asparagus and Morels
- Chocolate Salted Caramel Panna Cotta

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- Smoked Candied Bacon Sweet Potatoes
- Herbed Drop Biscuits
- Roasted Brined Turkey with Pan Gravy
- Spiced Apple Cider
- Pomegranate Cranberry Mocktails

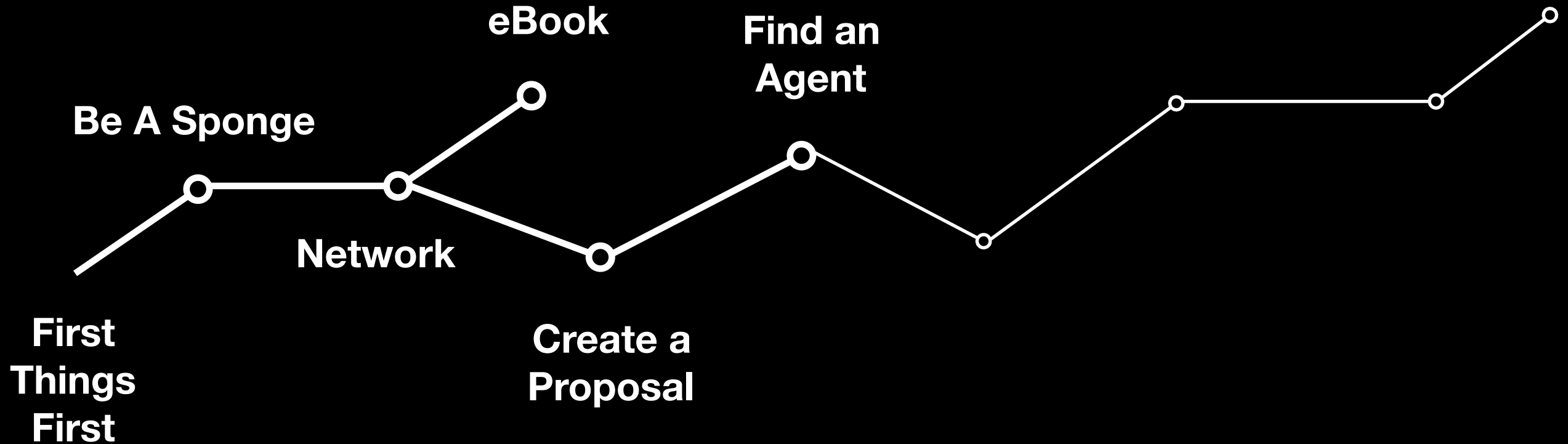


08 celebrations • danielle walker

Find an Agent

- Do you need one?
- How to find one
- What to look for
- How much to expect to pay

