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**A Baker's Dozen Ways to Dress Up the Traditional Pie at Christmas Time**

**By Susan Dunn**

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**The EQ Coach**

Here are some ways to dress up the "traditional" favorites at your Christmas dinner.

1. Make your usual pie crust, 2-crust version. Line the pie tin, put in the filling, and now it's time to play. Roll out the second crust and start cutting shapes - using cookie cutters or free form with a knife. At Thanksgiving, for instance, up at my son's house I was stuck without the "necessary" equipment so I improvised, just carving out a leaf using one nearby as a model. First one doesn't work? Pie dough is very forgiving. Roll it up and start again. Your "second chances" are infinite. You could also use something from a child's coloring book for a pattern.

One idea - cut out 3 rounds for holly berries (use bottle cap or such if you don't have small round cutter). Then use knife to cut out spiky holly leaves. Or use a Santa Claus cookie cutter. Place these on top of the pie filling and bake away.

2. If you have the time and inclination, when the pie is baked and cooled, then use frosting to decorate your crust decoration. To save time, use those little tubes from the grocery; no one cares how it tastes. The gels are neat.

3. Or decorate with white frosting and candy --- licorice for Santa's belt, gum drops for eyes, various colored sprinkles, cut up tiny marshmallows, candied fruit, non-pareils, cinnamon drops, etc.

4. Using whatever you have for the top crust - shapes, lattice or solid - apply egg yolk and then sprinkle w/ red or green colored sugar.

5. Do the usual only very different, i.e., make a pumpkin chiffon pie. At serving time, crumble candy canes and sprinkle on top.

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6. Add a layer of marzipan or almond paste to the pie. Roll it out into a circle, place it on top of the bottom crust, then add filling. Good with mince meat, apple, pumpkin, etc.
7. For Beef Wellington, encase it in pie dough, then cut out shapes and apply them on top.
8. Make an apple pie or something compatible with cheese and then cut out stars from cheese and apply on top. Sprinkle a few cinnamon drops around.
9. Make a meringue topping (would work for most pies) and then when it's baked and cooled, sprinkle the top with large white fluffy sugar flakes, like snow. Or colored sprinkles.
10. Sprinkle crushed candy cane chips on top of the pie after it's baked.
11. After it's baked and cooled, stick miniature candy canes around the rim.
12. Most fruit pies are compatible with cranberries. Dip cranberries in egg white and then coat with sugar and place on top; they look frosted. You can also use candied fruit - put green citron around red candied cherries like holly berries.
13. Sprinkle top with powdered sugar, like snow.

There are lots of ways to dress-up the traditional favorites, and this should give you a good start!

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### **A Baker's Dozen**

**By Darlene Styers**

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How many times have you been told "The Money Is In The List"? Let's talk a bit deeper today and discover just how to build a list. It goes without saying that the larger the list, the more potential. Everyone wants their list to grow as quickly as possible. But even more important than

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subscribing is retention of your subscribers. And perhaps the most challenging. Let's discuss 13 (a Baker's dozen) ways to maintain your list.

**ONE:** Place a Subscription Form on every page of your site. It does not have to cost an arm and a leg to have a website. The total cost involved in the site we use is \$6 per month including hosting. No HTML knowledge is required. If you can type you can build a site. This is probably one of the most important things you will do.

**TWO:** How do you feel about the subscription forms that ask for your life history? Actually all you need is their email address so don't ask for more. Do you always give your true name when filling out one of those long subscription forms?

**THREE:** Your Welcome Letter as well as your Subscribe page should give lots of information about your publication. How often do you publish? Just what's in this subscription for the reader?

**FOUR:** Do you offer free advertisements or subscriber bonuses? Tell them about it. You may want to, at least, offer advertisements for new subscribers. However, there are many who are simply looking for free advertisements and nothing else. You never know when someone interested only in free advertisements may just become interested in your Newsletter. Be sure to make it obvious there is no cost involved in subscribing to your list, and that their information will never be shared with others.

**FIVE:** Search for websites that invite Link Exchanges. If you have your link on a dozen websites and you gain only one per week from each link, this could bring you as many as 600 subscribers per year. Link Exchange pages also require that you place their link on your site.

**SIX:** If you are to retain your subscribers, content of the Newsletter is important. Make it interesting, informative and perhaps even entertaining. There are many Article Directories that provide free content for your newsletter. HYPE is a big turn off so be careful about sounding unreasonable. Helpful tips make the publication interesting. Inspirational Quotes can be motivational.

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SEVEN: Suggest to your readers that they pass along your Newsletter to others. Include your subscribe address in every Edition of your Newsletter.

EIGHT: You may want to consider advertising your Newsletter in other ezines. From \$10 to \$20 per solo ad in reputable Newsletters can usually gain you several subscribers.

NINE: Ad Coops are an excellent way to gain new subscribers if you are willing to publish their ads. A few coops will enter the subscribers automatically into your list if you are using an autoresponder that permits. The retention rate can be rather satisfying if your Newsletter is interesting.

TEN: Writing Articles and passing them along to other publishers can create a viral effect for you. There are many directories just for this purpose. You might choose to use a software program that automatically submits to directories.

ELEVEN: Submit your Newsletter to Directories. Many search the directories for just the Newsletter that pleases them. This is an excellent source of new subscribers.

TWELVE: Are you using a Signature Link? Every email you send out can have a Signature Link to your Subscriber Address.

THIRTEEN: Watch for websites that include Testimonials. And submit your testimonial. Let's say you have your testimonial on 10 websites and you receive 1 subscriber per week from each testimonial. That's 520 new subscribers per year from this source only.

One of the enjoyable parts of publishing is finding new ways

to maintain subscribers. HAVE FUN!

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