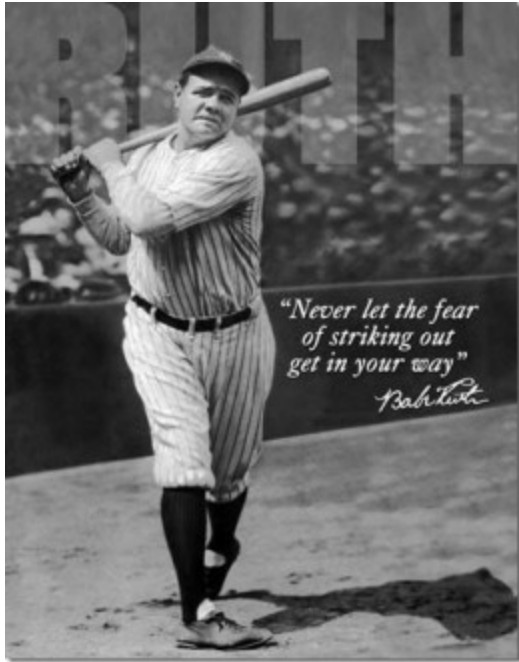


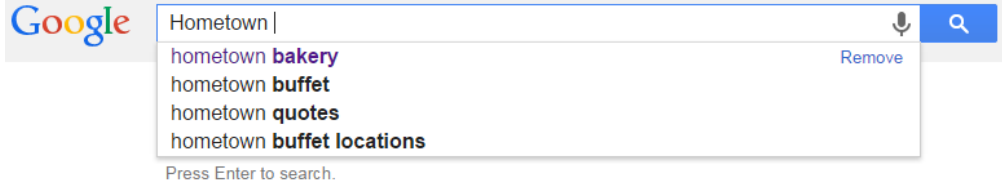
Day 6

Presenting an Annual Contract



"If I'd just tried for them dinky singles I could've batted around .600."

Where do ideas come from?



Find the Story



The Hometown Bakery

Bringing Home Made Goodness to your Hometown

ABOUT US

CUSTOM CAKES

EVERYDAY CAKES

CHEESECAKES

GALLERY

ORDERING

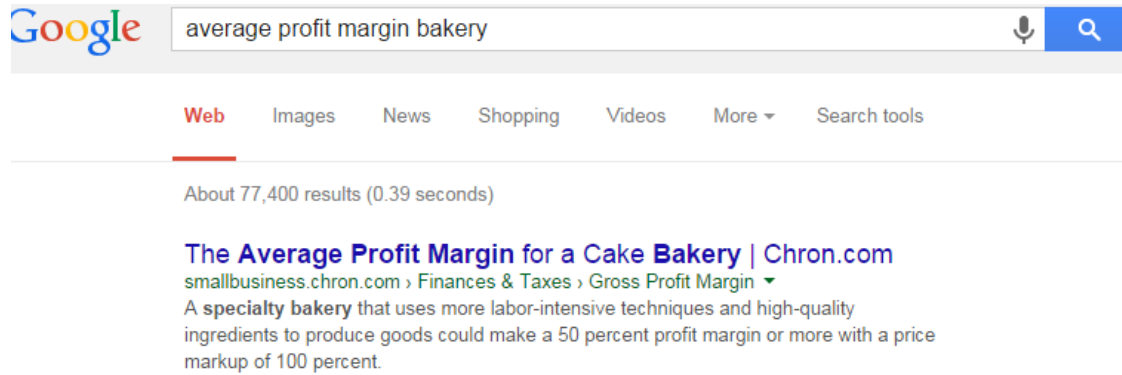
TESTIMONIALS

In 2007, I began making baked goods and bringing them in to my co-workers for breakfast meetings, luncheons, and birthdays. One day, a co-worker asked if I could bake something for her child's birthday, and The HomeTown Bakery was born. I have made many more creations since that day, and the list of the bakery's offerings grows as new recipes are discovered.

Everything created at the bakery is made from the highest quality and freshest ingredients available. We do not use any boxed cake mixes or canned frostings, and all of the creations are free of additives and preservatives.

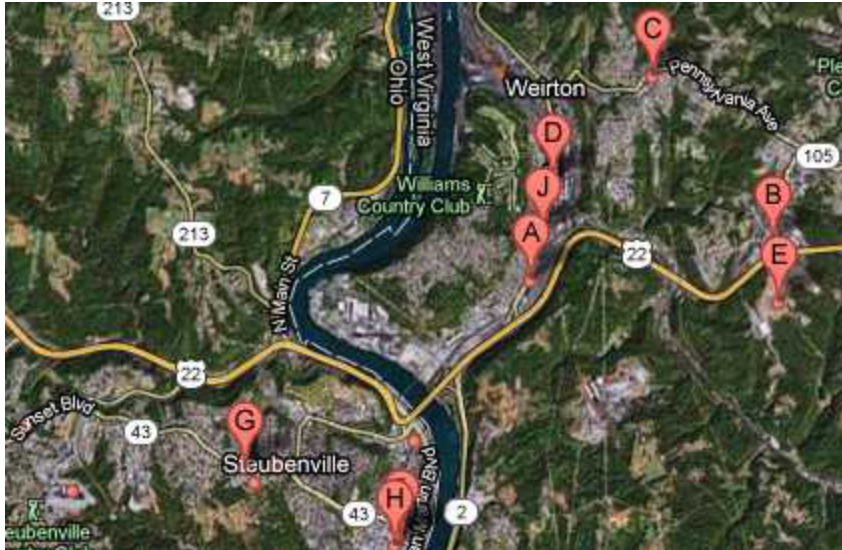
**All of the baked goods are just like
Grandma used to make!**

