

# Calling All Bakers!



Trying to *whip up* more sustainable ways to build your online presence?

Especially with algorithms (and accessibility like the recent TikTok ban) so unpredictable?





# What If...

**There was a network platform developed solely for small and medium-sized bakeries?**

**Hint: that isn't a pipedream or a "what-if" anymore.**





# What If You Could...



**Elevate your reputation**



**Have high-value clients knocking on your door**



**Stop wasting precious baking time on *another* run-of-the-mill social media account that's more than likely to get lost in overcomplicated algorithms...?**





**If you're ready to future-proof  
your bakery, and never get  
overworked by demand  
fluctuation again...**



**Sign up for your FREE  
Say It In Frosting  
Business Page Today!**





This isn't about just getting more eyes on your bakery business... 🍰

We're here to help you get your foot in with the nation's elite corporate clientele...

👁️ Build awareness

👤 Connect with a network of fellow baking entrepreneurs

👑 Become a vetted Say It In Frosting Affiliate

👏 Enjoy A Free Business Page

💰 Work with elite, high-paying corporate clients

📚 Access resources, opportunities, and insight to help you grow your business

If you'd like a chance for your bakery to get featured on our Instagram page...

Leave a comment with your business name and your specialty 🙋

#cakeart #bakersofinstagram #foodstagram #instacake #coffee #sweets #cafe  
#patisserie #chocolatecake #bakerylife #smallbusiness #homebaker #foodblogger  
#breakfast #sourdough #brownies #buttercream #pastrychef #roti #shoplocal  
#foodlover #sweettooth #cakelover #cupcake #chef #bakerylove #cheesecake  
#supportlocal #tasty #pastries

Copy For Bakers [B2B]

Landing Page Copy

## **Ready To Future-Proof Your Bakery And Never Fear Demand Fluctuation *Again*?**

Build a more profitable baking business with a network that brings high-end corporate clients to you.

Join the baking and pastry professionals watching their revenue *rise* after enrolling in the Say It In Frosting corporate baking network. Not only is your bakery showcased to our list of premier corporate clients, but your reach grows from *local*– to coast to *coastal* overnight–**all while high-end customers come to you!**

### **Here's how it works:**

**Step 1:** Corporate clients order custom-branded baked goods (everything from cakes, cupcakes, and beyond) from the Say It In Frosting website.

**Step 2:** We handle the designing, printing, and shipping (to you) of the edible custom graphics.

**Step 3:** We connect *them* with the best baker in the area where their order will need to be delivered (this ensures every item is baked fresh—and your exceptional skills get to shine.)

**Step 4:** You bake “*the goods*,” and we send you the edible graphics for the frosting.

**Step 5:** You (or a 3rd-party delivery service) drop off the final order in your local area.

**Step 6:** Your *renown* grows. Your *customer base* grows. Your *revenue* grows.

**Create a free Say It In Frosting Bakers business page, and receive a FREE trial of premium member status *AND* a special gift.**

**[CTA: Sign up today for free]**

(Have more questions? Click or tap here to check out our FAQ...)

[Here's where any Social Media Links/Buttons go]

## **FAQ:**

### **What is Say It In Frosting?**

Answer: Placeholder

### **What does it cost to join the network?**

Answer: Placeholder

### **Is there a free membership?**

Answer: Placeholder



## What is the difference between a basic membership and a premium membership?

Answer: Placeholder

## How Does This Work?

Becoming a Say It In Frosting premier baker is easy!

**Step 1:** Sign up for your free membership and set up your custom business profile. Once you're done, publish your page.

**Step 2:** Our experts will review your page to ensure all bases are covered. Once approved, you'll go live in our exclusive catalog of exceptional pâtissiers.

**Step 3:** Corporate clients order custom-branded baked goods (everything from cakes, cupcakes, and beyond) on the Say It In Frosting website.

**Step 4:** We handle the designing, printing, and shipping (to you) of the edible custom graphics.

**Step 5:** We connect *them* with the best baker in the area where Their order will need to be delivered (this ensures every item is baked fresh and your exceptional skills get to shine).

**Step 6:** You bake "*the goods*," and we send you the edible graphics for the relevant order.



**Step 7:** You (or a third-party delivery service) drop off the final order in your local area.

**Step 8:** Your *renown* grows, your *customer base* grows, and your *revenue* grows.

### **What if I don't have experience applying edible graphics to desserts?**

Answer: No problem. We provide free resources to show you how to get great results!

