Discover the Secrets for Creating a Successful Home Cake Business!

Wednesday 28 October, 2015

Successful wedding cake designer, Pia Cato, has created a new venture to exclusively help start-ups and existing cake businesses accelerate their baking career. MakeMoneyWithCakes offers one-to-one business mentoring over the internet and has ambitions to grow into an online resource platform that not only offers mentoring services but sells digital targeted cake business products, as well as offering business advice via the website's blog.

Based in Cheltenham, Pia has run her initial business The Vanilla Pod Bakery, for over six years and was inspired to share her industry knowledge after constantly being asked how has she managed to create a profitable cake business when so many people say there is no money in cakes. After eight months of research MakeMoneyWithCakes was launched at the beginning of October 2015.

“I am passionate about helping people, love business and adore cakes!” says Pia Cato, 29. “Having been in the industry for over six years I wanted to share my secrets to success with other talented cake makers from across the UK,” she continues. “Since launching my first business I have always had a mentor to help guide and offer support. I definitely put this down to being one of the keys reasons that The Vanilla Pod Bakery is still going strong and now I want to offer my support to others.”

MakeMoneyWithCakes is not a quick fix but will help guide cake designers who want to further their business ambitions by learning the mechanics of creating a profitable business. From understanding how to confidently price their cakes, to creating focused marketing strategies, as well as attracting the right type of customers, plus much more.

Pia adds, “My goal is help cake makers lay the right foundations to allow their business to grow and grow. Running a cake business is so much more than just being able to bake beautiful cakes”.

Visit www.makemoneywithcakes.com for more information and request a free 30 minute business consultation today!

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For further information please contact Pia Cato on 07445 278809 or email at pia@makemoneywithcakes.com or visit www.makemoneywithcakes.com.

Notes to editors:

- Pia Cato also runs the Vanilla Pod Bakery, a home based wedding cake business which creates beautiful wedding cakes for couples marrying the Cotswolds and surrounding areas. She launched this business in 2009 after winning a business planning competition while studying at the University of Gloucestershire.

- Pia has also had the long term illness M.E. for the past 16 years; however she does not let this illness hold her back but just adjusts her lifestyle to accommodate it. Namely having a one-hour nap and getting 10 hours sleep per day. For more information on M.E. visit http://www.ayme.org.uk/what-is-me-cfs or http://www.meassociation.org.uk/about/what-is-mecfs/.

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