



# Essential Ingredients

*for a Thriving Food Business*

TUESDAY 1<sup>ST</sup> JULY 2025

# Welcome to the Masterclass

I am so honoured you're joining me for this special class; and I'm so excited to share so many of the lessons I've learned along my business journey with you.

Here's the thing I know: most bakers don't go into business because they LOVE numbers and business strategy. Most likely, you started your business because you love baking and the feeling of creating something special and delicious to celebrate life's milestone moments: edible pieces from the heart.

**You have a passion and a skillset, and you decided to build a business around that.**

When we become business owners, we need to learn a whole new skillset - **the skillset of business** - and that can be confusing and overwhelming.

I've noticed most business owners tend to focus on two things: their products and their pricing, and these are both important, but **there are more pieces to the business puzzle.**

And, with a changing economy and increasing prices, it's **more important than ever to really understand the foundational principles of business.**

**Because foundations never go out of style**

I believe that being in **business is the biggest blessing** and that, as business owners, we have so much power to deliver exceptional products and services AND build thriving businesses that are profitable and don't burn you out.

I can't wait to share so much with you in this class!  
I'm thrilled you're here!



# THE BUSINESS ICEBERG

## The things we think business is about

- Product
- Packaging
- Logo
- Price point
- Social media

## The things business is really about

- Goals
- Purpose
- Inspiration
- Adjusting after failure
- Creating Systems
- Personal growth
- Building the right audience
- Problem solving
- Messaging
- Mindset
- Doubt
- Fears -  
fear of failure  
Fear of success
- Money mindset
- Profit planning
- Leveraging time
- Beliefs
- Mental health

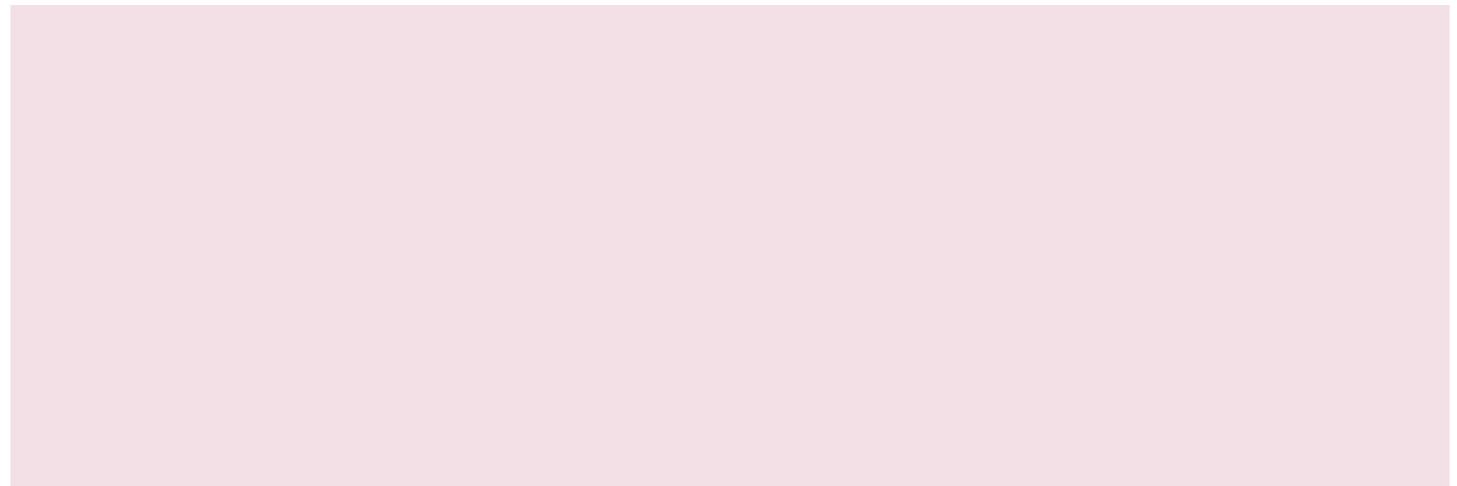
# Pre-Work Questions

Why did you start your business?