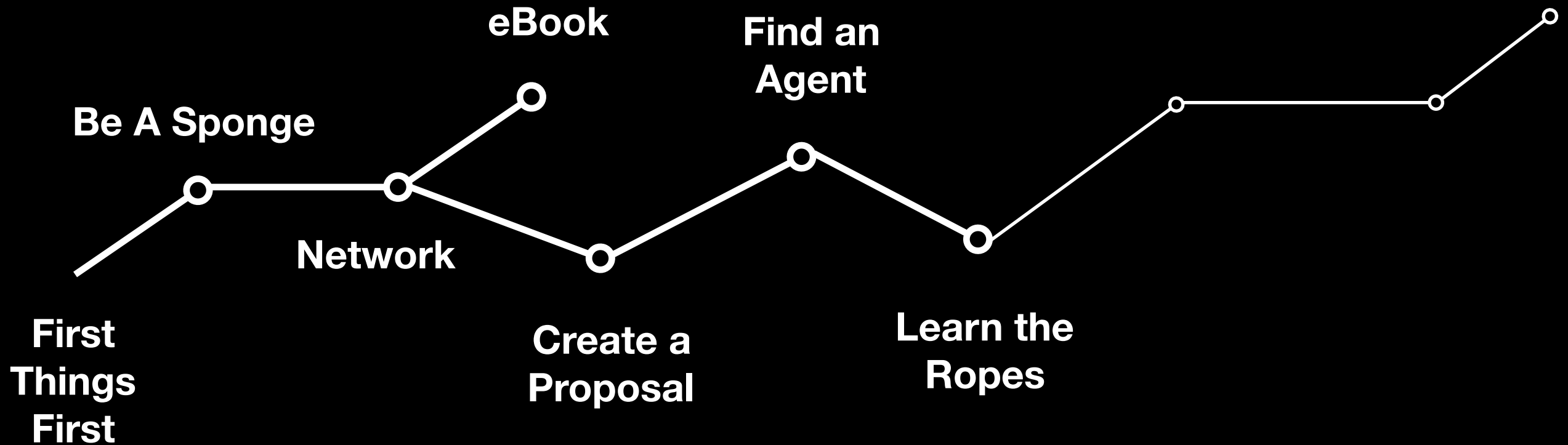
The Journey



Learn the Ropes of Publishing

- Reach out to other authors
- Ask questions!
- Read

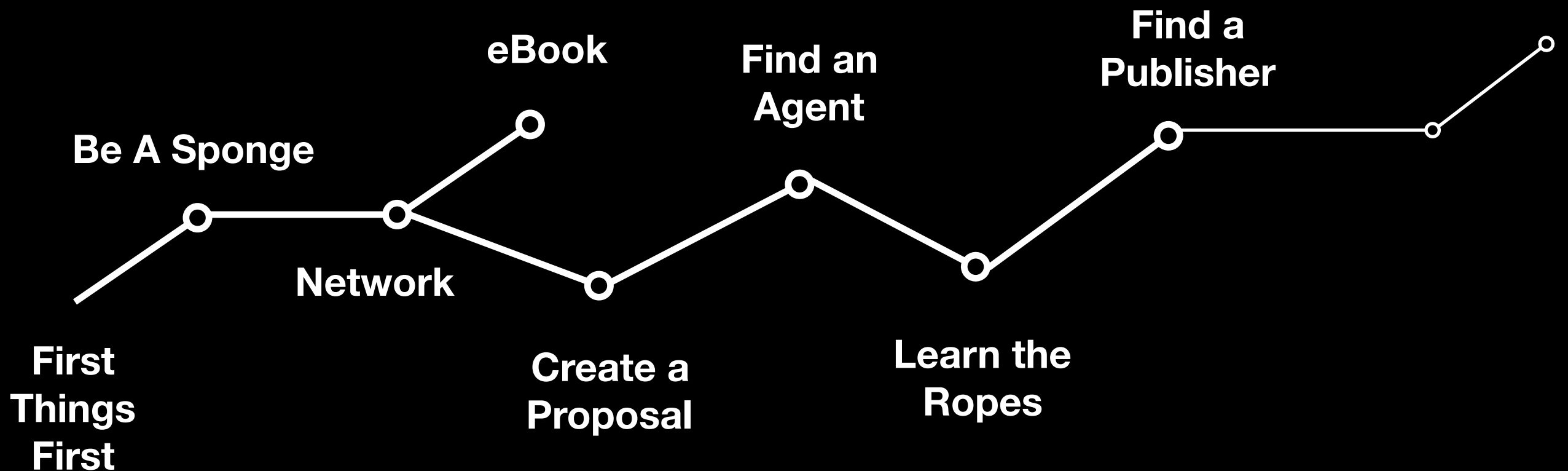
The Journey



Finding Your Publisher

- Take as many meetings as possible
- Ask for marketing and publicity plans
- Go with your gut

