



Lisa Howard, a full-time food coach and writer out of Berkley, Michigan, is working to establish her brand – The Cultured Cook (www.theculturedcook.com) – in as many ways as she can. She recently self-published a cook book “*Discover, Explore, Cook: Culinary Adventures in Your Own Kitchen*” and is now doing speaking engagements in the Metro-Detroit area.

The focus is simple – educating people about food and expanding their culinary horizons with unique recipes. Her website is closing in on its one-year anniversary and she says the book and lectures were a great way to expand her market. Of course the book is available for purchase thru PayPal on the website.

“I need to get a greater audience,” she says. “There are so many people and products out there, no matter what industry

you’re in, that you have to make yourself stand out, come up with a reason to convince people that I’m worth your time.”

She stresses quality over quantity with her cooking and eating philosophy and her 50 page book reflects that. The cookbook gives readers a look at recipes for a very diverse group of dishes, with some history and background on each.

With her lecture series, she discusses a wide range of topics from basic nutritional information to the art of reading food labels to educating people on how to make healthy restaurant decisions. Her biggest lecture to date was June 2 at the Bodyworks Healing Center in Plymouth.

“If a year ago somebody had said – ‘guess what, this whole thing you’re carving out for yourself – you’re going to have to do public speaking’ – I would have been like

I’m not going to do that,” she laughs. “Now I like it, I think it fun because I get so passionate about it. People have told me they can see that when they come to the talks. They’re like wow, you research your stuff clearly and you have a good approach so they like it.”

Her hope is that readers who purchase the book or attend a lecture will become regulars at her website, which she hopes can be a hub for information about food, cooking and healthy living.

“I call it the website where food, cooking and culture meet,” she says. “The website is for someone who wants to enter this wide, crazy, fun world of food. The website has a lot of recipes, but it’s more about exploration.”

Howard admits that the brand is a work in progress, but one that she is committed to getting out there one person at a time....

“Building the website and creating a line of culinary products has been an amazing experience,” she says. “I’m looking forward to writing many, many more posts to share with my readers.”



This dish, Spinach Salad with pears, almonds and goat cheese, is one of many featured in Howard’s cook book.

ORGAN DONATION AWARENESS

Q & A

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Kaidyn Blair

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