

Markets & Events Workshop

How to Sell at Markets, Expos, Festivals, Exhibitions and Events

I'll show you how to maximise sales, get your name out there, reduce wastage and get orders booked in!



How to Sell (Out & Out Sell Cake Competition) at Markets, Expos, Festivals, Exhibitions and Events!

What we will be covering in Markets & Events Workshop:

- How to Sell at Markets, Expos, Festivals, Exhibitions and Events
- How to Get More Orders (& I got orders regularly!)
- Getting Wholesale Inquiries
- What to take?
- What signage you need?
- How much will it cost?
- And how much you can make?
- What to do with leftovers?
- How to store food items?
- How I made up to \$1200 per market, regularly
- How to sell out
- AND outsell the competition!

Plus the bonuses:

- Examples of set ups
- Comprehensive mini eBook
- Behind-the-scenes of my stall

Why Markets & Events?

Markets are a perfect way to sell your cupcakes, meet people, hand out business cards, make some money and the end of the day; you will have a grin from ear to ear.

The markets are another source of income, such as weekend markets, festivals, night markets, expos or farmers markets. They create immediate cash sales, with good profit margins and also creates a mini 'shop front', which gives a valuable face to face connection with your customers.

Note – markets can be expos, festivals, shows, night markets, boot sales, exhibition, charity event. Anything where you are in the community.

I started Angel Foods as just a market food business.

I firmly believe it the starting point for my cake business & why I got so busy, so quickly. You never know who you are going to meet!!! Restaurant owners, food outlets, celebration cakes orders, etc.

Rainbow Layer Money \$\$\$ Maker

There are 3 major customer bases for a Cake-y Business.

- Markets
- Wholesale
- Orders

Markets are known to be reliably unreliable, due to weather, cancellations, poor customer turn out, etc. Markets also have really great profit margins.

I started Angel Foods as just a market food business, thinking I can make an existence, for the week. I really could not & I don't know that anyone can, in rural & regional areas. Markets are WAY too unpredictable, no rhyme or reason with sales & with gorgeous tropical north Queensland weather; markets can be cancelled, rained out, Cyclone, etc. You can be busy one weekend and the next weekend, with everything similar, have a very quiet day. But here is the thing - you never know who you are going to meet!!! Restaurant owners, food outlets, celebration cakes orders, etc.

Markets are a perfect way to sell your cupcakes, meet people, hand out business cards, make some money and the end of the day; you will have a grin from ear to ear.

The markets are another source of income, such as weekend markets, festivals, night markets, expos or farmers markets. They create immediate cash sales, with good profit margins and also creates a mini 'shop front', which gives a valuable face to face connection with your customers.

The 3 of these customer bases work together in beautiful harmony, to create a really beautiful flow of \$\$\$, interest, creativity, customers, energy & excitement!

Another important aspect of Rainbow Layer \$\$\$ Maker, is time. The more time you invest in your business, the quicker it will grow.

Your time is FREE. Use your time to add Rainbow Layers to your business.

Part of building up a business, is building up a consistently profitable business. Customers rely on consistency. If you are inconsistent you will have inconsistent results.

Part of the whole 'Consistency' thing is that customers generally won't act on a business transaction (pay money) e.g. they want to order something, but they keep forgetting! If they are reminded (generally at least 3 times) then they start remembering. **So until people have seen you or your business, at least 3 times, they won't act!**

10 Reasons for Selling Cakes at the Markets

[See the free video training [here](#)]

When people ask me, how to get more orders, inquiries and fully booked out weeks, but currently have very little (or no!) orders... do you know what I say?

Do the markets.

And one of the #1 ways to market (that I always recommend/suggest) is going to the markets. **EVEN IF YOU HAVE DONE the market before, stay with me**, because I'm sure you haven't done them like THIS before.

