

Module 1 – The Intro

It's *not* about the food...

REALLY!

IT'S ABOUT THE RIGHT ATTITUDE

STEP BY STEP

I'm going to show you how to cook the way I do without a recipe All my tricks, tips and "secrets" You're going to get it ALL!

YOU'RE ABOUT TO BEGIN A DIFFERENT KIND OF COOKING COURSE

Most courses teach you "HOW"

This course teaches you "HOW TO GET THERE" and what YOU can do about it

It's the experience

Getting the "right" frame of mind The "right" environment And, YOU

because let's face it the act of cooking is, well,

BORING!

WHAT IS COOKING WITHOUT A PARACHUTE?

It's cooking without fear without recipes

FREE FALL

The "right" frame of mind

Doing something that you may not want to do...

BUMMER

BUT

Let's put the right spin on it
You have to do it anyway, right?
Cooking dinner when you're dead tired
It can be horrible

OR

It can be bearable, even FUN

So make it your own

The "right" environment

There's a few pieces to this puzzle

Get out of that work mode
Get into some comfortable clothes
Turn on some favorite tunes and
bring them into the kitchen

Pour yourself a glass of wine You deserve it!

Now we're getting somewhere

Now it's up to YOU

So let's pull together all the tools and information that you're going to need

and get this party started!

Here's what you're going to learn

- Flavor profiles...what are they?
- "Go To" ingredients
- Building a personal reference library
- Cooking basics and my "secrets"

END RESULT?

You don't need a recipe

BECAUSE YOU'RE COOKING WITHOUT A PARACHUTE

No recipe, no fear

No problem!

FLAVOR PROFILES

What are they?

Are there tricks?

How do you create your own?

GO-TO INGREDIENTS

Find your favorites

• Experiment, experiment

Build your own list!

BUILD YOUR PERSONAL REFERENCE LIBRARY

BY FOLLOWING THE STEPS IN THIS COURSE

YOU WILL HAVE YOUR OWN RESOURCE GUIDE

Discover your favorites

- Mobile apps
- Websites
- Cookbooks and magazines
- Cooking shows
- Your favorite chefs and foodies

They all bring something to the "table"

Essentials to get you Cooking

You don't have to go to culinary school to learn to cook
You do need the basics, the nitty gritty
The essentials to a great foundation
And that's what you're going to get

No fluff...straight talk

BUILD CONFIDENCE

With practice and experimentation, you will create a great environment, a pantry of essential ingredients, a collection of tools

AND

that natural feel for cooking

-THOMAS KELLER

THE NEXT MODULE

KNIFE SKILLS

YOU'VE GOT TO GET YOU SOME OF THESE!