

Tip Sheet

FOR SELLING CAKES FROM HOME

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- Check the laws in your area and see what's required.
- Get insurance. Talk to your insurance agent to see what they suggest.
- Decide what you'll offer. Will you offer only birthday cakes or wedding cakes? What about cupcakes and cake pops? Only buttercream cakes, or will you also offer fondant cakes?
- Perfect your basic recipes. You don't have to figure out every single type of recipe, but get your basic recipes down and make sure you're happy with them.
- Practice first. There's no way to know how to do everything, but before you start selling cakes, you should have your basic cake baking and decorating skills down.
- Determine your pricing structure. Have a good idea of how you'll charge and what your basic cakes cost you to make both in ingredients and labor.

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- Track your finances from the beginning. Get a separate bank account and keep track of everything in a spreadsheet or through bookkeeping software.
- Take good pictures. You don't have to get fancy and spend a ton of money on a new camera. You can use your phone. Get a couple vinyl backdrops and take pictures next to natural light sources. Turn off your inside lights if they have the yellow bulbs.
- Get yourself organized and decide on a basic cake timeline. Have a place where you keep all your cake projects, so you can plan ahead. Plan out each project so you know what you'll have to do and when to do it. Get used to prepping and planning your projects. Being organized helps everything go smoothly.
- See if you can get a food handler's permit. Most of the time you can get this online and it looks and sounds good to clients when you can say you have a food handler's permit.

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- Figure out how you'll accept payments. Will you only accept cash? What about cards? What about using an app?
- Set up your branded business items like your business cards, labels, thank you cards, cake cutting guides etc. Don't take too long on this step though. Things don't have to be perfect and you can always adjust things later on if you need to.
- Determine whether you'll give discounts to friends and family. Know what you'll do ahead of time because you will be asked this.
- Determine your policies. How much deposit will you ask for? How far in advance must the client pay? What about refunds? Write up a basic contract and determine if you'll want one signed for every order or just over a certain amount.

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- Print and hand out cake serving cards to clients. Print cake cutting guides (you can find them online) and print cards that let the client know any non-edibles in their cakes, so they'll know what to remove. Clients will love this personal touch.
- Prepare mentally. Make sure you have good boundaries because they will be pushed. Be kind, but be firm in your boundaries. At times, you will need a thick skin. Just know that mean people or people who try to take advantage of you are not the majority of people.
- Continue to learn and try out new things. Try out new methods of doing things. You never know...it may work better than the method you're currently using. Keep an open mind. Take cake courses and look through caking Facebook groups for tips.
- Get support. There will be good days and bad days, so make sure you have people you can talk to who have been there. Become a member of online cake forums and join supportive groups on facebook.

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- Listen to your gut and stick to your values. If something feels off, honor your intuition. If you do not feel experienced enough to make a particular type of cake, you can say no. This is your business and it is okay to turn down an order if you need to.
- Thank your clients. Last but definitely not least, you must thank your clients. If you truly care about them, they will feel that. Give them a thank you card, or even mail them one. Make them feel appreciated.

If you'd like to see an example of a cake order contract, I have one in my subscriber-only library which you can find here:

<https://iscreamforbuttercream.com/i-scream-for-buttercream-library/>

The password for the library is ILOVECAKE (Make sure to type that with all caps and nospaces.)

I also have several cake courses, which you may find helpful. You can check them out here:

[Cake Decorating Fundamentals: The Nitty-Gritty Basics of Buttercream Cakes](#) and

[Cake Planning & Timeline Course Plus the Ultimate Cake Project Planner](#)