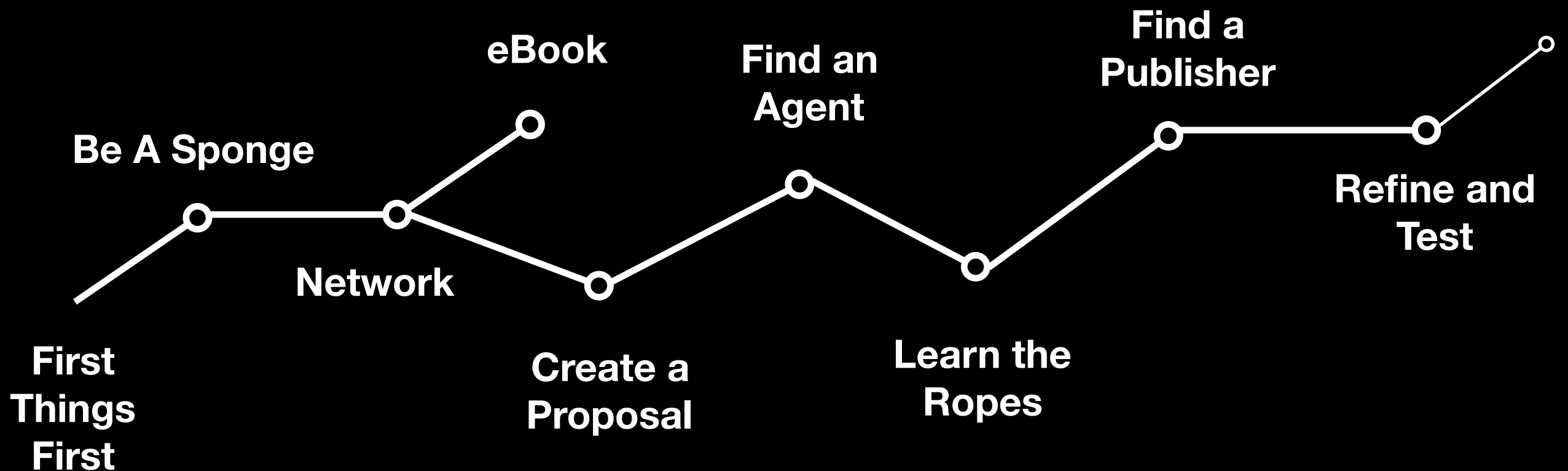
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