



The Business of Baking: The Book That Inspires, Motivates and Educates Bakers and Decorators to Achieve Sweet Business Success.

Michelle Z Green

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Have Your Cake and Sell It Too!

Yes, you can make a living out of owning a cake business - but it takes more than quality ingredients, amazing piping skills and having a whole lot of friends who order from you. Written by the leading authority on running a successful cake business, *The Business of Baking* gives you the knowledge, motivation and inspiration to help you start and grow a business from your sweet art.

Many of us started in this industry because in a moment of enthusiasm or guilt, we agreed to make a cake for someone we love. Once we cleaned up the kitchen (twice), cursed at the plastic bags which supposedly are easy to use as piping bags, and swore we would never, EVER do this again...we did it again, became addicted to it, and found ourselves in business. Along the way, we learned how to bake, fill and ice a cake but we never learned the business skills we need to get our dreams off the ground.

In this book you will:

- Understand how to price for profit and communicate your prices without cringing
- Learn customer service skills so they love you and what to do if it goes wrong
- Understand the importance of marketing and how to do it without feeling self-conscious
- Get some real-life advice on how to have both a life, a family and a business without losing your mind
- Find solid small business advice presented with a dash of humour and a pinch of tough love

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James Hubbard:

In this 21st century, people become competitive in each way. By being competitive at this point, people have to do something to make these people survive, being in the middle of the crowded place and notice by means of surrounding. One thing that sometimes many people have underestimated this for a while is reading. Yes, by reading a book your ability to survive is then having a chance to remain than other is high. In your case who want to start reading a new book, we give you this *The Business of Baking: The Book That Inspires, Motivates and Educates Bakers and Decorators to Achieve Sweet Business Success*. book as beginning and daily reading book. Why, because this book is greater than just a book.

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Kay Roberts:

People live in this new time of lifestyle always attempt to and must have the free time or they will get large amount of stress from both lifestyle and work. So, if we ask do people have time, we will say absolutely without a doubt. People is human not only a robot. Then we ask again, what kind of activity do you possess when the spare time coming to an individual of course your answer can unlimited right. Then do you try this one, reading textbooks. It can be your alternative with spending your spare time, typically the book you have read is usually *The Business of Baking: The Book That Inspires, Motivates and Educates Bakers and Decorators to Achieve Sweet Business Success*..

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