- 1. Make a bit of cash.** *No-brainer benefit. Generally you can expect between a couple of hundred and I've made up to \$1200 regularly (weekly).*
- 2. Gets you out of the house.** *Real live people and get out of the kitchen, network and have conversations.*
- 3. Potential customers can find you.** *Locals are walking past (your potential customers). Off free samples of cake to slow people down, brings over to the table, get to try your food and look closer. Potential wholesale orders and great chance to get contact details. See number 10.*
- 4. Give out business cards.** *To anyone who comes to your stall, pop into the bag of anyone who purchases, suggest follow you on Facebook, give out vouchers and it directs more traffic to website.*
- 5. Get cake orders on the DAY of the market.** *You can take orders on the spot.*
- 6. People start to recognise your brand.** *People start to recognise your brand – logo, business name, you. This is how you get seen. Become known as the "local cake lady".*
- 7. Have a Cake Order photo album, for people to look through.** *Have set photos out for people to look through, laminate some around the stall, signage says "take cake orders", people can order on the day. Everytime someone sees you at the stall they are going to remember that you take cake orders.*
- 8. Direct people to your website and Facebook page.** *By talking to people as they come to your stall, invite to have a free sample, ask how their day is, chatting to their kids, see people on their phone and invite to follow on Facebook or checkout the website, give a business card.*

9. People take photos and share on social media. *Create word of mouth. Further become known as the “local cake lady”.*

10. Have competition. Have a competition at your stall to win a voucher, entry is via giving contact details (email and/or phone number), where you can stay in contact with specials/deals/availability. Bonus entry point for birthdays. Add to list. Contact regularly (send [email newsletters](#)).

Competition

Have a competition or entry box to collect people contact details. The contact details are your potential customers name, phone number and/or email address.

Perhaps entry is by giving birthdates of the person/their children/family/extended family. Perhaps they are bonus entries to the competition for each birthdate!

Now you have really powerful marketing material. You have a local person (your target market), you have their contact details and you know when they have an event coming up that may require a celebration cake!

The competition could be o in the draw for the chance to win – a box cupcakes, a cake, a voucher. Or it could be everyone wins a voucher!

Be sure to add the fine print to the competition entry paperwork that by entering they are giving permission for you to contact them with cake deals.

I did pen and paper entries, but you could also use an iPad or electronic device for people to enter.

What to do with the contact details?

- Add email addresses to an ‘email subscriber list’. That could be in an excel spreadsheet for example or into an ESP (Email Service Provider) to send out bulk email newsletters, like MailChimp or ConvertKit. *I teach how to do this inside [Cake Business School](#).*
- Add phone numbers into a ‘phone list’. That could be an excel spreadsheet or word document.
- Add the birthdates to an excel spreadsheet with a month per tab. Once per month check the following months birthdates coming up and contact with a special deal or ask if they would like a free quote.

| | A | B | C | D | E | F |
|---|-----------|----------|--------------|--|----------------|------------------------|
| 1 | Birthdate | Name | Phone | Email | Market | Comments |
| 2 | | | | | | |
| 3 | 1/03/2017 | Molly. M | XXX XXX XXXX | molly.m@email.com.example | Farmers Market | Had 3 yo girl with her |
| 4 | 8/03/2017 | Danni. K | XXX XXX XXXX | danni.k@email.com.example | Beach Market | large family |
| 5 | | | | | | |
| 6 | | | | | | |

For the markets you will require:

- Gazebo & Gazebo sides (if outside)
- Table
- Table Cloth
- Ice-boxes
- Some signage
- Petty Cash
- Packaging
- Product labels (with ingredients)
- Light / lamp for night markets

I borrowed my first gazebo from a friend for a while when I first started. I since bought a 2.4x2.4m gazebo & I wish I had of got the 3x3m one. I got mine online for \$140. I did forget Gazebo sides when I ordered & got rained on! So please remember to get them as you are in all weather! The gazebo walls are around \$35 each. The gazebo comes with tent pegs.

