

The Dish – Dinner in an Instant with Jo Cooks

Revision History Track history of date/editor	April 19, 2019
Go Live Date	??
Writer	Mark Hand
Notes	<p>This is the newsletter meant to accompany the blog about Jo Cooks' Instant Pot BBQ Pork Ribs recipe bog</p> <p>Making sure all images are properly tagged with ALT text, etc, is important because some email clients may not present graphics properly</p>

Header	Instant logo with social media links
Banner Dinner in an Instant	[Banner graphic] The Dish presents: Dinner in an Instant
Tagline Bold text	Learn top Instant Pot tips and tricks while making a whole meal focused on a great blogger recipe
Image Focus recipe	https://www.jocooks.com/wp-content/uploads/2017/10/instant-pot-bbq-pork-ribs-1-4.jpg
Title This week's topic	This week: Instant Pot BBQ Pork Ribs by Jo Cooks
Subtitle Sales pitch	Use your Instant Pot to make succulent ribs in under an hour with a textbook recipe for perfect BBQ Pork Ribs by Jo Cooks.
Text: What's the message	<p>Discover what makes Instant Pot ribs so good?</p> <ul style="list-style-type: none"> • Fast – on your plate in under an hour • Juicy – never dry, never burnt, always mouth-watering • Tender – tough proteins are converted into succulent textures • Tasty – flavors are locked-in, not lost up in smoke
Animated Image	Animated gif/HTML5 graphic from video: https://www.youtube.com/watch?v=hvEnOJSQ_c8

Instant Brands™

Text: What are the tricks?	Learn top tricks for Instant Pot cooking: <ul style="list-style-type: none">• Boost flavor with different liquids• Use a trivet for worry-free cooking• When to use Natural Release
Links	[Button linking to blog article] Get the recipe and tips [Button linking to https://www.jocooks.com/] Visit Jo Cooks
Banner: Make it a meal	Make it a meal
Text: Sides and dessert: text captions with images with each recipe	[design note: if it works for the design, short blurbs could accompany each recipe] Make it a meal with other great Instant Pot recipes: Mashed Potatoes https://recipes.instantpot.com/recipe/pressure-cooker-mashed-potatoes/ Beet Salad with Arugula, Goat Cheese, Walnuts and Balsamic Vinaigrette https://recipes.instantpot.com/recipe/instant-pot-beet-salad-with-arugula-goat-cheese-walnuts-and-balsamic-vinaigrette/ Peanut Butter-Chocolate Bundt Cake https://recipes.instantpot.com/recipe/peanut-butter-chocolate-bundt-cake/
Coupon Maybe a thin strip with light text on darker background that links to store?	[design note: should this go at the top of the newsletter?] Get 15% off all purchases through the Instant Pot store until Friday, April XX! Use code: BBQribs https://store.instantpot.com/
Other content	Do you have a 3 Quart or an 8 Quart Instant Pot, but aren't sure how to alter recipes for the different sizes? Great news! There is a very simple rule for scaling recipes that works every time for any size of cooker. All you have to remember is: adjust quantities, keep the time. See the full story at our blog. [Button linking to this Friday's blog] Learn how to scale Instant Pot recipes
Footer	Standard footer content