

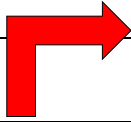
## Comparison of “High-Value” Evidence That Provides a 5 to 1 Advantage and Higher Prices Over “All-too-Common” Evidence

350,000 brides have told us 90% of bakers are only doing what’s in the left column. For that reason, it’s crucial for you to understand they feel **“Most Bakers Appears To-Be-The-Same.”**

The right side provides how **“You Become the Obvious Choice,”** as well as the anatomy for getting 20%-30% higher prices and a 300% boost in orders according to those same brides.

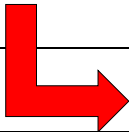
<p><b>90% of Bakers Provide the Same 11 Types of Evidence Listed Below. Brides Say it’s Not Enough to Separate You From Your Competitors.</b></p> <p>(Brides state when you only do these 11 things, they view you as a commodity and shop you by price.)</p>	<p><b>These First 11 Pieces of Evidence are the Same as the Left Side, but Have Been Carefully Enhanced</b> (according to Wedding Cake Sales Guru guidance) <b>to Stand-out From Competitors.</b></p> <p>(We’ll use The Cake Gallery [TCG] as an example.)</p>
Good-to-great tasting cakes using fresh ingredients and baked from scratch.	Great tasting cakes using their own brands. (TCG trademarked the name “Ultramoist.”)
Really nice-looking wedding cakes and groom’s cakes.	From simple lower priced designs to elegant couture priced wedding cakes and groom’s cakes.
Reasonable pricing. Charge by the slice.	Fair pinpoint-pricing based on total serving, using a “time and material” pricing method.
100 on-line photos.	700 studio high-def quality on-line photos.
Advertises on “WeddingWire.”	Recognized as a “WeddingWire” Winner.
Advertises on “the knot.”	Recognized as “The Knot” Best of Weddings.
Graduated from pastry school.	Employees have a bakery or culinary education. (TCG has 6 employees with degrees.)
Graphically pleasing website or Facebook pages for wedding cakes.	(TCG has a website completely dedicated to only wedding cakes and related information.)
FAQs about their ordering process.	FAQs to help brides order from any bakery.
4-8 wedding cake displays	(TCG) 27 in-store wedding and groom’s cake displays.
Table and chairs to discuss wedding cakes	(TCG) Dedicated wedding cake room.
	<p><b>When You Add the Following High-Value Evidence</b> <b><u>90% of Your Competitors are Missing, it Boosts</u></b> <b>Your Prices by 20%-30% and the Number</b> <b>of Orders up to 300%</b> <b>(**Most Compelling According to Brides)</b></p>
	Stated security procedures to protect a bride’s confidential information.

	<b>***33 “Bakery Buster” questionnaire to compare wedding cake bakers.</b>
	Recognition for creating celebrity cakes. (TCG has created cakes for 3 presidents, several rock stars, Senators, and a billionaire.)
	Testimonials from brides on website and social sites. (TCG has hundreds of testimonials across several social channels including “WeddingWire” and the “knot.”)
	Belong to “Gold Standard Wedding Cake Bakers.”
	<b>***A 15 point “You’ll Love Your Wedding Cake” guarantee.</b>
	Specific scripted wording to make the bride feel you are perfect for her.
	<b>***Providing proof your prices are fair and reasonable.</b>
	<b>***Convincing first phone call for how you separate yourself.</b>
	High-limit liability coverage for the protection of the bride’s family and guests.
	Belong to the BBB and Chamber of Commerce.
	Wedding cake videos.
	Endorsements by leading wedding venues.
	<b>***Specifically, “serving” brides in place of simply “helping” brides.</b>
	Utilizing well-written referrals that address hot buttons.
	A presentation folder that makes the bride feel in control.
	Special offers to get the order, now.
	Positioning your awards with maximum effectiveness.
	Delivering anywhere in the USA...with some assistance.
	Compelling and convincing written ads.
	<b>***Emails that educate your brides.</b>



**Less than 10% of bakers are using any of the high-value evidence in the right column.**

**They are the additional proof 350,000 brides said convinces them to choose you and at higher prices.**



While there is more high-value evidence, based on what’s been revealed, ask yourself,

***If you were a bride...which baker would you choose?***

**[Click here to make sure it’s ALWAYS YOU and to command higher prices.](#)**