I got a plastic table from Bunnings (hardware store) for \$50 which folds in half for easier storage in smaller cars. It is a fair bit heavier (than tables that don't fold in half) as it has metal hinges in it. You could use square card tables (chip board) if you so desired. I would recommend 3 card tables.

I started with 2 iceboxes & have since taken all of my family's iceboxes! I had 5 as well as the massive 96L plastic tubs with lids. They come in super handy.

Petty Cash –

You require a Petty Cash tin, to give customers change. I take \$180 worth, as I don't like running out.

\$40 worth of \$20 | **\$40** worth of \$10

\$40 worth of \$5 | **\$40** worth of \$2

\$15 worth of \$1 | \$5 worth of 50 cents

What Signage Do I Need For The Markets?

Signage is important for your market stall, otherwise people just won't notice you, especially when the markets are busy. Signage I have built up & improved upon over time (& I think I always will).

Most of the signage was free! *woop woop*

My back signage, which I used for a year, is the one I hand painted with my sister! (It is not water proof so I have to take it down every time it rained.)



This was the very first market I went to! Wow, when I look back and how terrible it looked... BUT the thing is, I started and it got better and changed. That will always be the guarantee, it will improve but you do need to start somewhere and it won't be perfect. That is ok.

There are a couple of signs I have paid for which are just gorgeous & totally worth every penny.



The 2 x front 'end' banners were \$90 each, the sign along the front was 1.8m x 20cm and cost \$220 and the (rather) large back banner was \$460. (The dimensions were 2.4m long x 1.8m high. It was actually too big, so I would suggest going 1.5m x 1m.) I got from [Tropical Signs](#) and they can post to you.

I use free banners from Vista print. There is a small one I pin to the front of my table. I make it bright colors with the words: Cupcakes & Gluten Free Free Samples of Cake! *yippee*

Vistaprint also have lawn signs free (at times) I put these at the entrances to the markets & it draws traffic your way as well!

Slow Down The Traffic & Give Out Free Samples Of Cake!

Angel Foods has always had promotions, give-aways, freebies, competitions & samples. It adds to the excitement, interest & conversation & also people remembering you. I think it is also a bit about good 'juice'. That the giving away of food, is always good for the soul. Don't worry about the \$\$\$ value as it will come back, about a gazillion times more! Samples - at either, markets or new shops.

At the markets I have always given out Free Samples of Cake. The idea behind this is it slows people down, draws them to your table (especially kiddies), so the little kids & big kids can have a semi decent look at your goodies.



Once they have slowed down it is easier for the customers to see what you have, if they are standing at your table, though, so hence the free samples. Again, yes, this takes time to make & yes, it costs money & yes, it is worth it!



It isn't the pretties of pictures, but is effective. When people are walking past your stall and slowing down you can call out with "would you like a free sample of cake?"

What To Sell At the Markets?

With yummys on my table for sale, this has changed/evolved over time & I imagine it always will! If something isn't selling, either change it or stop it! My latest market sellers are:

- **Cupcakes** - Individual & 6 packs. Always at least 2 variety of chocolate & 1 vanilla.
- **Mini Cupcakes!** These are just perfect for little ones. I sell a 4 pack & a 10 pack (perfect for sharing). They always sell out. Flavour wise is the same as the normal cupcake sizes, 2 varieties or types chocolate & 1 vanilla.
- **Mini Cookies!** These are a big seller. I sell mini shortbread and chocolate shortbread cookies with freckles & chocolates on them. I have tried the jumbo cookies, but they didn't sell for me.
- **Cake Pops!** These are super cute & fun! No one else in my town was doing these, so they became quite a talking point for their point of difference. Note – I could only sell these in winter at the markets, as in Summer the chocolate melted and they fell off the sticks.

Summer Vs Winter

In Proserpine, my home town in North Queensland the busy time of year is winter. This is for 3 reasons. Tourist season is in winter, summer is extremely hot & it's wet season & the Mill sugar crushing season is in winter so more people are in employment.

Market sales therefore alter at the time of year and the weather for the day.

