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How to Start a Cake Business (Online Class)

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Turn your affection for sweet confections into a career with expert advice and guidance from award-winning cake artist Lisa Raffael.

Let award-winning cake artist and pastry chef Lisa Raffael guide you through starting your own cake decorating business. Learn how to navigate U.S. zoning laws, business permits and tax codes. Discover the options for where to start your business, from working at home to renting commercial kitchen space, and the pros and cons of each. Get Lisa's advice for developing the right name and logo, building an online presence, gracefully handling client meetings and more. Plus, Lisa offers invaluable advice on managing time, maximizing efficiency and keeping costs to a minimum. Turn your passion into a profession. The demand for one-of-a-kind cakes has never been higher!

What you get:

- 9 HD video lessons with anytime, anywhere access
- Class materials that include worksheets and invaluable resources
- Hours of close-up instruction
- Answers from Lisa in our virtual classroom

The Craftsy Guarantee:

- Watch classes on your own schedule: wherever, whenever you want
- Your access never expires
- 100% money back guarantee

Lesson plan:

1. Meet Lisa Raffael (1:43)Meet your instructor, Lisa Raffael, an award-winning cake designer and a three-time winner on Food Network’s Cake Challenge.
2. The Necessary Paperwork (11:16)Learn how to work with the local zoning board and health department and whether you should bake from home, if zoning allows, or rent a commercial kitchen.
3. Naming & Registering Your Business (8:49)Lisa leads a discussion on how to trademark your business name and how to structure and register your new enterprise.
4. Dollars & Sense (13:35)Get tips from a tax expert before Lisa discusses the importance of knowing all of your fixed and variable costs and how to price your cakes.
5. Debuting Your Cake Business (11:33)It’s time to go public! Learn how to make your logo and website stand out among the crowd and where and how you should advertise.
6. Social Media (27:21)Harnessing the power of social media will be paramount to your success. Learn about how to use social-media sites to promote your business.
7. Meet the Client (14:13)Learn how to run smooth client consultations that value you and your client’s time and end with a signed contract.
8. The Cake Timeline (11:10)Plan your time accordingly as Lisa advises how to develop a timeline and checklist and consider what can be done ahead of time.
9. Delivering the Cake (5:43)Lisa takes the stress out of this final detail by sharing her experience and tips for getting your cake to its destination on time and intact!

System Requirements:

- Supported OS: Web Browser

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From reader reviews:

Kim Bogdan:

How to Start a Cake Business (Online Class) can be one of your basic books that are good idea. All of us recommend that straight away because this e-book has good vocabulary that may increase your knowledge in vocab, easy to understand, bit entertaining however delivering the information. The article author giving his/her effort to set every word into joy arrangement in writing How to Start a Cake Business (Online Class) but doesn't forget the main stage, giving the reader the hottest along with based confirm resource information that maybe you can be certainly one of it. This great information can certainly drawn you into fresh stage of crucial imagining.

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Kent Ibarra:

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