



Get Started in Food Writing (Teach Yourself)

Kerstin Rodgers

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Are you thinking of starting a food blog, or have you always wanted to promote and distribute your own recipes? Would you like to be the next Nigel Slater or Jay Rayner?

This is an engaging, enlightening and utterly indispensable guide to how to write about food. From sharing family recipes to starting a supper club, promoting the latest gastronomical trend or advertising your amazing diet tips, this book gives friendly, clear and readable guidance from one of the most popular bloggers. It includes tips on great food photography and strategies for building your brand and securing TV appearances or regular press commissions.

Contemporary, connected and compelling, this is all you need to become a high profile food writer with your own online community and upward trajectory.

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