I have sold at the Airlie Beach Markets, Farmers Markets, Show and Festivals. Here is some of the numbers of what I have sold.

| SUMMER | Airlie Markets | Farmers Markets | Christmas Fair | Spiritual Festival |
|-------------------------|----------------|-----------------|----------------|--------------------|
| Individual Cupcakes | 18 | 24 | 18 | 30 |
| 6 Pack Cupcakes | 4 | 6 | 4 | 6 |
| Cookie Pots | 12 | 15 | 6 | 6 |
| 4 Pack Mini Cupcakes | 15 | 20 | 15 | 20 |
| 10 Pack Mini Cupcakes | 10 | 18 | 10 | 30 |
| Cake Pops | - | - | - | - |
| Slices / Savory Muffins | 10 | 10 | 10 | 10 |

| WINTER | Airlie Markets | Farmers Markets | Proserpine Show | Spiritual Festival |
|-------------------------|----------------|-----------------|-----------------|--------------------|
| Individual Cupcakes | 24 | 24 | 30 | 30 |
| 6 Pack Cupcakes | 8 | 12+ | 10 | 6 |
| Cookie Pots | 20 | 30+ | 15 | 6 |
| 4 Pack Mini Cupcakes | 20 | 30 | 20 | 20 |
| 10 Pack Mini Cupcakes | 15 | 30 | 20 | 30 |
| Cake Pops | 50 | 100+ | 100+ | 150+ |
| Slices / Savory Muffins | 15 | 20+ | 6 | 6 |

As you can see, individual cupcakes never sold really well for me (while another Angel Foods franchisee that was her main seller! 1 x cupcakes, 6 x cupcakes and cake pops was all she sold at the markets.)

My big seller was always the mini cupcake packs and the 2 sizes! Everything else, in all honesty, I just loved playing around with and they did sell, in varying degrees.

Note - I have tried tarts, bar cakes & they don't really sell much. As I am the 'Cupcake Lady' & promote that. I try & steer clear of what others have and remember it is all about what you love to bake, what you want to sell, and how you want to promote yourself.

I will seriously suggest you keep it simple, 2-3 choices & that is it.

When you are starting out, you really have to test your own market. Don't do a huge batch of slices, for example and then have the disappointment and loss of money when they don't sell.

Remember it can't be all about what you want to sell, but about what the customer wants to buy!

Try 2-3 products the first market, such as mini cupcakes, cupcakes and cookies. Then try 2-3 products the second time, such as your biggest seller from last time and maybe try slices and cake pops.



Example of my biggest seller, mini cupcakes. There are chocolate, choc mint, peanut and strawberry in these 20oz ShoBowls. Packs of 10 were \$9 and packs of 4 were \$5.



Mini cookies also sold surprisingly and extremely well. I had tried the jumbo cookies, but they never sold. These were a light shortbread recipe in chocolate and vanilla with either chocolate pieces or freckles on top. The container was 200gm and sold for \$5.



Individual cupcakes were sold out of my display case. I didn't have the case until after a year of selling and found on eBay searching for "4 shelf acrylic case", costing \$120. Previously I had sold individual cupcakes in 12oz ShoBowls.



The box of 6 cupcakes stacked well and displayed well. (Note - lift the backs slightly to angle towards the customer to see.) Shelving and adding height is extremely important to catch the customers eyes. I had used just a plank of chipboard and some baked bean cans underneath the table cloth. The Cake Pop displays were then sitting on the shelf and I was using specific "cake pop acrylic stands" which hold 40 cake pops. These stands I then also hired out (for \$20 for the weekend and an additional \$20 deposit). They cost \$40 to purchase.

How much to take?

With yummies on your table for sale, this very much comes down to you.

- What do you specialize in?
- What are you awesome at?
- What has the best profit margins?
- What will your local customers buy?

This, in all honesty, comes down to trial and error. There is definitely no 'hard and fast' rules for what to sell & what will sell at the markets.