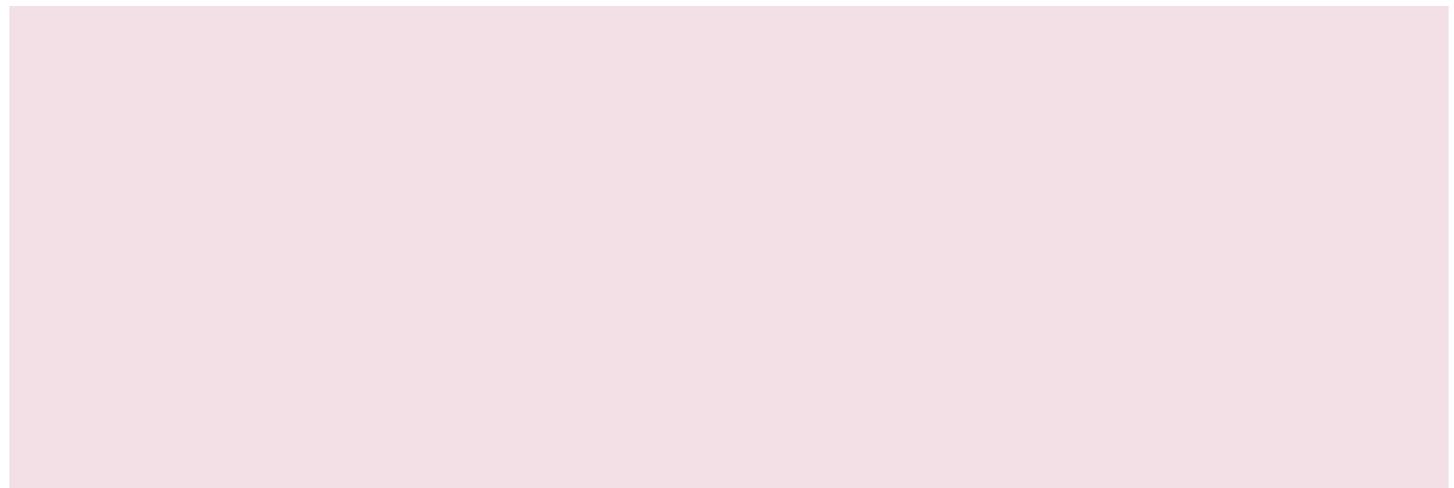
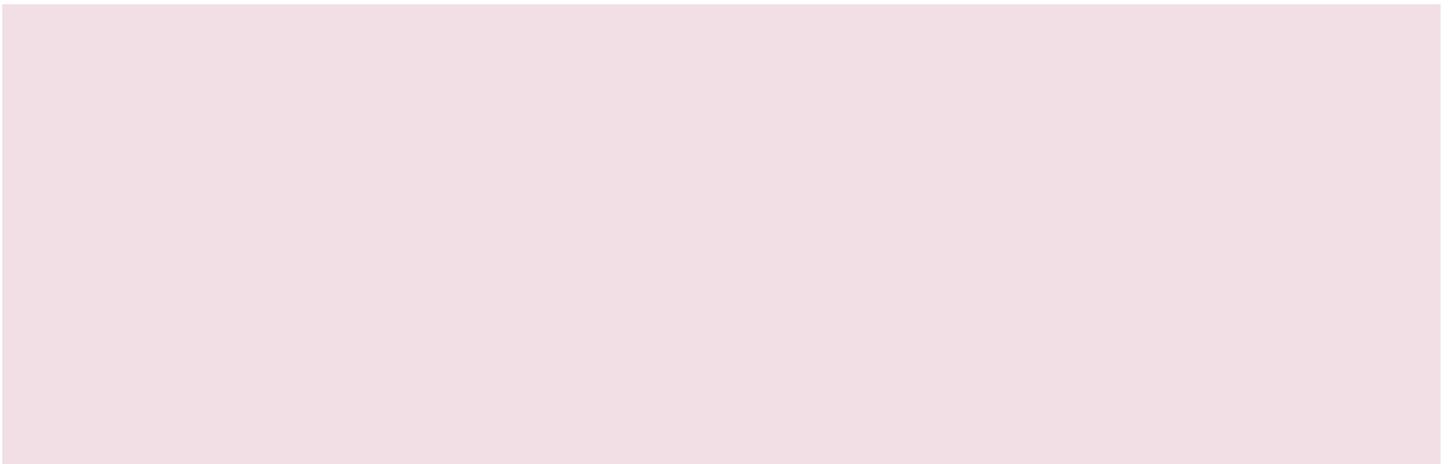
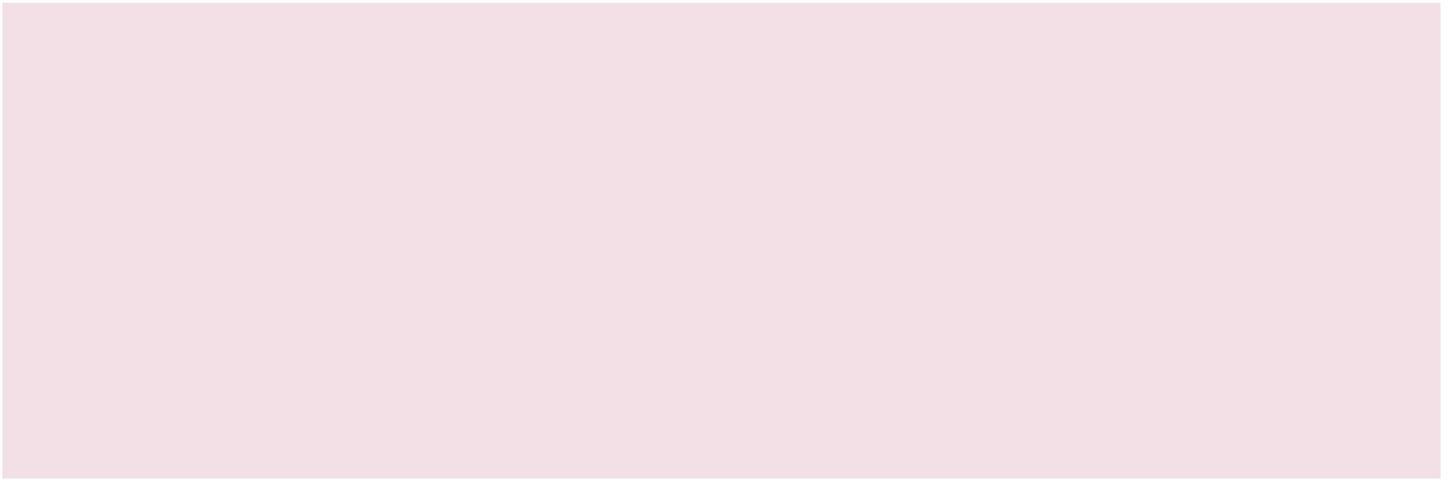
What are your top 5 personal values?.

