

# FAQs

## Here are some Frequently Asked Questions regarding JUMBO JACK'S Cookbook Program

**QUESTION:** We have a small organization, could we handle a project like this?

**ANSWER:** "This program is so organized ... 2 or 3 people can complete it with ease." The main concern of your group with this cookbook project is collecting the recipes. Recipes can come from members, friends, relatives, neighbors, etc. The more people, the more sales!



**QUESTION:** Doesn't publishing a cookbook take a lot of time and work?

**ANSWER:** As mentioned above, the major effort that your organization will be involved with is collecting the recipes. We will even furnish you with the necessary recipe forms for collecting the recipes. We offer up to 1,000 announcement letters FREE. Your group may use a sales letter other than the one Jumbo Jack's offers. No charge for this (black and white letterhead only).



**QUESTION:** How do we get started on our cookbook project?

**ANSWER:** Once your group has decided to publish their own cookbook, Mail, Fax, Email or Call in the Orange Card from this cookbook packet. We will then supply you with the necessary information and material to guide you in the publishing of your very own cookbook.



**QUESTION:** Can anyone else print our cookbook cheaper?

**ANSWER:** Possibly ... and that is probably what you will end up with ... a cheaper cookbook. "We have gone to all ends to produce a high quality book at the lowest price." We can make this statement because we always pass on our volume discount savings to you, our customer.



**QUESTION:** Shouldn't we give this job to our local printer?

**ANSWER:** Your hometown printer is no doubt very experienced in his trade. However, he cannot compete with us because we make cookbooks our number one business. We have specially built our equipment and operation around the publishing of cookbooks. Our supplies are ordered in quantity so that we can pass on huge volume discounts to you, our customer. Many small town printers have referred customers to us.



**QUESTION:** How long do we have to pay for our cookbooks?

**ANSWER:** We have the best finance program available. We require that you pay only 55% of your balance 30 days from shipping date of your books. Another 40% is due 60 days from shipping date. The remaining 5% is due 90 days from shipping date. Three months interest free.



**QUESTION: Do you require all recipes to be typed when we send them in?**

**ANSWER:** Recipes may be typed or handwritten. All copy must be legible. Please make sure that all recipes, typed or handwritten, be on one side of an 8 1/2 x 11 sheet of paper. Please send one recipe per sheet of paper.



**QUESTION: How long does it take before we get our cookbooks?**

**ANSWER:** Please allow approximately 2 months.



**QUESTION: How do we go about placing an order for a cookbook reprint?**

**ANSWER:** Ordering a reprint is very easy. Simply contact us. Call and ask for current pricing. Reprint prices will be determined by the number of books ordered, plus cost of extra or special features contained in the first edition. We will provide you with a reprint order form to fill out. This will initiate the order when it is returned to us. The same payment schedule as with the original printing will apply to a reprint.



**QUESTION: We've just received your material and would like to use Jumbo Jack's, but we have already started with another cookbook company. Can we switch to Jumbo Jack's without having to start all over?**

**ANSWER:** Most definitely - just give us a call at 800-798-2635 and ask for Val, Ext. 5117, and we can instruct you on switching to us. We can use any of our competitors' recipe forms.



**QUESTION: Can we use our own artwork for our cover and dividers?**

**ANSWER:** Yes, you can. How to submit the artwork depends on how it is being used in the book (reproduced as color or gray, etc.) You can discuss it with your sales representative, or call PrePress at 800-798-2635, extension 5108. If you are in doubt about the quality, try duplicating it on a copier. We can do better than a copier, but it will at least give you some idea of the quality of the art.



**QUESTION: What is the advantage of selling advertising for our cookbook?**

**ANSWER:** This is a fantastic way for your group to help offset the cost of your cookbook and it's a great way for the advertiser to get his/her information to potential customers. Here is how it works:

Most often ads are sold as a full, half or quarter page. Four business cards fit nicely on one page and can be sold as quarter page ads.

We charge a \$20.00 per page set-up fee. Your customer needs to provide you with a business card or write up. The ads will be printed in black and white (color is extra).

When you send in ads, attach them as follows: full page (attach ad in the middle of an 8 1/2 x 11 sheet of paper); half page (attach 2 business cards on an 8 1/2 x 11 sheet of paper; quarter page (attach 4 business cards on an 8 1/2 x 11 sheet of paper)



**QUESTION: Are pre-sales a good idea?**

**ANSWER:** Yes, this is an excellent way for your group to earn money before your first payment is due. It will also give you an idea of how many books to order.