It depends on the price, depends on the customers, depends on the weather, depends if it is a pay week for customers, etc

There are 2 theories –

More is better

Less is better

If you take a lot, say \$800 worth, then you have to be willing to take the gamble that you may end up having a lot left over.

If you take a small selection, say \$200, and are hoping to bring nothing home.

(Remember, that customers never like the last little bit left on the table – the left over's. They prefer a full looking table, as they feel they aren't missing out, and someone else got something better.)

Either way, it is a little bit of a juggling game, with, how much you would be happy to bring home, how much profit you prefer to make, how quickly you sell out.

Most people wonder if there is an equation of number of foot traffic divided by number of competition, or some such jazz. I don't believe there is an accurate equation.

Maybe there is a general rule of thumb to take 10% of the foot traffic (I have never done this.)

Instead, I work out the odds. Would you prefer to potentially sell more but gamble bringing more home? Would you prefer to potentially sell less and bring less home?

To work out how much to take to your first handful of markets, I suggest asking how much \$ dollars' worth would you like to potentially sell and take the gamble if 50% doesn't sell that you are okay bringing that home.

For example, if you take \$400 worth of goods. How does that sound to you?

I suggest working out what \$ dollar value/amount/quantity of goods to take. Then work out the amount of product to take that equals that.

Again, I suggest 2-3 product lines with 2-3 varieties of each. That's it. Keep it simple.

Keep a diary

Write down how much you make and how much you sell, for every event. It can be as simple as a tally system and takes no longer than 5 minutes.

Keep track of what sells well. Look at it as a percentage. What percentage of your total days sales was cupcakes? Was mini cupcakes? Was other product lines?

Keep track of your best sellers, concentrate on them and taking more of them and stop taking the worst seller and swap with something else.

A diary is really handy for events that happen once or twice per year, so you can look back and see what sold and not rely on your memory.

Try. Test. Tweak. Repeat.

You will not know what will sell, in what quantity until you try.

You try a market, test it, tweak and adjust for next time and repeat.

It is a continual learning process.

How much will it cost?

There are 2 types of costs associated with markets; direct and indirect. Direct costs like site fees, ingredients and packaging. Indirect costs like signage, storage.

Site Fees:

A market, car boot, farmer's market, Christmas, charity event only ever cost me about \$10-20 for half a day.

Festivals and shows cost me anywhere between \$60-150, generally for a 2-3 full-day events.

Ingredients & Packaging:

I work out my profit margins for the markets and events to be minimum of 50% and aiming for 60% GPM (gross profit margins). By my calculation the ingredients and packaging should be 40% of my costs. (If taking \$400 product to sell, then the ingredients and packaging is \$160 and potential income is \$240, minus site fees and indirect costs.)

Indirect costs:

Yes, you will need some equipment which has a 1-time fee or cost, usually during initial set up for the first market.

I suggest borrowing as much as possible to reduce your upfront costs and over the future weeks and months, buy the necessary equipment. For example I hand painted my first signage and about 12 months later bought my signage. I borrowed iceboxes and storage containers. I borrowed my first gazebo.

- Gazebo & Gazebo sides (if outside) - \$140 plus 3 x sides for \$35 each
- Table - \$50
- Table Cloth - \$10
- Ice-boxes - \$50 each
- Some signage – banner \$20, 1.8m x 30cm \$180, triangle banner - \$90 each, 2.4m x 1.8m \$450-ish
- Petty Cash - \$180
- Light / lamp for night markets

How much can you make?

That's what you all want to know, isn't it?

I have made anywhere between \$0, to \$100 to \$1200 per half day market.

If you don't show up you will make nothing. Guaranteed. But by showing up, taking the 'gamble' you have the potential to make money.

I started at Airlie Beach Markets, which is a big tourist destination, about 50 minutes away. It was a large Saturday morning market of 100+ stalls and about 3000-5000 walk through traffic. There were about 2 other 'competitors'. I made about \$300-400 per week. It was more \$400 in peak season (winter) and closer to \$300 in slow season (summer).

