# Considerations

Should be visually appealing, beautiful, elegant

Needs to have a “hook.” Why should someone want to come back?

Highly readable, clear. Logical flow of ideas.

Distance it from “Julie / Julia Project”. Don’t use the word project. Don’t make the TPC run-through a central theme.

It can’t contain any copyrighted recipes.

# Ideas

Write it from the perspective of my wife, who is a fussy eater. I’m doing this cooking project and she is posting thoughts from *her* perspective. The struggle to adapt to and learn to love – or hate – all these new foods.

Same as above but make it a “he said, she said” account where you hear one person’s account contrasted against the other person’s account of the same thing. Gives you a chance to leverage humour. Good-spirited jousting would be fun, avoid anything appearing like arguing. Let’s you focus more on the drama, melt-downs, triumphs, and give them a human touch. Cooking becomes the common thread, but it really becomes a humourous study of relationships.

Make it a story about two people on mid-life journeys, one learning to cook, one learning photography. Problem is there’s only a mild affinity between these two and it’s likely to simultaeously embrace and alienate both of its target audiences.

# Names

It’s delicious, dear…

I’ll save some for later

Journey of a food-o-phobe

Touch of Brandy

He said, she said,

Culinary counterpoint

Cooking counterpoint

Sauceyay.com

Saucey-eh.com

Saucy-eh.com

Chefbrulee.com - good

Chefatfive.com – crap

Fiveoclockchef.com

Chef-at-5.com

Weekenderchef.com

Ketchupisnotaspice.com

Popcornfordinner.com

Finedice.com - good

Foodsift.com

Thentherewasbutter.com

Nowyercooking.com - good

Kitchenshambles.com

Thethirdbowl.com

Weekendfoodies.com

Foodiesbynight.com

Romeoandjulienne.com - okay

Nomoretoast.com

Toastfordinner.com

Foodies

Food for Thought

The Oven Window

Gastronome

At a Simmer,

Simmerpoint,

Theusualcondiments

# Social Media

Youtube - To host videos  
- Have a maintained channel?

Twitter - Short on-demand notices of updated content

Blog - The actual content, w/ images, videos, etc.  
- Blogspot? WordPress?

Forum - For interactive discussions, sharing

Reddit? - For notification of content + user-submitted content?

Facebook? - Dunno

RSS - Pull full content w/ pics/videos