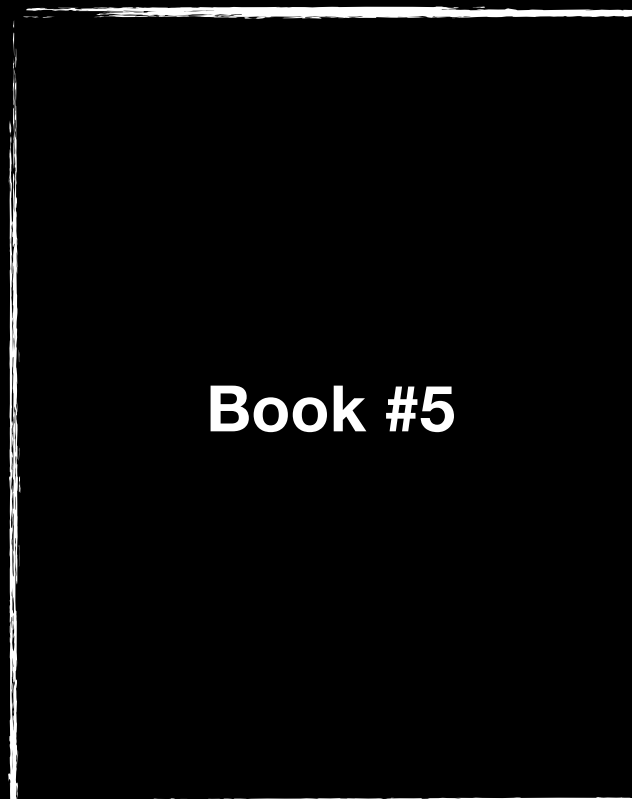
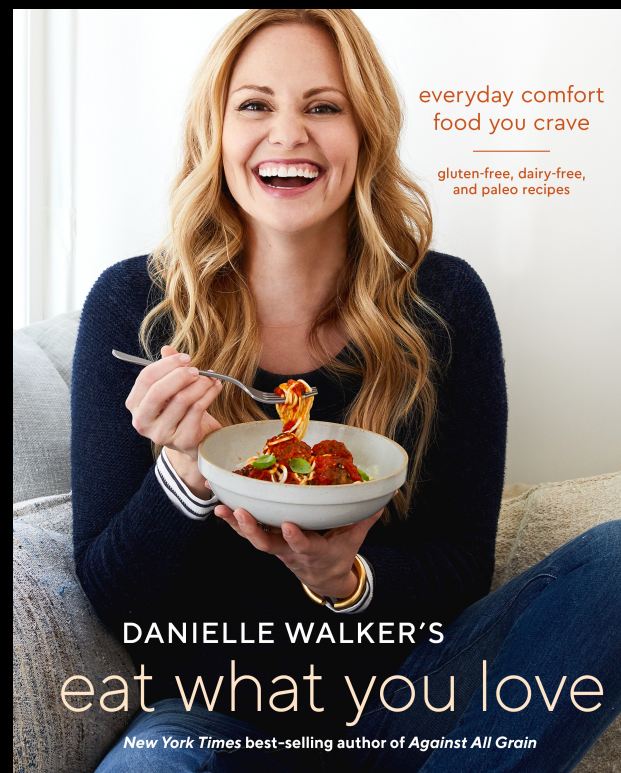
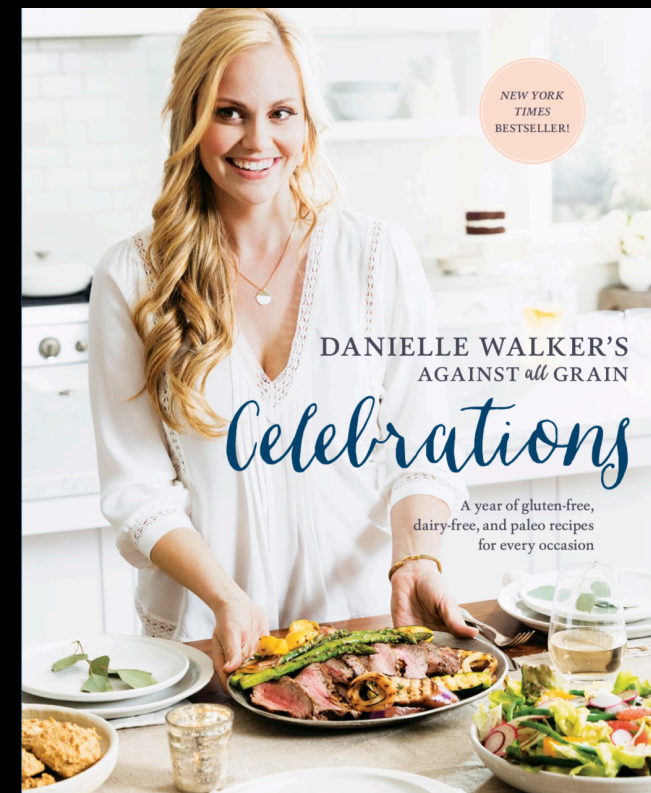
