

FREE GUIDE

5 Steps to Start Selling Cakes From Home

A short, clear, and practical guide to help you turn your love for baking into the first step toward an organized, professional, and profitable home business.

If you bake well, receive compliments, and dream of starting to sell — this guide is for you.

Here you will find the first five steps that will help you start correctly, without confusion, without getting stuck, and without making every mistake alone.

Aviya Patisserie

HOME BAKERY BUSINESS ACADEMY

BEFORE YOU START

Your Dream Can Become a Business

Many women start in the exact same place: they love baking, everyone gets excited by what they make, but when the moment comes to start selling — fears, questions, and self-doubt suddenly appear.

I want you to know something important: you do not need to know everything on the first day. You do need to start in an organized way, understand what you sell, who you sell to, how much to charge, and how to give your customer a professional feeling from the very first message.

The goal of this guide: to help you take the first step in a simple, smart, and more confident way.

STEP 1

Choose One Product to Start With

1

Do not try to sell everything at once

At the beginning, it is best to choose one product or one category you are especially good at: birthday cakes, loaf cakes, individual desserts, babka, challah, Shabbat boxes, or holiday desserts.

The more focused you are, the easier it will be to price, photograph, post, and talk to customers.

Task: Write down 3 products you love making most, and from them choose one product to start with.

STEP 2

Calculate Your Price Correctly

2

Do not price based on a feeling

One of the most common mistakes is charging too little because it “feels uncomfortable.” But a business cannot grow if the price does not cover ingredients, work time, packaging, electricity, travel, and profit.

- Calculate how much the ingredients cost.
- Add your work time.
- Add packaging and supplies.
- Leave room for real profit.

Task: Choose one product and write down all of its costs before setting the price.

STEP 3

Photograph and Present Your Product Professionally

3

People buy with their eyes first

You do not need a professional studio. Natural light, a clean background, a pretty plate, a good angle, and a clear photo are enough. The goal is for the customer to feel that your product is clean, thoughtful, and trustworthy.

- Photograph near a window in daylight.
- Use a light, clean background.
- Take both a close-up photo and a full product photo.
- Avoid a busy background.

Task: Prepare one product and take 5 different photos. Choose the cleanest and most sellable photo.

STEP 4

Create a Simple Ordering Process

4

Your customer should understand exactly what happens next

To look professional, it is important to have a clear process: what the customer is ordering, for what date, how much it costs, how they pay, and when they receive the order.

You can start very simply: a clear WhatsApp message or a basic order form.

Task: Write a fixed order message with these questions: name, product, date, quantity, flavors, allergies, address/pickup, and price confirmation.

STEP 5

Post With Confidence

5

If you do not tell people — they will not know

Many women get stuck because they are afraid to post. But posting does not have to be perfect. It needs to be clear, personal, and real.

Start with a simple post:

“Hi, I’m starting to accept orders for cakes / desserts from home. Everything is baked with love, by pre-order, and in limited quantities. For details and orders, feel free to send me a message.”

Over time, you will improve your photos, prices, text, and system. But first — start.

CHECKLIST

Start-Up Checklist

☐ I chose one product to start with

☐ I calculated basic costs

☐ I set a price that does not lose money

☐ I took clean and clear photos

☐ I wrote an organized order message

☐ I posted that I am starting to accept orders

Important: Always check food laws, licensing, allergens, and home food sales rules in the area where you live. Rules may change by state, county, and city.

Want to Start in a More Organized Way?

At Aviya Patisserie, I help women turn a love for baking into a real home bakery business: recipes, pricing, workflow, photography, marketing, personal guidance, branding, and websites.

Aviya Patisserie

My Most Important Message to You

You do not need to start perfectly. You need to start correctly. One small step, one product, an organized price, a good photo, and a clear ordering process — that is enough to start building confidence and moving forward.

I believe in you. Your dream is possible.