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How To Start A Cake Business From Home: How To Make Money from your Handmade Cakes, Cupcakes, Cake Pops and more!

Alison McNicol

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Alison McNicol : How To Start A Cake Business From Home: How To Make Money from your Handmade Cakes, Cupcakes, Cake Pops and more! before purchasing it in order to gage whether or not it would be worth my time, and all praised How To Start A Cake Business From Home: How To Make Money from your Handmade Cakes, Cupcakes, Cake Pops and more!:

18 of 18 people found the following review helpful. Something is not rightBy LegalExpoAs I was reading this book, I got the sense that something was not quite right. The formatting and multiple different font sizes make it look like it is pieced together from different sources including free websites. After doing more research, I discovered this book was pulled off of earlier this year due to the author copying other cake websites.<http://www..com/review/R32E4ZQU6KH5JX>In the previous version of How To Start A Cake Business From

Home...the author copied word-for-word, entire sections of websites such as HomeBasedBaking.com and CakeBoss.com as passed them off as her own work. This new version seems to have removed those sections but still copies free content from other websites such as the Michigan Department of Agriculture Cottage Foods Information and the Sustainable Economies Law Center. It's not that this is bad information, but it is free online and the author adds nothing to it from her own experience. Parts of the book are written in the first person, yet the author's own bio shows that she has no business experience in the cake industry. As the previous reviewer said, I just don't feel it's right for someone to copy free information off the web and charge money for it. Worse yet, the book contains outdated facts about cottage food laws even though it was published last month, vague recommendations and lists of information that can be found on any business website. There are other alternatives to this book that are far superior and have original ideas, rather than a book cobbled together from other people's ideas. The business section of cakecentral.com has far more useful information than this book, and it is free. 16 of 17 people found the following review helpful. Insulting to your intelligence

By Anastasia B. In my review on the previous version of this book (which was unceremoniously yanked off .com, likely due to large sections of it having been plagiarized from free web sites), I said it was difficult to review the book on its merits. Now that it has been re-issued, I'll try. It's important to note that, as another reviewer said, sections of the book have been taken out, and replaced with other freely available material on the web.

Ms. McNicol has mastered the art of using 1000 words when 10 will do. This book is full of rambling, flowery passages of little to no value. Example: "Call It Quits, or Push On Through? - Whatever challenges you are currently facing in your business, rest assured that for every problem there is a solution, and what you are currently going through has been experienced by thousands of entrepreneurs, and cake bakers, before you. You will get through this. If you want to, that is." Is this a self-help book or a book on running a cake business? Is this the book for you? Do you need to be told to close your eyes for 5 minutes and visualize your cake business? Do you need to be told that you should have a professional looking web site with a gallery that's easy to navigate? I might add that the section on web sites actually includes screen prints from popular web sites like the Magnolia Bakery. Do you need to buy a book to show you pictures of bakery web sites? Given the history, I also question whether the Magnolia Bakery and other web sites were asked for permission before their web sites were used as content in this book. This book reflects zero first-hand knowledge of running a cake business. The author tells you to make a business plan, and then lists web sites that offer free business plan templates, like SCORE and the Small Business Administration. Wouldn't you expect a book on starting a cake business to actually contain a sample business plan for running a cake business, rather than simply pointing you at free, generic information already on the web? The author gives a list of every state's government web site, which is good for a few pages of content, in large font. Here they are: Alabama.gov. Alaska.gov. Arizona.gov. Arkansas.gov. Oh, I'm sure you can see where I'm headed with this. Hilariously, there is also a section on the importance of copyrights and trademarks, as well as every page of the book being stamped as "copyrighted material". The book is replete with typos and grammatical errors. The photo on the cover is a stock photo that anyone can purchase, rather than an example of the author's work (google "rainbow on a cake stand stock photo"). I will eat my hat if she has ever sold a cake.

As the other reviewer said, better information than this is already out there for free, on cake discussion forums and Facebook groups, from actual professionals in the industry who generously donate their time and expertise to help others. I can't say it any better than The Bard: "It is a tale told by an idiot, full of sound and fury, signifying nothing." 10 of 11 people found the following review helpful. Jack of all trades, master of none. By ones and zeroes

Some alternate titles for this book could have been: 1) Visualize yourself on Ritalin, 2) So many words, so little information, or 3) How to say yes to everything - unless you don't want to. Thankfully, I bought the Kindle edition which was less expensive. However, it was still too much money. If there was anything of value in this book, it was lost among all the pointless rambling.

Visualize yourself on Ritalin: The first thing I will point out is that the editor of this book should be fired. If there wasn't an editor, then I would fire the author. This book reads like the internal dialogue of someone who was incredibly bored and quite fond of the sound of her own voice. It was incoherent and therefore incredibly difficult to follow. There were many typographical errors which made reading it even more difficult. By the end of the first chapter (which you can completely skip, by the way) I felt myself resisting the urge to request a prescription for Ritalin. The author asks you to "visualize" everything short of what underwear you will wear to work when you have this fabulous business. When I'm looking for information in a "How To" book, I'm looking for practical information. What tips/tricks/assistance can you offer the reader about practical things. The only "How To" I got from this author was how to waste your time daydreaming. Although, to be fair, I also learned how to waste my money.

So many words, so little information: I didn't find anything in this book that I would consider potentially helpful information that I couldn't find pretty quickly in a Google search. A good "How To" book should offer something insightful and unique. This book doesn't. And some of the information is outdated, in spite of it's being "Updated for 2013." I also find it very amusing that the statement "No part of this publication may be reproduced in any form without written permission from the publisher." appears within the book. I'm not a lawyer, but I'd be surprised if you can copyright information that is freely available to the public.

How to say yes to everything - unless you don't want to: Since author contributed nothing to this book to add any value to the practicalities of getting a cake business started from home, my next thought was that the author must be contributing advice or experience. But I

was sorely disappointed. The author did not offer a single perspective on any front. There was no first hand experience to guide you. There was no advice on how to deal with specific situations or advice on business strategies. The small amount of advice that she did pretend to give was immediately reversed by subsequent statements. It read very much like "You should do x. Unless you want to do y." This is not advice, and it's not helpful. To anyone. At least if you take a stand and offer advice you'll be helpful to someone - not everyone, but someone. Overall, this book was a waste of my money and my time - two things I'll never get back. It is my opinion that this author has a little knowledgeable about a lot of things, thanks to Google, but has no first hand experience - and certainly not an expert - in building a cake business.

* NEW UPDATED 2013 Edition!* Wish you could turn your talent for cake baking and decorating into a profitable business? Then this is THE book for you ! Written exclusively for the home baker looking to turn their talent into a business, this book covers every aspect of running a cake business from home. From setting yourself up as a proper business, the rules and regulations you'll need to follow to legally work from your home, pricing your cakes for maximum profit, building a great website and online presence, right through to marketing yourself locally and online PLUS how to expand your business and move to a commercial kitchen when the time comes.....this is THE essential business guide for any would-be cake business owner ! PLUS ndash; Top Tips from lots of successful cake business owners - discover how they launched and grew their own successful cake businesses from home. Pick up lots of ldquo;tips of the traderdquo; and prepare to be inspired !