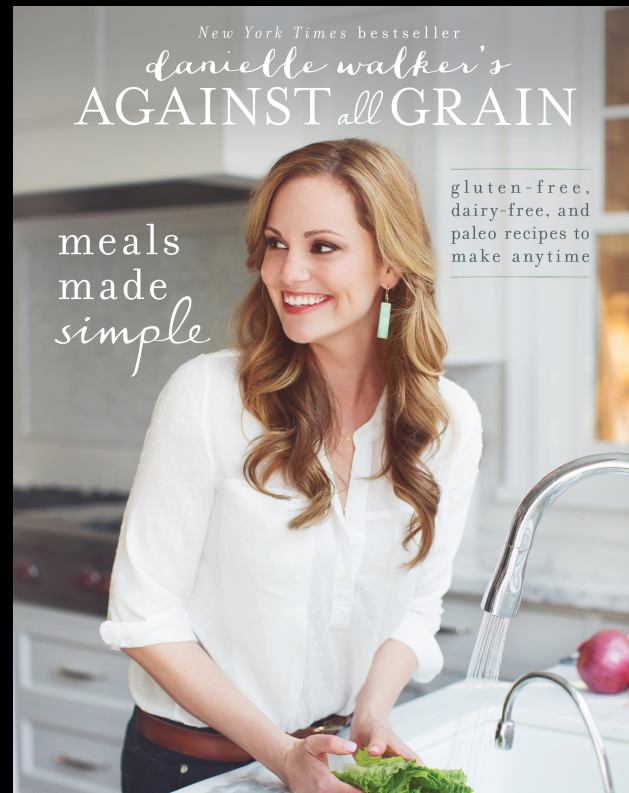
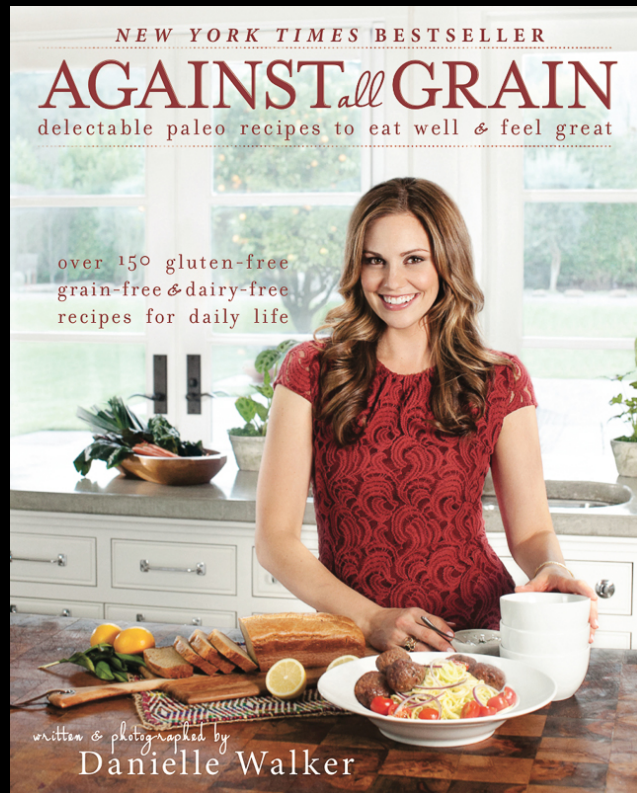


