



# GREAT & Free Marketing Opportunity!

## TheArmchairChef.com

### I'm Looking for Guest Chefs!

- This is another long term traffic blogging exercise
- My plan is to have BOTH Retailer AND Wholesaler Guest Chefs
- The goal is to produce long term traffic to the Guest Chef's web site and/or blog.

#### Here is how it works. Each Guest Chef must:

- The Guest Chef provides 1-3 posts, at least one including a recipe. (I will post them for you.)
  - All three can include a recipe if you wish. ( These need to be in a cut and paste format)
- Each post needs to include a paragraph about YOUR business as well as a paragraph of personal reminiscence. ;-) These should be different for each post!
- If you have a blog, it would be beneficial for you to promote this idea over a period of time with multiple posts, discussing both YOUR posts and that of other Guest Chefs.
- Your posts and recipes may be posted on other sites in The Armchair Chef Network
- If you want to coordinate your appearance on TheArmchairChef with a specific time period, I will try to make it happen... but it will need to be on a \*first come, first serve\* basis.
- You must have a web site and/or blog and must post about or provide a link to TheArmchairChef

If you are interested, or need more information, contact me:

[Tink@thearmchairchef.com](mailto:Tink@thearmchairchef.com)

# ThoughtsFromTheArmchairGardener.com

## I'm Looking for Guest Gardeners!

This is the same basic deal as the one above for **TheArmchairChef.com**

- The site is BRAND new
- Pictures of your garden are welcome
- Posts about past gardens Gardening memories, or other creative posts are WELCOME!

If you have attended my classes here at TNNA, you have an idea of what is going on! ;-)

I hope you'll join me!

Tink

Tink Boord-Dill Needlework

Phone: (859)624-3525

Fax: (859)623-5566

#### **Business Blog:**

<http://marketingedgeforyarnandthread.com/>

#### **Membership Sites:**

<http://yarnandthreadretailers.com/>

<http://yarnandthreaddesigners.com/>



# **FREE ONLINE MARKETING OPPORTUNITY**



## **Quilting and Needlework 2<sup>nd</sup> Annual Holiday Bake Along**

(Come see Tink in *Booth 1236* for more information)

**Deadline - November 7, 2007**

**This is open to Needlework and Quilting Professionals - Retail and Wholesale (including Designers)**

You are invited to contribute a Holiday recipe, a personal Holiday Reminiscence, a paragraph describing your company, AND links to your web site and blog.

Christmas Cookie Recipes are the focus again this year because I know they are a popular search term! Those who do not celebrate Christmas are welcome to submit other recipes, but I don't know how effective they will be...

This is an experiment in the power of online networking and Search Engines... I will be placing the submitted recipes, and the company information provided, on a variety of related food sites over the coming year. They will initially appear on food related blogs in November and December 2007

**PLEASE, plan to promote this thru YOUR web site and Blog. This is a way for us to work together and help everybody. To use a food metaphor, we are baking a larger pie, not cutting smaller pieces!**

Do not worry about recipe copyright. Recipe copyright is dramatically different from creative/visual/design copyright. ***THERE WILL BE NO COPYRIGHT INFRINGEMENT INVOLVED!*** If you have questions, please call me (859-624-3525 Eastern) and I'll happy explain the ins and outs of recipes and copyright!

Please send the information requested to me at [Tink@TheArmchairChef.com](mailto:Tink@TheArmchairChef.com)

### **What to Do**

- Please submit your favorite Holiday Baking Recipes. They can be for any Holiday that occurs in November, or December (see note above regarding Christmas Cookies). Please be sure and tell me which Holiday each recipe is for!

This is a chance to bring traffic to your Web site and blog. This campaign has the potential for LONG TERM traffic. I realize that retailers are VERY busy during the Holidays, so I am asking for this now and I am hoping that you will be able to carve out the time to offer a recipe (or more).

Please submit the following information FOR EACH RECIPE YOU SEND ME... ***the descriptive information about you and your company should be re-written for each recipe*** in order to have maximum effectiveness.

**COMPANY INFORMATION NEEDED**

- Your Name and contact email
  - Be sure that you can receive email from me. I will not have time to resend messages. ;-(
  - Your email is for administrative purposes only and will not appear online...
- Your Company Name - Brick and Mortar Shop Location if applicable
- Shop/Company Description - Make this a selling paragraph, please. Incorporate your tag line, your USP (Unique Selling Position), and fun facts to know and tell about your company. Don't be afraid to SELL YOURSELF! Wax lyric! LOLOL That is the purpose of this entire exercise!
  
- Holiday Reminiscence related to recipe -
  - Again, be personal and personable... this is a chance to sell yourself.
  - This should relate directly to the Company member submitting the recipe, so give his/her name and title/job description.
  - Remember these industries (NW and Quilting) are personality driven industries and this (the internet) is a personality driven medium! Make it work!
  
- Web site URL and Blog URL

**RECIPE INFORMATION NEEDED:**

- Title/name of recipe (and what it is, if that isn't clear!)
- List of ingredients
- Mixing instructions
- Baking temperature
- Baking Time
  
- Anything else I may have missed asking for. It is important that a reader be able to use these recipes successfully! LOL

If you don't know what a tag line, USP, or blog is, leave them blank. These marketing concepts are covered in the Membership sites if you need help, so don't panic!

Please email the information requested to me at: **Tink@TheArmchairChef.com** or fax it to me at (859)623-5566. I need them by November 7, 2007. If I have room, I will re-open the invitation later in November!

Thanks!  
Tink

Tink Boord-Dill Needlework  
(859)624-3525 (Eastern Time)

[www.YarnAndThreadRetailers.com](http://www.YarnAndThreadRetailers.com)  
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[www.TinkBD.com](http://www.TinkBD.com)