



## **Eat Real Food or Else - A Cookbook for the 21st Century**

By: Lien Nguyen, Mike Nichols MD and Chef Charles Vollmar

Hardcover with dust jacket, 304 pages, 8 x 11 inches

Golden Lotus Publishing, Palo Alto, California

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# MARKETING PLAN

*Eat Real Food or Else* shows well in a bookstore setting:

### ***Eat Real Food or Else* is a high-quality book.**

*Eat Real Food or Else* is a beautiful 304-page coffee table book, printed in the United States. It is warehoused and distributed by Pathway Book Service, a national book distributor. No effort has been spared to make it look great on anybody's table or bookshelf, from the silver-embossed black linen hardcover and striking dust jacket to the luxurious paper and vivid full-color illustrations.

The book is in stock at Ingram and Baker & Taylor. You can request a sample from the publisher.

### ***Eat Real Food or Else* is pertinent and topical.**

*Eat Real Food or Else* presents a comprehensive system for lifelong health, with tools to make informed food choices. It is both a cookbook and a nutrition manual: each recipe is accompanied by interesting and lively nutritional information. The book also contains a science section and an appendix with technical references for those who want to go further.

### ***Eat Real Food or Else* helps in driving traffic to local stores.**

Local bookstores that are interested in participating will appear on our book's webpage [eat-real-food-or-else.com](http://eat-real-food-or-else.com): Most website visitors have an identifiable URL, which locates them within a half mile. Using this information, we provide our visitors with links to all the bookstores that stock our book within a given radius of their physical location.

### ***Eat Real Food or Else* is a supported and promoted book.**

**An active web presence** - The book is backed up by an active blog and website at [eat-real-food-or-else.com](http://eat-real-food-or-else.com). This site gives the reader direct access to the co-authors. New information is posted regularly. The site has been revised to focus on book sales.

**A substantial advertising budget** - The book is advertised via Google AdWords, Facebook, Goodreads and other online sites. These ads and the site itself are designed to drive readers to our webpage, which can benefit local bookstores (see above).

[www.eat-real-food-or-else.com](http://www.eat-real-food-or-else.com)

contact: [lien@erfoe.com](mailto:lien@erfoe.com) (650) 387 5708

**Guest blogging and reviews** - We actively seek review opportunities and guest blogging opportunities to plug the book and raise reader interest.

**Seminars and interviews** - Co-author Dr. Mike Nichols is running a series of seminars on health topics. This activity is intended to raise awareness of *Quantitative Medicine* (another book he co-authored) and the "companion" nutrition/cookbook *Eat Real Food or Else*.

**Podcasts** - The first is done, and is an overview of *Quantitative Medicine*. The audio can be heard online at [QuantitativeMedicine.net/audio/](http://QuantitativeMedicine.net/audio/). This is well received so far, and more are planned, including topics covered in *Eat Real Food or Else*.

**Videos** - Dr. Nichols is taping all his seminars. This will form the basis of a series of videos, which will be posted on YouTube, Facebook and our websites.

**Ask Dr. Mike** - An hour-long weekly Internet radio show is being explored. It would become a basis for the podcast series.