What is your definition of success?

# *Business has Changed*



*It's more important than ever before*



# Essential Skills

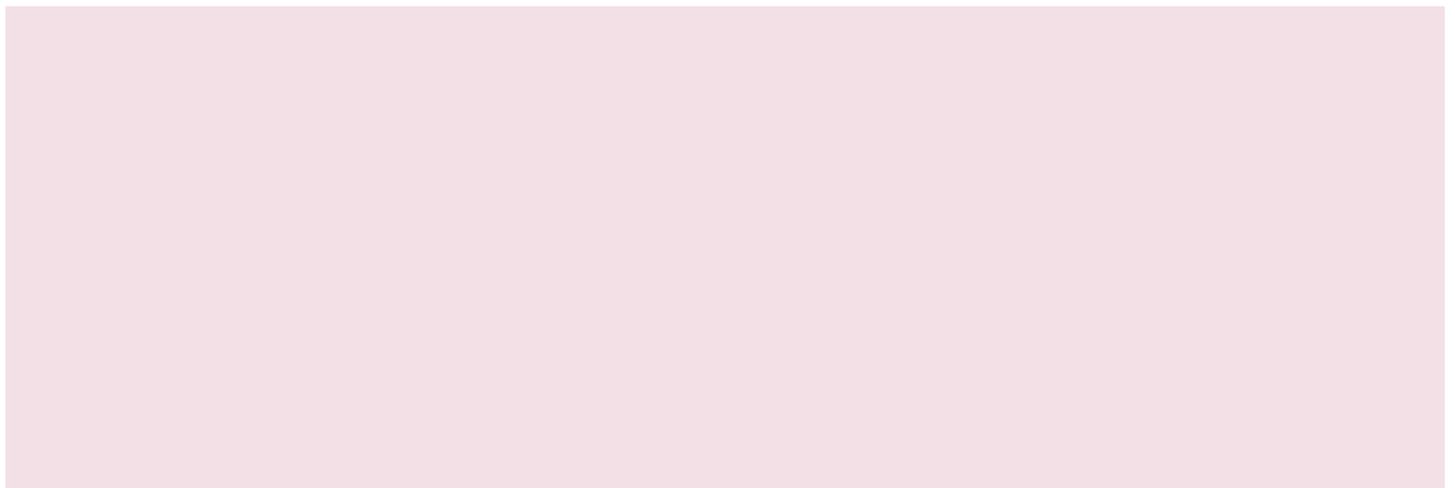
