

My First Bake Sale

## **Part 2: Implementation**

### **Plan! Bake! Sell!**

#### **Plan!**

Use your XXXXXXXXXX to coordinate and manage this project. Do these things in order.

Pre-planning: Start a Master Task List. This list will grow as your project gets underway and continues. It is the list where every idea, every action is noted. It is meant to make sure you never leave things out.

1. Step 1: Plan your marketing along with some best practices and ideas.

Describe your customers in 3-5 sentences. There are several ways to advertise. You can post on Craigslist. Make flyers and post around town, hang in local coffee shops/bookstores and more. Post on FB in local groups. Create a FB event and invite local friends. Email friends and family. Choose and write down all the ways you can think of to advertise for free. Don't just think of it as advertising an event. What are some creative ways to spread the word? Create a campaign for the entire event.

(a) Start with letting people know that *something* is coming.

(b) Then let them know *what* it is that's coming.

- (c) Then let them know when and where.
- (d) Then remind them ahead of time.
- (e) Then day of, let them know again.
- (f) Then day of, 1 hour prior to event, let them know it's in an hour.
- (g) Be sure to include details of time and place and typical cost of goods.

2. Step 2: Plan your financing. This section will help your children learn how much things cost, how to tell customers how much things cost, and how to count change. In order to make money, make sure that you make a list of all the things you will buy. Here is a shopping list for when you want to make all items in the recipe section. Add the cost of each item in the appropriate column. Your goal should be to at least double this amount.

**(LIST NOT INCLUDED IN SAMPLE)**

Math made easy.

- (a) First, price your items for the easiest money exchange. Go for \$1 and \$5 items.
  - (b) Put their money down in FRONT of them while you count change. This way you both know exactly what they gave you and there are no misunderstandings.
  - (c) Give change by counting backwards. What to tell them when:
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- REST OF MATH MADE EASY AND STEP 3 NOT AVAIL

IN SAMPLE, BAKE SECTION NOT IN SAMPLE

### **Sell!**

The most important thing about selling, is not being a pushy salesperson. You will sell more when you use professional etiquette and when you are polite, honest, and friendly. Take these guidelines to heart:

- 1) Look customers in the eye when you talk to them and ESPECIALLY when you thank them. Practice this ahead of time.
- 2) Say please and thank you. While looking them in the eye.
- 3) Instead of, “Want to buy some goodies?” ask them what their favorite is. “Hi. What’s your favorite goodie? Brownies?” Then when they say it, repeat it. “Oh, I love brownies too!” Don’t lie. If you don’t like something, say, “Oh, my sister’s favorite is brownies too!” Or however it applies to you.
- 4) Be yourself. Don’t do that fake smile thing. You know. That smile that leaps off your face the second you turn away. Really smile at your customers. Always find something good about them and your sales will skyrocket.

**Part 3: The Extra that Makes Your Bake Sale Extra Successful**

**END OF SAMPLE**