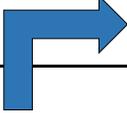
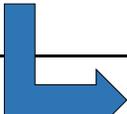


Selling Wedding Cakes: Comparison of Evidence High-Value vs All-Too-Common Methods

Millennial and Gen Z brides told us most bakers only do what's in the left column. It's crucial for you to understand that's why they view *Most Bakers To-Be-The-Same*. Leaving them to shop on price.

On the right: *How to Become the Obvious Choice... Regardless of Price*—built on bride psychology and what actually drives their decision when choosing a baker. (In tests it provided a 6.5 to 1 advantage.)

- The LTPP Method - (Look-Taste-Price-Pray)	- The ESTC Method - (Educate-Serve-Taste-Convince)
<p>Many bakers provide the same 11 types of evidence listed below. Brides say it's not enough to separate you from your competitors or choose you over them.</p> <p style="color: red;">When you only do these things, they could view you as a commodity and shop you by price.</p>	<p>These first 11 pieces of evidence are the same as the left side but have been carefully enhanced according to “Wedding Cake Sales Guru” principles.</p> <p style="text-align: center;">(We'll use The Cake Gallery [TCG] as an example.)</p> <p style="color: red;">In addition, there are 19 additional pieces of evidence that brides say persuade them when choosing a baker.</p>
Good-to-great tasting cakes using fresh ingredients and baked from scratch.	Great tasting cakes using their own brand. (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 and/or the knot.”	Recognized as “The knot” Best of Weddings.
Offers sample pack of popular cake flavors.	Brides chooses the samples of flavors they wants to test.
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.
	Here's 19 additional pieces of evidence that influence a bride's decision. Your <u>competitors are missing all of them</u> . You won't be.

	***33 “Bakery Buster” questionnaire. It helps show how you could be better than your competitors.
	Recognition for creating celebrity cakes. (TCG has created cakes for 3 US presidents, rock stars, TV commercials, TV personalities, and a billionaire.)
	Testimonials from brides on your website and social sites. (TCG has hundreds of testimonials.)
	***Emails that educate and convince brides to strongly consider you before their consultation.
	***A 15 point “You’ll Love Your Wedding Cake” guarantee. It shows you’re skilled and trustworthy
	Specific scripted wording to make the bride feel you are the perfect choice.
<p>Very few bakers are using any of the high-value evidence in the right column.</p> <p>This is additional evidence based on our research into how brides choose their baker.</p> <p>*** These are the items we recommend implementing first.</p>	***Providing evidence prices are fair and reasonable.
	***Convincing first phone call for how you separate yourself and could be better than competitors.
	High-limit liability coverage for the protection of the bride’s and groom’s families and guests.
	Belong to the BBB and Chamber of Commerce.
	Wedding cake videos in addition to photos.
	Endorsements by leading wedding venues and other wedding industry professionals.
	
	Utilizing well-written referrals that address hot buttons.
	A presentation folder that makes a bride feel in control.
	Positioning awards with maximum effectiveness.
	Advertising with compelling and convincing ads using psychological principles.

Put yourself in the bride’s shoes. Would you pick a baker from the left column or right... *even though the right cost more?*

Picked the right? So do 87% of brides!

[Get your “right column” advantage now.](#)

[Internal research, 558 engaged brides, 2023-2025]