You Landed a Book Deal, now what?

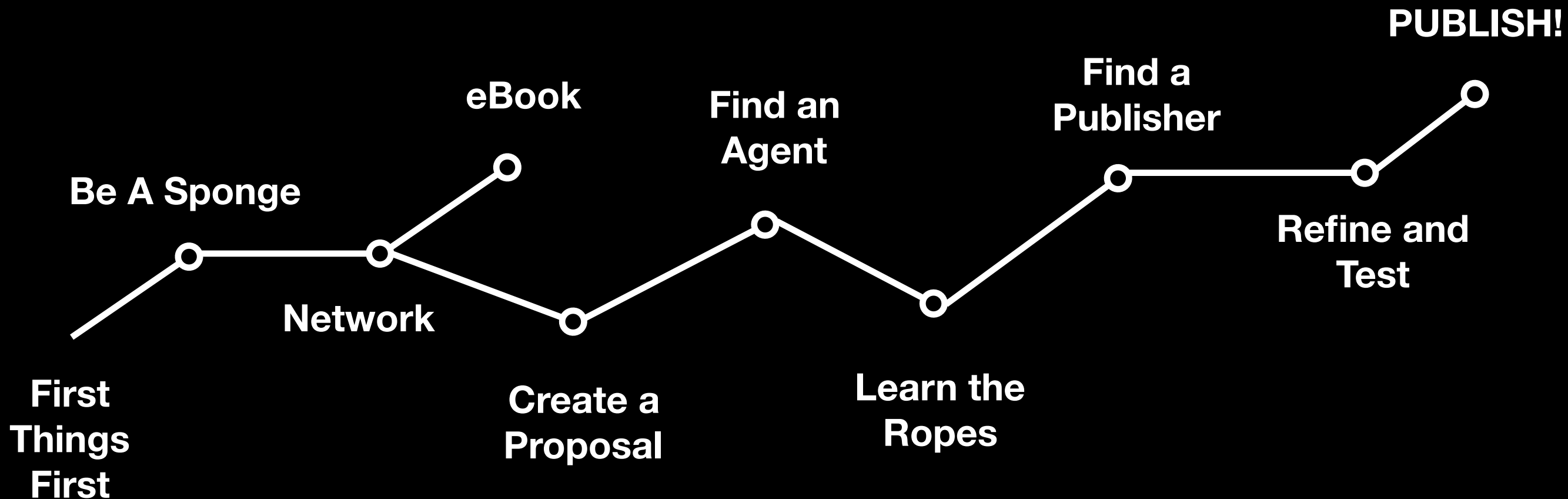
- Testing 1,2,3!
- Acquire and manage recipe testers
- Photos are everything
- Develop your design
- Build a marketing plan
- Don't neglect your blog