In addition to the Saturday market, I then went to Bowen Markets, sleepy beach town, about 50 minutes away. It was a small-ish Sunday morning market of about 20-30 stalls and about 1000 walk through traffic. There were 1-2 other 'competitors'. I made about \$150-200 per week. I took the leftover stock from the Saturday market.

When there were evening/night markets like charity events, school festivals, Christmas markets, I went to them, in addition to the other 2 markets. For a 2-hour night market I would make about \$200-250.

When a larger special event was on such as a 2-day show or a 2-day spiritual festival (indoor event) was on, I would choose those over the outdoor events. At the show and spiritual festival I would make about \$500-600 per day (\$1000-\$1200 total).

A new farmers market was starting on Sunday, about 15 minutes away. It was promoting local producers and farmers and products and I really wanted to support that, as it was something I was passionate about. The added benefit was less travelling time versus the other Sunday market. The market organisers expected 30-50 stall holders, made the promise that no other competitor would be there (until they got over certain number of foot traffic and I could no longer fill all the customers needs). The organisers did a big media campaign and had TV, radio, newspapers covering the event. It was held on a coffee farm plantation, a slightly different location, though not entirely unique. On the first market over 3000 people, foot traffic came. Only 12 stall holders came of the 30+ the made the commitment to come, as they said they will "wait and see".

I decided to take double (2x) the amount I took to a Saturday market, taking \$800 worth of goods. I sold out by 9.30am.

Because while there was only 12 stalls, the customers came to spend money, so they spent money at nearly each of the stalls.

That felt like a big gamble, at the time, taking the amount of stock. And it turned out. The following week I took \$1000 and sold out about 10am. The following week I took \$1200 and sold out about midday.

I sold about \$1200 every week after that. The foot traffic did decrease, due to the lack of sales, to about 500-1000, I think. But with 10-20 stalls, we all made great money.

I had found the best market that made the best sales through trial and error. Trying, testing, tweaking and repeating. I wouldn't have known that without trying. I kept showing up, weekly, consistently. As they say – rain, hail and snow. I kept improving my stall, my products, finding best sellers, improving my sales pitch. It took about 12 months to be in this position.

Profit Margins

I work out my profit margins for the markets and events to be minimum of 50% and aiming for 60%+ GPM (gross profit margins).

By my calculation the ingredients and packaging should be 40% of my costs. (If taking \$400 product to sell, then the ingredients and packaging is \$160 and potential income is \$240, minus site fees and indirect costs.)

Where do I find out about local markets?

You can find out about your local markets from local newspaper, word of mouth, local council or from your local 'Pocket Trader'.

Each market is run differently, so always ring up the organizer beforehand to find out their details & what they require from you e.g. what time to come.

Don't just turn up on the morning, as they may not appreciate it.

Setting Up Indoor Markets Vs Out Door Markets

Indoor markets are easier for stall holders. This is mainly because you aren't affected by the weather. It isn't that rainy days can *suck* but actually with wind is the super painful bit!

I highly recommend not doing a market in 20+ knot weather.

The marquee flies around, the signage flies around and the food flies around and you spend the whole time trying to hold stuff down or running after things. *Don't. Do. It.*

While indoor markets are awesome, at times they can be more expensive (due to overheads) and also you can't set up your marquee, which you signage generally hangs off, so you need some other type of structure or backing board for your signage.



Some examples of indoor set up. Note - get your helpers to dress up cute. The signage is in the background hanging off the wall with some wire that I bent into S shapes. The cupcake display case I found on eBay (just search "4 shelf acrylic case"). Also note the food labels and ingredients on the front of the products.



