

# Find Your Baking Focus-Worksheet

- Which cakes or bakes do you enjoy making the most — the ones that light you up when an order comes in?
- Which products do people compliment you on the most or request repeatedly?
- What skills come most naturally to you — baking, decorating, design, flavours, piping, sugar flowers, novelty cakes, etc.?
- Which types of orders feel easy (flow smoothly) and which feel draining or stressful?
- How much time do you realistically have per week — and do your favourite products fit into that timeframe?
- Who do you most enjoy baking for — couples, children/families, corporate clients, gift buyers, or everyday treat seekers?
- Which products give you the best profit margin for your time and effort?
- Do you prefer variety (lots of different small products) or consistency (making fewer, larger items)?
- Which baking jobs leave you feeling proud, excited, and eager to share photos — versus the ones that leave you relieved they're over?
- If you could be known locally/online for one product, what would you love that to be?

## Step 1: What Do You Love?

1. The products I enjoy making the most are:
2. The orders I get most excited about are:

## Step 2: What Comes Naturally?

1. Skills that feel easiest for me (tick any that apply):
2.  Baking & recipes
3.  Flavour creation
4.  Buttercream work
5.  Fondant & sugarpaste
6.  Sugar flowers
7.  Novelty cakes
8.  Cupcakes & piping
9.  Other: \_\_\_\_\_
10. Cakes/bakes I get the most compliments or repeat orders for:  
\_\_\_\_\_

## Step 3: What Fits My Life?

1. Hours I can give per week: \_\_\_\_\_
2. Products that fit into this
3. time: \_\_\_\_\_

## Step 4: Who Do I Love Baking For?

1. My favourite type of customer is (tick one or two):
2.  Couples (weddings, engagements)
3.  Parents & children (birthdays, christenings)
4.  Corporate clients (events, branded cupcakes)
5.  Gift buyers (occasions, holidays)
6.  Everyday treat buyers (cupcakes, bakes, bread)

## Step 5: What's Profitable?

1. Products that give me the best balance of time vs. profit:

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## Step 6: Energy Check

1. Products that leave me feeling proud, excited, and happy:

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2. Products that leave me drained or stressed:

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## Step 7: Spot the Overlap

Now look back at your answers:

- What I love = \_\_\_\_\_
- What I'm good at = \_\_\_\_\_
- What's profitable & realistic = \_\_\_\_\_

💡 Your baking focus will usually sit in the middle of these three areas

## Step 8: My Baking Focus

- My chosen focus area(s):

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- Why I've chosen this:

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