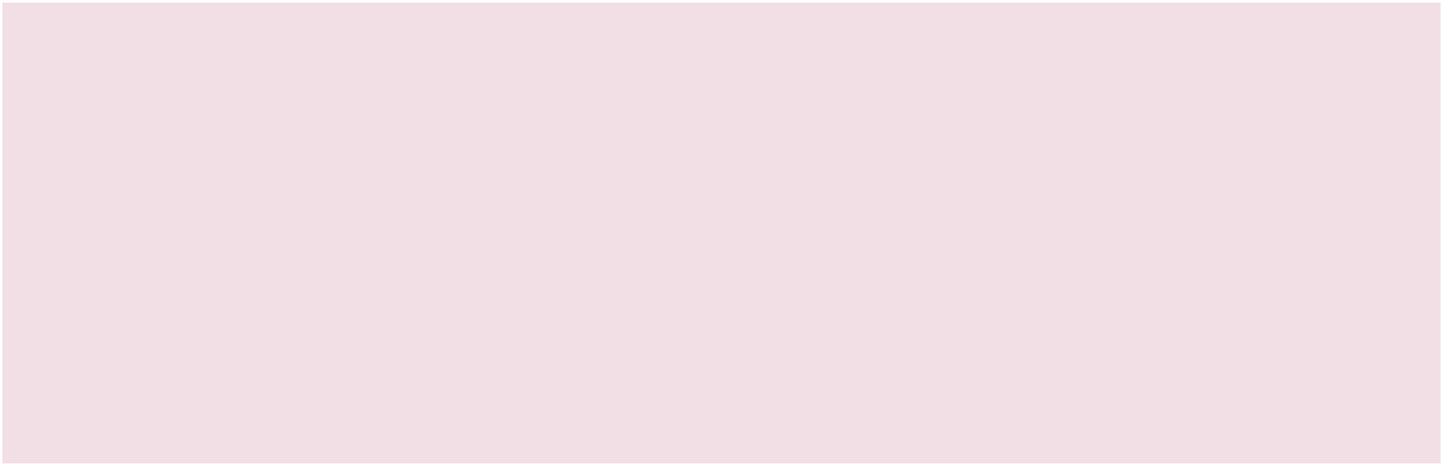
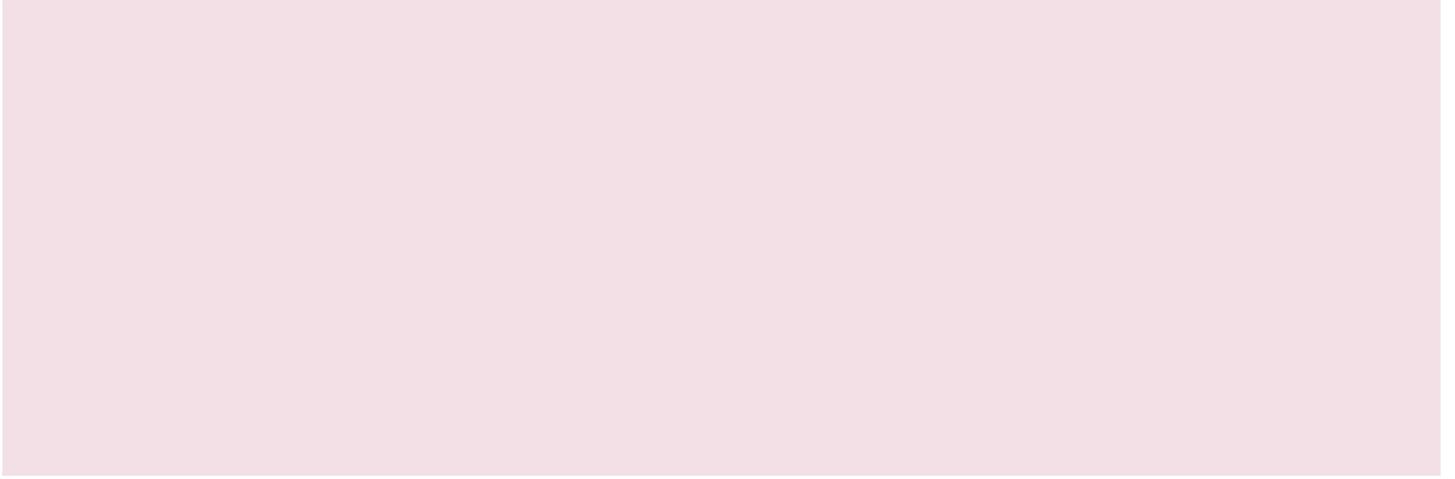
It's not the

---

It's the

---

# Essential Skills



# *Actions I will take Immediately*

