



## ServeNoMaster 120: Turning Cookbooks Into Mountains of Cash

### Highlights:

[5:26] Writing cookbooks is recommended for people who actually cook

[6:14] 1 - Create a plan. Have a nickname.

[8:43] 2 - Know your expertise.

[11:25] 3 - Draw a line in the sand. You cannot cook for everyone.

[17:12] 4 - Figure out what you can sell to your audience.

[19:48] 5 - Gather competitive intelligence. You can reverse engineer.

[21:42] 6 - Plan out a series. This makes you more profitable.

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