

# HOW TO LEVERAGE YOUR ACCOMPLISHMENT



Congratulations!

As a shortlisted or award-winning author it is now time to promote and showcase your badge of honour. Here's what you can do to increase your book sales and publicity!

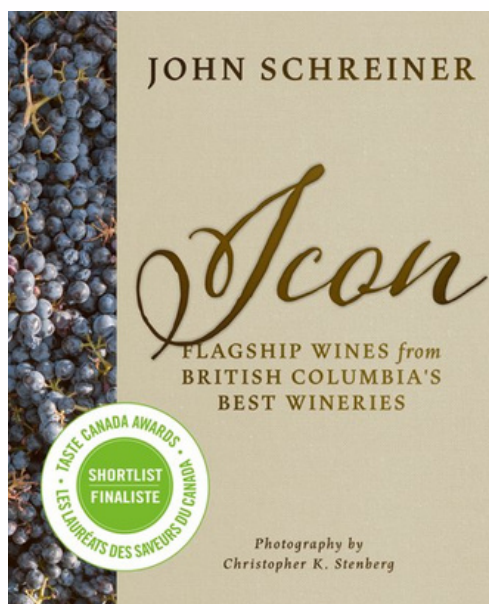
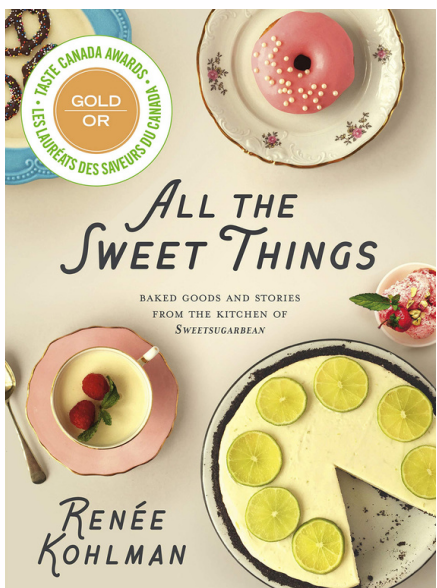
## YOUR CHECKLIST

- 🍁 Showcase your Taste Canada seal (on your website, your publisher's website, and with your retail partners)
- 🍁 Share your accomplishment on social media
- 🍁 Work on leveraging your accomplishment with your publisher
- 🍁 Update your metadata (bookstores, libraries and digital directories)
- 🍁 Issue a press release
- 🍁 Participate in and engage with Taste Canada campaigns and promotions



### SHOWCASE YOUR TASTE CANADA SEAL

Be proud! Place your shortlist or award seal on the book cover for all to see, physically and digitally. Your Taste Canada seal can increase your book visibility, add an extra level of credibility, and help expand its marketability!



### SHARE YOUR ACCOMPLISHMENT ON SOCIAL MEDIA

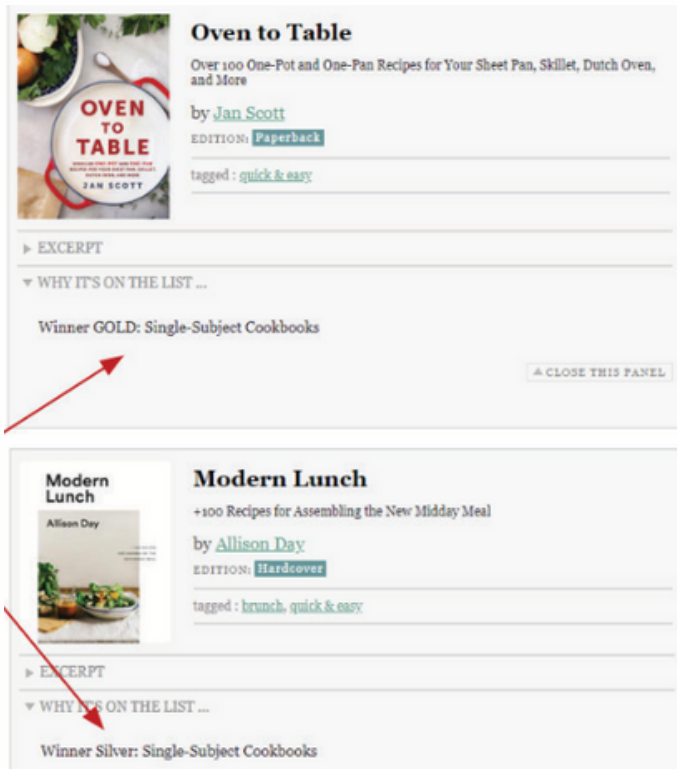
It's the fastest way to share your good news with your audience! Spread the word, express yourself, and let your audience know about your achievement!





## UPDATE YOUR METADATA

You are now an "award-winning author," include this exciting achievement in your book bios, on your website, your social media profiles, retail sale pages, etc.



## LEVERAGE YOUR ACCOMPLISHMENT WITH YOUR PUBLISHER

Your publishing team is equally as thrilled for the success of your book! Make sure they are posting your accomplishment on their website and social pages.



**" It is one of the most anticipated events in Canada's culinary world and once again the Taste Canada Awards/Les Lauréats des Saveurs du Canada did not disappoint, recently announcing winners of the country's only national, bilingual food writing award. Consider it the Oscars of food correspondence."**

*~ Rita DeMontis, Toronto Sun*

## ISSUE A PRESS RELEASE

The media are talking about your accomplishments. Help increase your visibility by issuing a press release, especially your local print, online and on air media



## PARTICIPATE AND ENGAGE WITH TASTE CANADA

Taste Canada is passionate about sharing the voices and stories of Canadian culinary authors. Submit content and engage with our PR and communications campaigns to continue conversations around your work, which we are proud to showcase!



**Let's work together! Taste Canada is proud to offer Canadian authors and their publishers a well-connected platform to showcase their talents and cookbooks. Like the James Beard Awards, the Giller Prize and other literary awards, cookbook authors are recognized and discovered through our programs and partnerships. Continue to join Taste Canada in sharing your works and messages for the world to hear!**