the

HOME BAKERY BUSINESS

Road Map

by

PHILOSOPHY OF YUM

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THE HOME BAKERY BIZ ROAD-MAP by PHILOSOPHY OF YUM

SO many home bakers are afraid to start their Home Bakery because they think *"I need to quit my desk job today to start my Baking Business tomorrow!"* Great news is; this is NOT how it works! A successful Home Bakery Business isn't created in 1 week or 1 month. It's a ***very GRADUAL & SAFE process***.

Just like a plant grows from a very small seed, Home Bakeries also start out very small. Then as you keep nurturing it and being patient with it, it GROWS into something amazing.

PHASE 1 - STARTING

WHAT IT LOOKS LIKE:

You start by baking for the people you know - your friends & family - for weekends.

FOCUS ON THIS TO GROW:

- Grow your baking skills & the quality of your baked goods.
- Research recipes and baking techniques.
- START Instagram Account & Facebook Page (BUT don't spend lots of time on these platforms yet.)

PHASE 2 - PART-TIME

WHAT IT LOOKS LIKE:

Your client base has grown. Your weekends are fully booked. Time to grow!

FOCUS ON THIS TO GROW:

- Scale down to a part-time day job to make more time for baking.
- Look for a couple of wholesale clients OR continue to grow your direct client base.
- Learn & apply effective beginner MARKETING skills.
- Website & Photography.

PHASE 3 - FULL-TIME

WHAT IT LOOKS LIKE:

You have consistent income every week that you can depend on - let's make it more!

FOCUS ON THIS TO GROW:

- Leave your part-time day job so that you can bake full-time.
- Focus on giving your clients a GREAT experience with you.
- ACE your marketing game.
- Optimize your website to rank high on Google.
- Build a STRONG brand.

And then I also have a BONUS TIP for you...

BONUS TIP!

It's great that you want to understand how to start & grow your Home Bakery and I'm so proud of you for searching for a way to make it work.

You're putting in the work and that tells me you're serious about turning your passion for baking into a thriving business.

So, here's a little insider secret for you: A successful Baking Business is made up of only **30% great baking skills and 70% great business strategy!**

That's why commercial bakeries with average baking remain successful... Their baking might not be as delicious as yours, but because they're skilled in business and marketing they get heaps of sales. Make sense?

If you'd like to grow your business skills so that you can become a confident Home Bakery Business owner, I'd like to invite you to my next free class to get you started!

See you there!

Aurelia

Join Wait List
(for my next free online class)