

How To Start Your Own Cooking Show

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Show**

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Introduction

- My Story-Greetings



How many of you ever considered the idea of launching your own cooking show?



Overview

- Summary of presentation
 - Why Start a Cooking Show
 - Planning Your Cooking Show
 - Tools and Set up
 - Engaging Your Audience and Growing Subscribers
 - Monetizing Your Show



Why start cooking show

- Cooking shows help build your brand, engage your audience, and create multiple revenue streams.
- A well-produced show can lead to catering clients, sponsorships, and even product sales.
- Showcase your expertise and unique style.
- Monetization opportunities: Sponsorships, courses, eBooks, and product sales
- Instead of just talking about it, let's **see it in action!**

Chef Winston Gourmet Spices



Planning Your Cooking Show



- Choosing your niche and defining your target audience.
- Deciding on the format: live, pre-recorded, or hybrid.
- Structuring episodes for engagement and consistency.

Tools and Setup for Success

- **Budget-friendly gear:** Cameras, lighting, and microphone options
- **Setting the stage:** Creating a professional (studio) or home-kitchen setup.
- **Tech tips:** Tips for smooth production and editing.



Growing Your Audience and Monetization

- **Building community:**
 1. How you grew your YouTube channel to 10,000+ subscribers.
 2. Encouraging engagement through catchphrases and interaction (e.g., "AH WINNA" and WHAT YO DRINKING").
- **Social media and promotion:**
 1. Teasers and cross-promotion.
 2. Leveraging email lists (plug your Lead Magnet).
- **Creating content that converts:**
 1. Using your cooking show to promote products and services (e.g., your branded knife sets and Virgin Islands Johnny Cake mix).
- **Ways to monetize:** sponsorships, memberships, product sales, and online courses.

Profitable Catering

Pricing for profit



\$ Pricing playbook \$

BY CHEF WINSTON

Questions and Answers



My FREE GIFT

-6 Pricing Pitfalls that keep caterers from making a profit-

SCAN ME



Thank you!

- Consistency- JUST SHOW UP EVERY WEEK

- *“Your cooking show is your stage. Let the world taste your unique flavor!”*

I CAN'T WAIT TO SEE WHAT YOU CREATE!