The Journey





The Journey



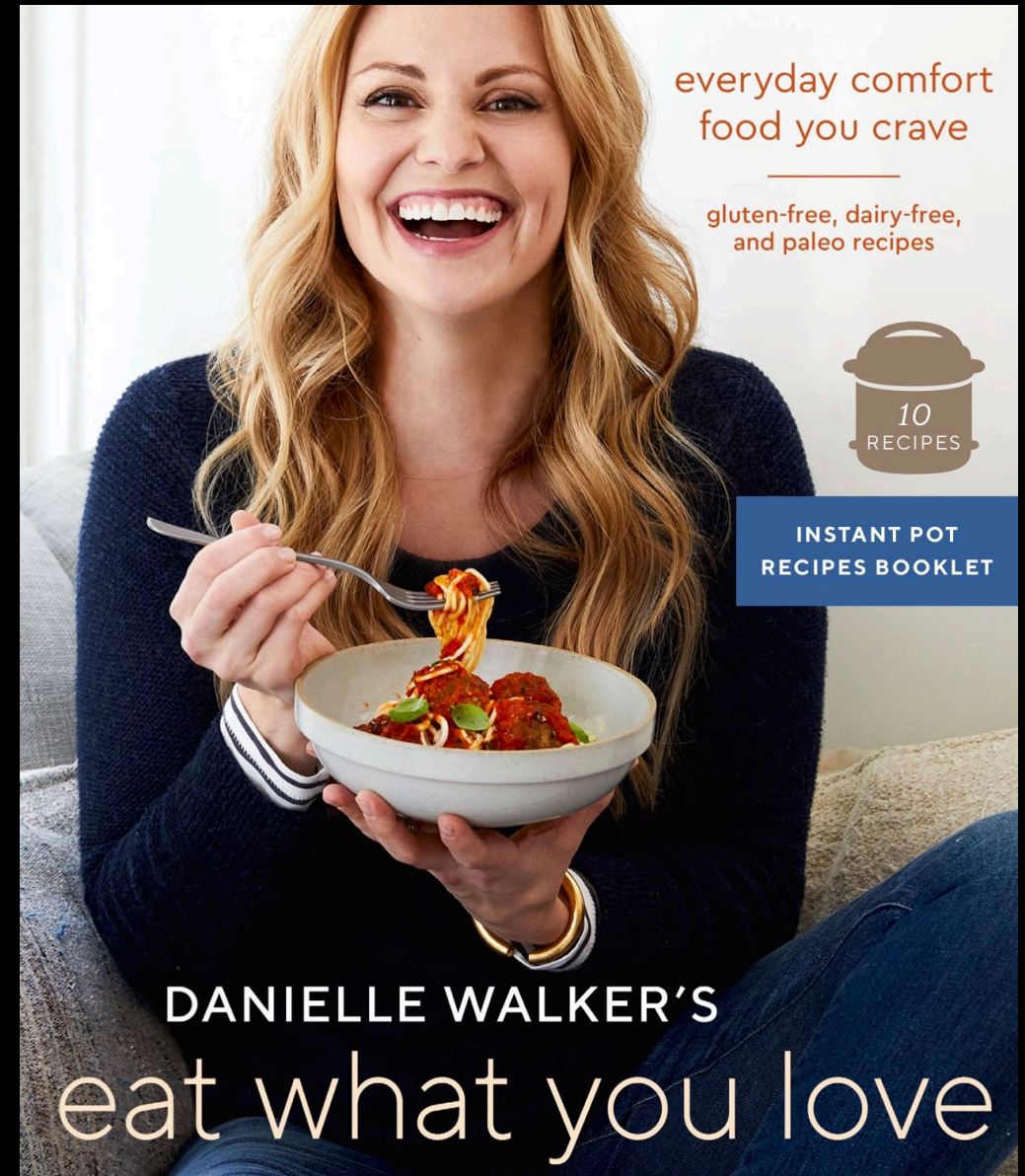
The New York Times

an ever moving target

- Pre-order campaign
- Book tour
- Media
- Diversity in sales
- Don't focus on it....