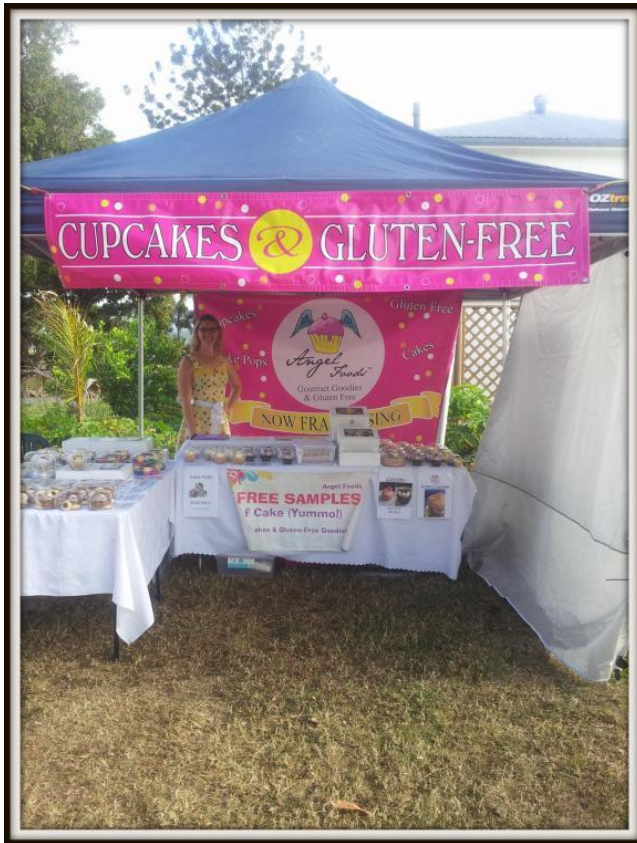
Note - I always dressed up 'cute' or in a fun way. My style evolved over time and by the end, I was very much into 'Rockabilly' 1950's style dresses. The tables are covered in white table clothes and I have thumb tacked as many signs to the front of the table as I could.



Note - more cute dresses and my niece helping out for the day!



Check out the table display and set up.



Check out the table display and set up.... Hmmm, it looks like I forgot my shelf that day. It makes a difference to have different heights and levels for the display!

Have a 'Pitch'

A pitch or sales pitch is how you talk to your client. It isn't about being "used-car-salesy" but rather helping people decide if they want your goodies.

Over time the pitch will change, while you try, test, tweak, repeat.

It will become more and more natural to you.

Suggested Pitch Script

"Would you like a free sample of cake?"

"That is the chocolate mud cake with chocolate buttercream. You can find that flavour in this 4 mini cupcake pack for \$5 or 10 mini cupcake pack for \$9. We have a new cake flavour of red velvet today and down the end of the table is a competition to win free cupcakes if you would like to enter."

And I'm picking up a business card to hand them, as well.

That's it.

Notes about Pitch

- Be standing up, a big smile on your face, not looking at your phone.
- Free samples is a great opening line and a large percentage say yes and come over, especially with kids. I generally don't use that line before 8am, because people always tell me they just brushed their teeth! But generally people didn't buy cake from me before then, so it was fine.
- The free sample offer slowed people down, brought them over to my table and properly look at my goodies and gives me the opportunity to talk to them.
- The sample cake flavour was the most popular best seller, by far. And that is what I kept taking, because it equalled sales. I don't need to reinvent the wheel. (The second best selling flavour what chocolate mud cake with vanilla buttercream. Third best, vanilla cake with vanilla buttercream).
- I point out where they can purchase the flavour they just ate (because that became the most popular question, so I tweaked the pitch).
- I pointed out the sale price on those products.
- I gave a suggestion of another cake flavour or product.
- I finishes with a competition of freebies to enter.
- I ask the kids if the cake was yummy.
- I find I have about 10-15 seconds of people time while trying samples.
- I do stop talking and allow space for them to ask me questions.
- I am still standing, smiling, not looking at my phone.
- At worst, they have tasted my food. Other than that, they are walking away with a business card. Or also entered the competition and given me contact details. Or purchased from me. Or a combination of above. And all are wins in my book

Packaging

You would have seen the photos above of the packaging I used.

