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How To Make Soap Without Burning Your Face Off

by Raleigh Briggs



SUBJECT CATEGORY: Health, How-To, DIY

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FORMAT: Zine, 16 pages, half size

MARKETING NOTES:

Advertise regularly in *Maximum Rock N Roll*, *Give Me Back*, *Zine World*, Google AdSense, and *Razorcake*
20,000 postcards distributed to stores and individuals featuring book
15,000 copies in print of previous book since March

COMPARATIVE TITLES:

Toolbox for Sustainable City Living: A Do-It-Ourself Guide, Scott Kellogg, Stacy Pettigrew, Juan Martinez, 242 pages, South End Press, June 15, 2008, ISBN-13: 978-0896087804, \$16
The Urban Homestead: Your Guide to Self-sufficient Living in the Heart of the City, Kelly Coyne, Erik Knutzen, 330 pages, First Edition edition, June 1, 2008, ISBN-13: 978-1934170014, \$16.95

New Complete Do-It-Yourself Manual, Reader's Digest, 528 pages, Reader's Digest, ISBN-10: 0895773783, \$21.99
Complete Do-It-Yourself Manual: Completely Revised and Updated, Family Handyman Magazine Editors, 528 pgs, Readers Digest

Raleigh Briggs, author of the celebrated how-to book *Make Your Place*, is back with another batch of DIY goodness. Raleigh's work has always been perfect for beating the economic downturn blues and this one is no different. *How To Make Soap: Without Burning Your Face Off* is Raleigh's quick and easy soap-making zine and, just like her previous work, it's beautifully handwritten and illustrated. Over the course of 16 pages Raleigh gives the goods on making cheap, sweet smellin', body-friendly soap. According to Raleigh she wrote *How To Make Soap* to take the mystery out of soapmaking. "There's a weird continuum of misgivings about the process," she says. "At one end, you have the melt-n-pour kit that's just like making Jell-O; on the other end, you have neopioneers rendering their own hog fat and making their own lye with wood ashes. I hope *How to Make Soap* shows people that soapmaking doesn't have to be arduous or boring. It can be fun and creative and challenging, whether you've done a lot of DIY projects or not."

As examined in the mega-popular *Make Your Place*, Raleigh believes the best DIY starts at home. "In order for the DIY movement to continue to grow it needs to find roots in the domestic sphere, not just the cultural sphere. A lot of people are doing this sort of work, re-learning old skills and teaching them to others. We all have some form of domestic life, even if we only cook or clean once in a while, even if our home is wherever we spend the night. More than anything else, changing people's habits in their own homes empowers them to rethink their attitudes towards self-reliance and their role as consumers."

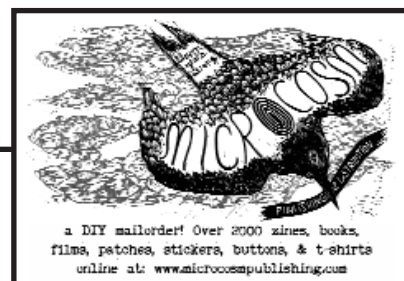
"Raleigh Briggs is not interested in the trendy side of conscious living. For Briggs, "DIY is not a show of prowess, or even a hobby; rather, it is a necessary step towards living our lives on our own terms." -*Ink 19*

ABOUT THE AUTHORS:

Raleigh Briggs lives and works in Seattle, Washington. She regularly gives workshops and talks on various DIY skills. This is her second title released by Microcosm Publishing. Her first was the ever-popular book *Make Your Place*.

ABOUT THE PUBLISHER:

Microcosm Publishing is an independent publisher and distributor based in Portland, Oregon and Bloomington, IN. Our titles attempt to teach self empowerment to disenfranchised people and to nurture their creative side.



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