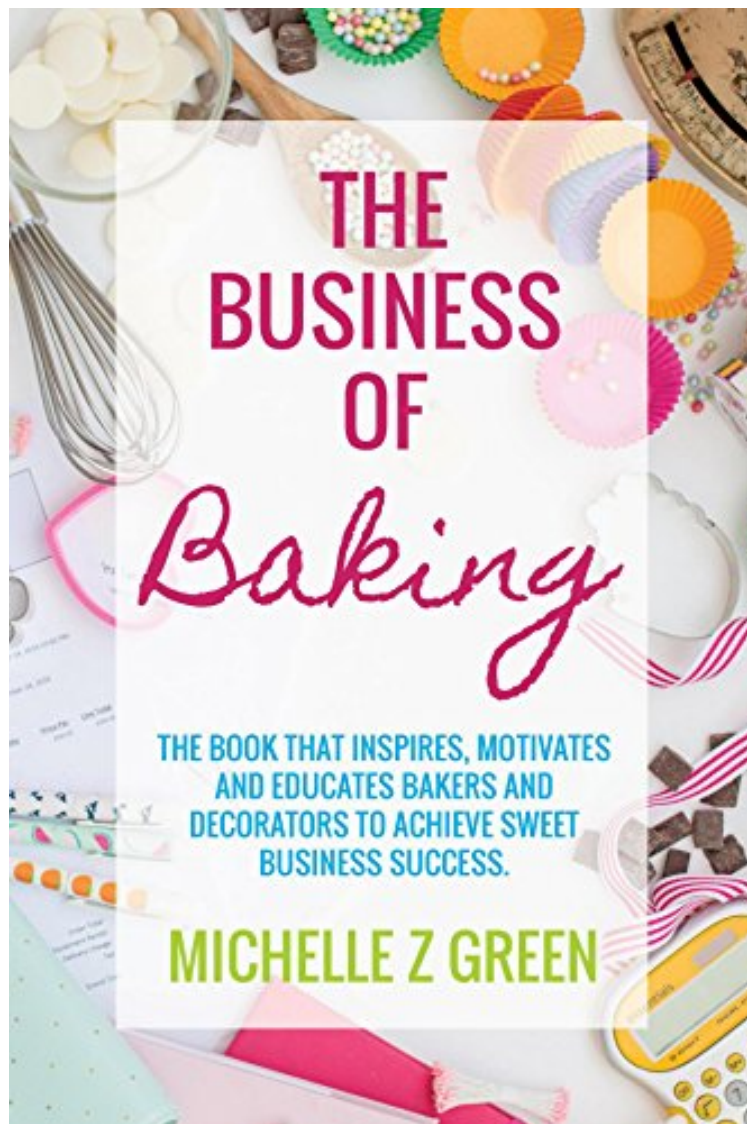


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The Business of Baking: The book that inspires, motivates and educates bakers and decorators to achieve sweet business success.

Michelle Z Green

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Michelle Z Green : The Business of Baking: The book that inspires, motivates and educates bakers and decorators to achieve sweet business success. before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Baking: The book that inspires, motivates and educates bakers and decorators to achieve sweet business success.:

6 of 6 people found the following review helpful. so much good stuff inside this bookBy Lizzys5This book is hard to

put down. as a busy mom of 3 and having a full time in home bakery its hard to stop and read.but it is a must to read so take a break from Pokemon Go and sit and read this book. If this were in Audion id listen to it over and over. There are some great business tips in this book and every baker should read this whether they want to keep a home based business or start a brick and mortar1 of 1 people found the following review helpful. I love it!By nkfosterThe humor and the advice in this book are worth every single penny. I opted for the hard copy vs. the Kindle download so I could highlight my favorite points and easily reference back when specific situations demanded good advice. I absolutely love Michelle's relatability and easy going approach to the quandaries of the baking industry. This is a book I'll hang onto for a long time.0 of 0 people found the following review helpful. Not just for bakers, a great small business bibleBy Hel52This is a well written and accessible how-to guide for anyone in the baking business. BUT, it's lessons and themes have a much wider relevance in the small business world. If you make anything at all, and are wondering whether to or have started to go into business making that thing, STOP AND READ THIS BOOK. It's invaluable to bakers everywhere, but also relevant to makers everywhere. It's accessible, and packed with relevant information and laid out in a very approachable way. The author's voice is genuine and her experience and advice is presented in a friendly and frank manner. And she will make you laugh. It will be my business bible for a long time to come. Can't recommend it highly enough.

Have Your Cake and Sell It Too!Yes, you can make a living out of owning a cake business ndash; 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 cringingLearn customer service skills so they love you and what to do if it goes wrongUnderstand the importance of marketing and how to do it without feeling self-consciousGet some real-life advice on how to have both a life, a family and a business without losing your mindFind solid small business advice presented with a dash of humour and a pinch of tough love