Pre-Order Campaign



Book Tour



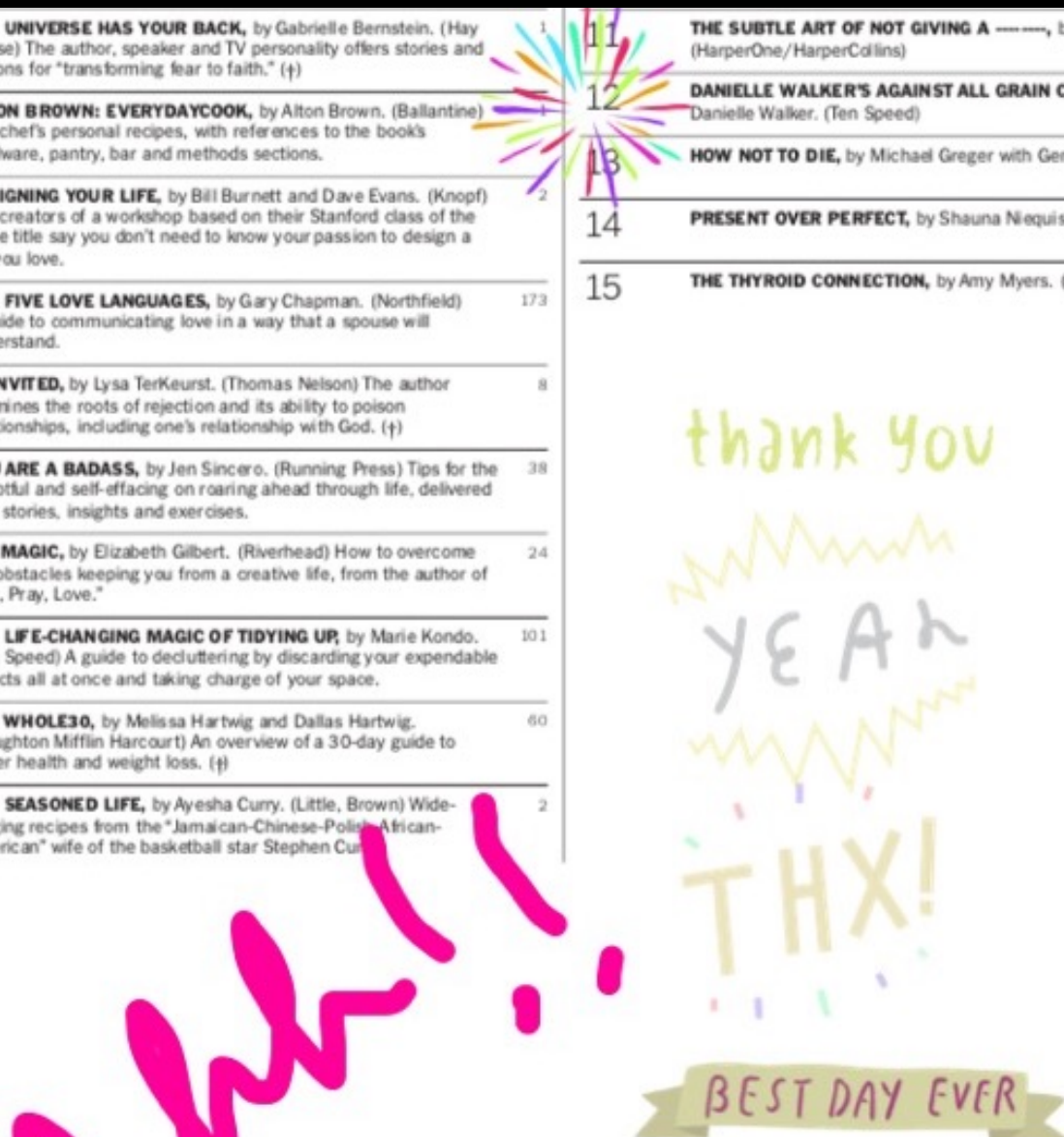
Diversity in Sales



[NEEDS FOOTER]

Don't focus on it...

1	THE UNIVERSE HAS YOUR BACK , by Gabrielle Bernstein. (Hay House) The author, speaker and TV personality offers stories and lessons for "transforming fear to faith." (†)	1	11	THE SUBTLE ART OF NOT GIVING A ——— , by Mark Manson. (HarperOne/HarperCollins)
2	ALTON BROWN: EVERYDAYCOOK , by Alton Brown. (Ballantine) The chef's personal recipes, with references to the book's hardware, pantry, bar and methods sections.	1	12	DANIELLE WALKER'S AGAINST ALL GRAIN CELEBRATIONS , by Danielle Walker. (Ten Speed)
3	DESIGNING YOUR LIFE , by Bill Burnett and Dave Evans. (Knopf) The creators of a workshop based on their Stanford class of the same title say you don't need to know your passion to design a life you love.	2	13	HOW NOT TO DIE , by Michael Greger with Gene Stone. (Flatiron)
4	THE FIVE LOVE LANGUAGES , by Gary Chapman. (Northfield) A guide to communicating love in a way that a spouse will understand.	173	14	PRESENT OVER PERFECT , by Shauna Niequist. (Zondervan)
5	UNINVITED , by Lysa TerKeurst. (Thomas Nelson) The author examines the roots of rejection and its ability to poison relationships, including one's relationship with God. (†)	8	15	THE THYROID CONNECTION , by Amy Myers. (Little, Brown)
6	YOU ARE A BADASS , by Jen Sincero. (Running Press) Tips for the doubtful and self-effacing on roaring ahead through life, delivered with stories, insights and exercises.	38		
7	BIG MAGIC , by Elizabeth Gilbert. (Riverhead) How to overcome the obstacles keeping you from a creative life, from the author of "Eat, Pray, Love."	24		
8	THE LIFE-CHANGING MAGIC OF TIDYING UP , by Marie Kondo. (Ten Speed) A guide to decluttering by discarding your expendable objects all at once and taking charge of your space.	101		
9	THE WHOLE30 , by Melissa Hartwig and Dallas Hartwig. (Houghton Mifflin Harcourt) An overview of a 30-day guide to better health and weight loss. (†)	60		
10	THE SEASONED LIFE , by Ayesha Curry. (Little, Brown) Wide-ranging recipes from the "Jamaican-Chinese-Polish-African-American" wife of the basketball star Stephen Curry.	2		



Questions?