Understand the business



The screenshot shows a Google search interface. The search bar contains the text "average profit margin bakery". Below the search bar, there are navigation tabs for "Web", "Images", "News", "Shopping", "Videos", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 77,400 results (0.39 seconds)". The first search result is titled "The Average Profit Margin for a Cake Bakery | Chron.com" and includes a breadcrumb trail: "smallbusiness.chron.com > Finances & Taxes > Gross Profit Margin". The snippet for this result reads: "A specialty bakery that uses more labor-intensive techniques and high-quality ingredients to produce goods could make a 50 percent profit margin or more with a price markup of 100 percent."

Map the Competition: Google Maps



- A** **Gus's Goodies** ▾
3972 Main Street, Weirton, WV
(304) 748-2870 · gussgoodies.com
Category: Bakery
1 review
"The new 5 grain bread is wonderful.....especially when you cut ..." -
- B** **Kroger** ▾
St Thomas Dr, Weirton, WV
(304) 723-5165 · kroger.com
- C** **Barney's Weir Cove Bakery** ▾
1242 Pennsylvania Avenue, Weirton, WV
(304) 748-4370
"They have a variety of donuts baked fresh and they are delicious. ..." - insiderpages.com
- D** **Cathy's Homemade Pies** ▾
3073 Main Street, Weirton, WV
(304) 914-3188
Category: Bakery
- E** **Walmart Bakery** ▾
400 Three Springs Drive, Weirton, WV
(304) 919-4035
- F** **The Cookie Jar** ▾

Positioning Statement

1. **Target Audience** - the attitudinal and demographic description of the core prospect to whom the brand is intended to appeal; the group of customers that most closely represents the brand's most fervent users.
 2. **Frame of Reference** - the category in which the brand competes; the context that gives the brand relevance to the customer.
 3. **Benefit/Point of Difference** - the most compelling and motivating benefit that the brand can own in the hearts and minds of its target audience *relative* to the competition.
 4. **Reason to Believe** - the most convincing proof that the brand delivers what it promises.
-
1. Is it memorable, motivating and focused to the core prospect?
 2. Does it provide a clear, distinctive and meaningful picture of the brand that differentiates it from the competition?
 3. Can the brand own it?
 4. Is it credible and believable?
 5. Does it enable growth?
 6. Does it serve as a filter for brand decisionmaking?



You earn the right to ask with the ideas you come up with

Your radio station is not special

You can be bought around

If you sell Package or Rate, you are a peddler

Prospects are not doing THEIR Homework

You need to be a trusted resource

**Ideas must be presented
Face to Face**



	Urgent	Not Urgent
Important	Crying baby Kitchen fire Some calls 1	Exercise Vocation Planning 2
Not Important	3 Interruptions Distractions Other calls	4 Trivia Busy work Time wasters

The magic number is _____

CNAs per week

Closing Calls per week

Spec Spots per Closing Call

_____ % Closing Ratio



how should I market my bakery?



How to **Market Your Bakery** | The **Bakery Network**

www.thebakerynetwork.com/how-market-your-bakery

Here are some easy ideas and tips on how you can take your delicious creations and put them to work for you...now that's a great idea! Word of Mouth **Marketing**:

How to Promote **My Bakery Business** | Chron.com

smallbusiness.chron.com

While the smell of fresh-baked goodness wafting in the air can attract a passerby to your **bakery**, your **bakery business** will need a more concrete **marketing** and ...

My Market Bakery - Kensington Market - Toronto, ON | Yelp

www.yelp.com

Rating: 4 - 49 reviews - Price range: \$

49 Reviews of **My Market Bakery** "Great bread and wood oven baked bagels. ... So **My Market Bakery** will continue to get **my** patronage for as long as I continue ...

Bakery Marketing: 6 Habits of Highly Effective Bakeries on ...

<https://www.swipely.com>

Nov 11, 2011 - The good news for **bakery marketing** and **bakeries** on Facebook is that ... Your postings will remind people that they need to order that cake for ...

How do I attract more business to my bakery? - Entrepreneur

www.entrepreneur.com/answer/221543

I've started a website and I've placed **my** ad on many websites. **My** website has received more than 800 hits, but few orders. I would also like to **market** to ...

How do I attract more customers to my bakery? - Entrepreneur

www.entrepreneur.com/answer/221500

I've been able to get some customers here and there, but what I can do to get more ... Close more deals with our weekly sales and **marketing** newsletter.