Predominately I used "ShoBowls" for individual cupcakes and mini cookies (16oz ShoBowls), for 4 pack mini cupcakes (12oz ShoBowls), for 10 pack mini cupcakes (20oz ShoBowls).

For slices I used Chinese takeaway containers.

I used 6 cupcake boxes with inserts and see-through top.

For individual cookies and mini cupcakes, I displayed in a 4-shelf acrylic stand and used tongs to handle and packaged into a brown/white paper bag.

Cake pops were packaged in plastic bags (10cm x 15cm) and sticky-taped up and displayed on a cake pop stand.

Storage & Transport

How did I store and transport the goodies to get them ready for sale?

For a 6am market I got up at 3.30am. It took me about an hour to prepare and pack into containers for sale, pack into boxes and stack into the car. It took me about half an hour to shower, get changed, eat and take food and water for the day and an hour to drive to the market.

My food license allowed transport and market sale of pre-packaged food. The ShoBowls don't stack well in the fridge, so I would package the cupcakes into the ShoBowls the day of event.

I would put all individual cupcakes as well as mini cupcakes into ShoBowls and then put most into iceboxes with icebricks to keep cool. Once the iceboxes were full (4-5 of them) I would stack the rest into a large clear massive 96L plastic tub with lid. The 6-packs of cupcakes and slices and cake pops were already packaged.

I would stack my car with the iceboxes and plastic containers and then the rest of the equipment (gazebo, chair, table, petty cash). *It's like playing tetris with your car.*

At the markets, the stock in the clear plastic container I would put on the table and sell first. As stock started selling during the event, I would re-stock with the cooler products from the iceboxes, **to the back of the table**, so the front of the table stock would sell first. This is how I rotated my stock and the warmer (room temperature) stock would sell first. Over the event I would keep restocking the back of the table and the front stock sold.

What to do with Leftovers?

When in the 'testing' phase of 'try, test, tweak, repeat' and working out your 'sweet spot' of amount of product to take – you will more than likely end up with leftovers.

I don't suggest wasting them – but instead it is another way to make money – it can still be sold!

Promotion:

Have a 'deal' or 'sale' with mixed boxes of goodies.

Other stall holders: You can take around and offer to other stall holders in the final hour or end of the day.

Social media: You can take photos and sell on social media (Facebook, Instagram) with the deal, special price, T&C's like pickup/delivery and deadline. Have a 'first in best dressed' who hits reply with "sold".

Friends and family: You can sell to friends, family, neighbours who mention they are interested in your leftovers. Start a bit of a list and drop into their home when you are driving home from the market.

Email newsletter: Send out an email newsletter to your database/ mailing list with the deal, special price, T&C's like pickup/delivery and delivery. Have a 'first in best dressed' who hits reply with "sold".

Competition: You can run a competition on social media and the winner gets the leftovers. This option you increase social media following.

Alternatively you can freeze the stock for family events, gatherings. Or you can use for cake pops.

Additional Cake Business Resources

Available at <http://angelfoods.net>

[Cake Business School](#): Enrol for just \$1

[Complete Cake Business Startup Kit](#): Everything you need to become a cake business owner

[Angel Foods Show Podcast](#): Free MP3 training with interviews

Price. Market. Sell.

Go from less than \$1k to \$5k per month selling cakes + sweets in 2018!

Get customers. Charge the right price. Make sales. While juggling it all.

How to market + get your name out there + price with confidence for profit + how to sell (beating the cheap cake lady + convincing customers of your value + getting the order).

An 8-week live course, teaching how to market + get your name out there + price with confidence for profit + how to sell (beating the cheap cake lady + convincing customers of your value + getting the order).

With over \$300 worth of bonuses – Recipe Books, Templates, Books and Guides – completely free.

Payment plan options available.

Read more + sign up here - <http://angelfoods.net/price-market-sell/>

Examples of Setups

Markets & Events Workshop - www.angelfoods.net

Before:



After:

Markets & Events Workshop - www.angelfoods.net











