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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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Susan Preuss:

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Rebecca Beal:

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Pamela Postma:

A lot of people always spent their free time to vacation or perhaps go to the outside with them friends and family or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or playing video games all day long. If you would like try to find a new activity that's look different you can read the book. It is really fun for you. If you enjoy the book that you simply read you can spent all day every day to reading a guide. The book The Business of Baking: The Book That Inspires, Motivates and Educates Bakers and Decorators to Achieve Sweet Business Success. it is extremely good to read. There are a lot of people who recommended this book. These folks were enjoying reading this book. Should you did not have enough space to bring this book you can buy often the e-book. You can m0ore very easily to read this book through your smart phone. The price is not too costly but this book provides high quality.

Elizabeth Acker:

In this time globalization it is important to someone to find information. The information will make professionals understand the condition of the world. The healthiness of the world makes the information quicker to share. You can find a lot of referrals to get information example: internet, paper, book, and soon. You can observe that now, a lot of publisher in which print many kinds of book. Often the book that

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