

The background is white with various colorful brushstrokes and patterns. There are pink wavy lines in the top left, a yellow circle in the top center, and pink circles in the top right. In the middle, there are blue brushstrokes on the left and right, and a large orange brushstroke behind the main title. In the bottom left, there are yellow brushstrokes and pink circles. In the bottom right, there are yellow brushstrokes and pink circles. The text is centered.

LOVE YOUR

Baking Business

ADDITIONAL NOTES

Some of my favourite mantras

- What got you into business won't keep you in business
- If nothing changes, nothing changes
- We need to decide our business will be a success before the business can become a success - the decision is made first.
- Meet fear with courage
- Success comes with patience, persistence & consistency
- Never underestimate your power to create
- What's the worst that can happen?

The things every SUCCESSFUL business needs

CLARITY

What do you want from your business

Your BIG WHY

What solutions your product or service brings to the market

AUDIENCE BUILDING

Audience building never ends

No Audience = No Sales = No Business

Become curious and approach audience building with a fun open mind. Don't be afraid to try different things.

Create content that creates engagement.

Ask questions, introduce yourself, teach, share, show, entertain - use video

Try to create content your audience will connect with, sharing and tagging friends

Connect with your audience, reply to comments - people buy from people they know, like and trust.

PRICING AND PLANNING FOR PROFIT

Pricing products is just one piece of the puzzle.

Learning to price your products is important, but planning for profit essential for business growth.

Profit in business allows us to maintain & purchase new equipment, invest in skills / classes, donate or be even more generous to our customers, take time off, take the pressure away from production.

SELLING & PROMOTIONS

Successful businesses plan their yearly promotions and are able to predict their yearly income. Understanding selling concepts and what motivates people to buy can also help with promotions used to bump profit.

Take time to think of your customer journey with you, is it seamless? Are there places you get stuck? Is ordering easy?

The things every SUCCESSFUL business needs

SYSTEMS & PROCESSES

Systems and processes in business mean that products are made efficiently, saving time and wastage / loss of product.

Having efficient systems in place will allow you to maximise capacity of product production and also allow for easy delegation when the need arises

CUSTOMER RETENTION

We are always in service to our customers and good customer service will help keep the customer's we love to work with return to us.

Think about ways to reward customer loyalty, if a customer returns frequently or their word of mouth sends customers your way, what's a nice way to reward your customer? Rather than discount my preference is to add value to the order with a token gesture.

GROWTH

Business growth occurs in 3 ways

- sell more product
- reduce the price of production (without sacrificing quality)
- Sell higher priced products / increase prices

Once the foundations of business are in place it's the time to think about leveraging time, additional revenue streams, affiliate offers or even hiring staff & delegating certain parts of the production / delivery process.

MINDSET

It is critical to maintain a positive mindset in business. We will face challenges that will push our boundaries and test our resilience. It's important to surround yourself with people who understand, who have been in the trenches and who will lift you up. Remember that you have so much power to create the business of your dreams, try not to rush your success. Building businesses is a long game, remember that building relationships, developing trust and building reputation takes time. Be patient, be consistent & persistent. Your success will be inevitable.

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Baking Business

BOOTCAMP

ADDITIONAL NOTES

This page is for additional notes or questions that came up for you during this workshop.

