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**100% Effective Natural Hormone Treatment**  
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**The Essential EatingWell Cookbook**

**By Chris, WebAdmin.**

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When chefs from your favourite cooking magazine get together to create a cookbook, you know it will be good. When they call it Essential, you know that this is truly one for the shelf next to the stove (for really easy access). This one is a keeper folks even if you aren't on a low carb or low fat diet.

For most of us, a low carb or low fat diet is a fact of life but so depressing sometimes. The level of bland which is usually associated with a diet recipe can reach some pretty staggering heights. Never fear, the EatingWell team is to the rescue.

Chock full of recipes (more than 350) this cookbook contains many which are easily identified for your dietary needs. Look for stars highlighting recipes for:

**"Healthy Weight"**

(recipe has reduced calories, carbohydrates, fats, saturated fats),

**"Lower Carbs"**

(recipe has 22 grams or less of carbohydrates per serving)

**"High Fiber"**

(recipe provides 5 grams or more of fiber per serving)

Valuable just for this, the EatingWell team didn't stop there.

Sprinkled liberally throughout the book are tips on everything from how to crush ice with a rolling pin to ingredient tips (what special ingredients are, where to find them and how best to use them etc.), cooking tips and more. For instance, did you know that baking cheesecake in a water bath will prevent cracking? They even created sample menus for all occasions.

There was just one complaint I had with the book. The colour photos just look too good, I am now dying to try each of the ones pictured and just don't have the time to cook 15 pages worth of delectable dishes. Never fear I will make the time, with these pics staring at me how could I not?

Enjoy this recipe from the Holiday Open House menu.

### **Hot Artichoke Dip**

Cheesy, rich and delicious, this update of an entertaining classic delivers all the fabulous flavor with far less fat. Serve with Toasted Pita Crisps (page 47) or toasted slices of crusty whole-wheat bread.

2 14 ounce cans artichoke hearts, rinsed 2 cups plus 2 tablespoons freshly grated Parmesan cheese  
1/2 cup reduced-fat mayonnaise 2 cloves garlic, minced 2 teaspoons freshly grated lemon zest,  
preferably organic Cayenne pepper to taste Salt & freshly ground pepper to taste Preheat oven to 400 F.

Chop artichoke hearts in a food processor. Add 2 cups Parmesan, mayonnaise, garlic, lemon zest and cayenne; puree until smooth. Season with salt and pepper.

Place in two gratin or shallow baking dishes ( 2 cup capacity). Sprinkle each dish with 1 tablespoon Parmesan.

Bake the dip until golden on top and heated through, 10 to 20 minutes.

Prep Time: 10 minutes

Start to Finish: 20–30 minutes

To Make Ahead: Prepare up to baking. Cover and refrigerate for up to 2 days.

Ease of Preparation: Easy

Makes about 2 2/3 cups

### **Per Tablespoon:**

31 Calories; 2 g Fat (1 g sat, 0 g mono); 3 mg Cholesterol; 3 g Carbohydrate; 2 g Protein; 1 g Fiber; 109 mg Sodium.

Chris WebAdmin is Owner and WebAdmin of The 1001Recipes2Send.comRecipes Database.  
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### **The Perfect Internet Product – A Cookbook?**

#### **By Willie Crawford**

So you've decided to go into business for yourself on the internet. You've heard it's the perfect way to

supplement your income with little or no investment. But what will you market to achieve fame and fortune?

Actually it all depends upon your goals and interests. You do need to offer something for which there is a proven demand. You need something that can be delivered cost effectively over the internet. You need something that you can easily locate the market for.

Why not write you own cookbook?

Why a cookbook? Everybody eats. People are constantly looking for new ways to prepare their favorite foods. Many people are avid cookbook and recipe collectors. You can create an ebook that has practically no delivery cost. You can print hardcopies later from the profits of your ebook or you can use print-on-demand to have copies printed as needed. Most people have or can compile a collection of their favorite recipes.

Writing a cookbook involves pulling together some recipes, some photos or illustrations, and organizing your collection. You need some specialized theme to write your cookbook around. You can create a cookbook around a single food, a style of cooking, or around a purpose such as a charity.

Once you've written your cookbook, then your challenge may be in marketing it. As a seasoned cookbook author here are the elements I consider essential: A website to use in attracting visitors interested in your topic. Ideally, this website will contain content that gets you great search engine listings and traffic. A website can cost under \$10 per month. A mailing list to discuss your cookbook or the type of food covered by your cookbook (to create interest in your cookbook). You can run your mailing list at no cost spending only an hour or so a week. A system on your website for taking orders. This can be as simple as a free Paypal account or more elaborate such as a shopping cart that can handle a variety of products. You can even have an affiliate program where you pay other webmasters for sending you referrals.

Putting together a cookbook is really little more than planning, getting organized, and then just doing it!

But can you really make big money selling your own cookbook? The answer to that very important question is that you can if you can generate enough interest or attract enough attention. That is where the majority of your work will come in. You will need to learn effective internet marketing techniques and implement them.

Since writing and publishing a cookbook does involve so little work, it can prove profitable even if you don't sell a million copies a year. Your overhead will be so low that if you only earn a few thousand dollars a month, you will be doing great. The cookbook will sell for a long time, while requiring no additional work.

One of the secrets of many successful online entrepreneurs that I know is that they don't try to make a fortune from just one product. Instead, they have several... perhaps a dozen products each generating a nice income. Combined, these products, generating multiple streams of income, allow these entrepreneurs to reach their online income goals.

Of all of the products that you could create and market online, a cookbook is one of the few requiring no specialized knowledge or training. So for many internet beginners, it makes sense to make their first product a cookbook. Start generating some quick income. Then focus on other related or unrelated products.

If you'd like to learn more of the step-by-step details on writing your cookbook, you need to learn from someone who's done it. A good place to begin is by visiting the site

At this

site three experienced cookbook authors explain everything involved. Their cookbooks range from German cooking, to soul food and Southern cooking, to recipes for your dog. That gives you an idea of the possibilities.

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Willie Crawford has been teaching others how to build an on-line business since late 1996. Frequently featured in radio, magazine and newspaper articles and interviews, Willie teaches the average guy what the top marketers are doing but seldom talking about. For example, Willie demonstrates the power of automated residual income through his system at:

Visit now for

a business boost.

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