

PAY IT FORWARD

Small things you do today that
make busy season easier



The Membership
SUGARCOATED
— BY LISA —

WELCOME

March always feels like the real beginning.

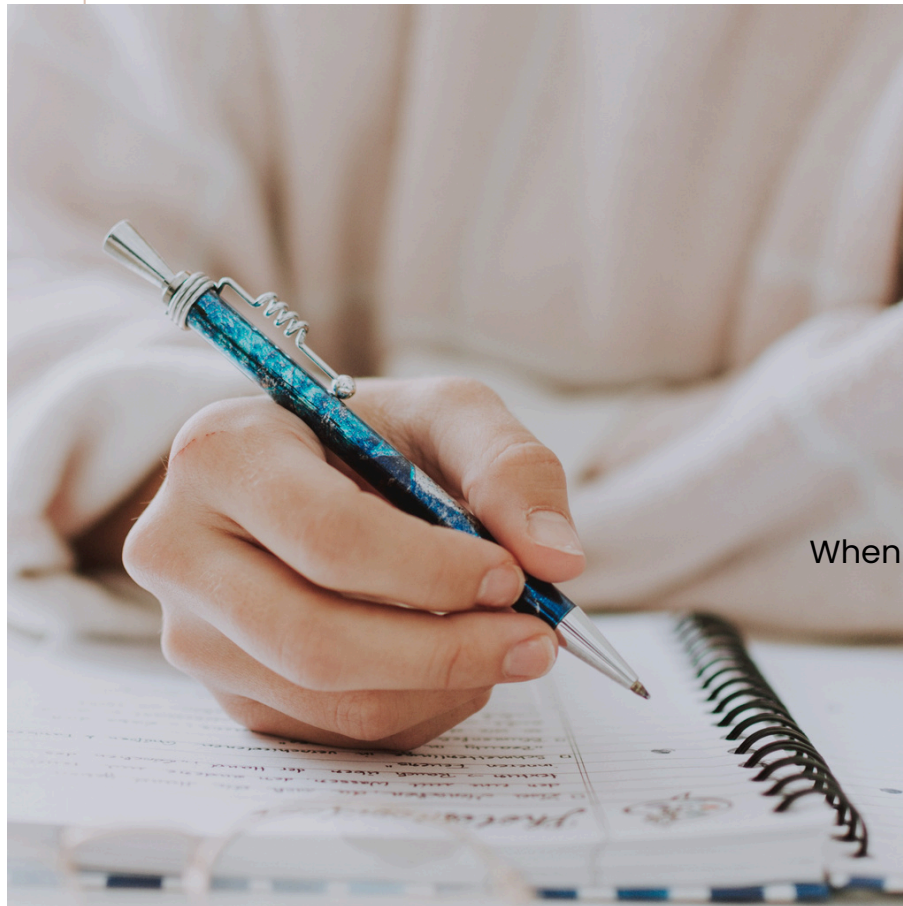
There's light in the mornings, a stretch in the evenings, and that feeling that things are starting to grow again. For cake makers, this is also the quiet moment before a very busy season.

Communions, confirmations, weddings, celebrations.

This workbook isn't about doing more.

It's about doing a few small things now that your future self will be deeply grateful for.

Not overwhelmed.
Not rushed.
Just prepared.



The thing that usually stresses me most during busy season is:

When I think about May, I feel:

If I could fix one thing before then, it would be:

WHAT DOES PAY IT FORWARD MEAN?

This workbook isn't about doing more.

It's about doing a few small things now that your future self will be incredibly grateful for.

Paying it forward to yourself.

Paying it forward doesn't have to be big.

Sometimes it's simply doing one small task today that makes life easier tomorrow.

Maybe it's:

- Ordering your cake boards before you run out
- Writing a customer reply you can reuse
- Finalising your Communion cake options
- Organising ingredients for the week ahead

Little actions create calm later.
Future you will be very grateful.

“What would make May feel calm instead of chaotic?”

CAPACITY REALITY CHECK

Before the busy season arrives, it's important to be honest about what you can realistically manage.

Baking businesses often grow through word of mouth.

That's wonderful – but it can also lead to overbooking and exhaustion.

This is your chance to decide what works for you.

**HOW MANY CAKES
CAN I
COMFORTABLY
MAKE PER WEEK?**

**HOW MANY ORDERS
DO I ALREADY HAVE
FOR MAY?**

**DO I NEED TO LIMIT
BOOKINGS?**

This week I will:

- Set a weekly order limit
- Update my booking availability
- Close fully booked dates
- Adjust collection times

PRICING CHECK

Busy season should not mean underpaid season.
Choose one of your most popular cakes and review the pricing honestly.

WORKSHEET TABLE:

CAKE/PRODUCT: _____

INGREDIENTS COST: _____

TIME REQUIRED: _____

WHAT I CURRENTLY CHARGE: _____

WHAT I SHOULD CHARGE: _____

Decision box:

- Keep price
- Increase price
- Remove product

SIMPLIFY THE OFFERING

Busy seasons become stressful when every order is completely different.

Creating a small, clear collection can make baking faster, easier and more profitable.

WORKSHEET:

HOW MANY COMMUNION CAKE DESIGNS WILL I OFFER?
WHAT DESIGNS WILL I INCLUDE?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Can I standardise:

- Cake sizes
- Colour palettes
- Decorations
- Toppers

SYSTEMS THAT MAKE LIFE EASIER

Systems might not feel exciting, but they are one of the best ways to reduce stress during busy seasons.

A little organisation now can save hours later.

CHECKLIST:

THIS MONTH I WILL PREPARE:

- BULK INGREDIENT LIST
- PACKAGING CHECK
- CAKE BOARDS & BOXES COUNT
- TOPPER ORDERS
- BACKUP SUPPLIES

Action prompt:

My “May Master List” includes:

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CUSTOMER MESSAGE TEMPLATES

If you find yourself rewriting the same replies over and over, templates can save huge amounts of time.

CHECKLIST:

CREATE TEMPLATES FOR:

- COMMUNION ENQUIRY REPLY
- PRICING EXPLANATION
- DEPOSIT CONFIRMATION
- COLLECTION REMINDER

Prompt:

The message I repeat most often is:

THE STOP DOING LIST

Growing a business isn't always about adding more.

Sometimes it's about removing the things that drain your time or energy.

THIS SEASON I AM NO LONGER:

I AM SAYING NO TO:

I AM PROTECTING:

MY PAY IT FORWARD PLAN

Growing a business isn't always about adding more.

Sometimes it's about removing the things that drain your time or energy.

ONE SYSTEM TO IMPROVE

ONE PRODUCT TO REFINE

ONE MARKETING ACTION TO COMPLETE

ONE BOUNDARY TO ENFORCE

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