

PRICING & PROFIT FOUNDATIONS

WORKBOOK

Building your cake business with confidence



The Membership
SUGARCOATED
BY LISA



Your Income Goal

Start by deciding how much you want to earn each month from your cake business.

- My monthly income goal: €_____
- My average Cake/Product price: €_____
- Sales needed per month = Goal ÷ Price = €_____

*Does this number feel realistic?
Why/Why not?*

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Your Time Check

Your time matters just as much as your income goal.

- Hours per week I can realistically give to my business: _____
- Average hours per order: _____
- Total orders i can handle per month: _____

Does this match the number of sales I need to hit my income goal?

If not what needs to change?

 Raise Price Free up more time Reduce Goal Change Products



What do you want to make?

You don't have to do it all ! Tick the areas that interest you most

- Wedding Cakes
- Celebration Cakes
- Corporate Orders
- Wholesale
- Home baking
- Cupcakes

If I could only focus on two areas, they would be:

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My focus

Clarity creates confidence. Write down your chosen niche.

- My main product focus: _____
- Why I'm choosing this: _____
- How this product fits my income goal: _____

Notes:

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Next Steps

Clarity creates confidence. Write down your chosen niche. Use these resources to bring your numbers to life.

- Find your baking focus Worksheet
- Cake pricing calculator
- Hidden costs checklist
- Adjust your pricing and product focus based on what you learn.

One action I will take to move forward this week:

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