### **What if I don't have printers to print the edible graphics?**

Answer: You don't need special printers or papers because the Say It In Frosting "home base" handles all the designing, proofing, and printing. We ship the edible graphic sheets to you once the client approves them, and all you have to do is fulfill the order and apply the graphics.

*Not seeing an answer to your question?*

**[Send us a message, and we'll reply ASAP!]**

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## Welcome Email Sequence

Email 1: Welcome Email with whatever link to either account creation or freebie

**Subject Line A:** Your free premium business account is ready for activation!

**Subject Line B:** Here's your free Say It In Frosting Premium Membership Code!

Hi [name],

Welcome to the Say It In Frosting Bakers Network! To start your free trial of premium features:

1. [Go to your Say It In Frosting Baker Profile](#) (clicking this link also confirms you're subscription)
2. Click the "Upgrade to Premium" button at the top right of the page
3. Enter **[REDACTED]** in the "discount code" field during checkout. (You do NOT need to enter your credit card information, and we'll remind you a few days before your free trial expires so you can decide if you want to keep your upgrade.
4. Enjoy a suite of additional marketing features, support, and "preferential treatment" on our list.

We're so honored to have you on our team, and we look forward to building a lucrative future with you!

My name is Kenz, SIIF's resident masochist (Marketing Manager). Every email you'll read comes from my little fingers (so you know who to yell at if you hate an email, haha!)

I just wanted to introduce myself in case you have any questions, so, just hit reply on this email, and I'll get back to you ASAP.

*(We're still a growing business ourselves, so we ask for patience as our tiny team does our best to balance many hats on our heads.)*

I'll follow up with you soon to see how you're doing and give you more info about Say It In Frosting...



Until then, you can learn more about SIIF, our team (Heather, Maria, and yours truly), and your new business page below...

**[CTA: Visit the Say It With Frosting FAQ]**

Email 2: Overview of what it means to be in the Say It in Frosting Network

**Subject Line A:** Hi [Name], we need your input ASAP

**Subject Line B:** Hi [Name], what new bakers need to know about joining SIIF

Hi [name],

I'm checking to see how you're enjoying your Say It In Frosting premium business page. We want to give our bakers an easy user experience, so let me know if you have any questions, or think we could improve something. :D

As three moms from three very different professional backgrounds, we want to build a business we're proud of.

That doesn't just mean "*making lots of dough*" (sorry, I couldn't resist).

Don't get me wrong, **money is great**, and folks who say "*it can't buy happiness*" probably haven't had to decide whether to buy a dozen eggs, or pay their electric bill.

But we also want to be proud of how we *operate* as an organization. We want to create a space where highly skilled business owners like you can stand out in the exclusive (and highly competitive) corporate catering space.

**Where high-end and *high-paying* customers come to you.**

With your skills united with our network, we're able to provide exceptional, fresh, and beautifully designed branded desserts across the country.

**It would be impossible without you, so thank you.**

Anyway, this email is getting long, and we have no doubt you're up to your elbows in batter and buttercream.

If you made it this far, thank you. We're honored to be a part of your business journey.

If you have any questions, feel free to reply to this email. Or, you can learn more about Say It In Frosting, our process, and more by...

**Visiting our About Page, where we share more about our work, and provide an FAQ of... well... FAQs! Haha!**

Wishing you a great day of back-to-back orders (and enough coffee to get you through them.)

-The SIIF Team

### Email 3: Nurture Email

**Subject Line A:** Hi [Name], your free premium features expire soon

**Subject Line B:** Hi [Name], don't let your free premium biz profile get stale!

Hi [Name],

Just wanted to let you know that your access to premium marketing and business features expires tomorrow.

To keep your premium features, click here to enter your payment details.

To sweeten the deal, here's one more discount code.

**[REDACTED]**

If you DO decide to keep your Platinum Baker status, enter this code at checkout, and you'll get 20% off when you choose a 6 or 12-month subscription.

If you have any questions, just hit reply or check out the FAQ page.

No matter what plan you have, just know that we're here to support your growing business in whatever way fits best!

**[CTA: Use your discount code and keep Platinum status for 20% less]**



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### Abandoned Cart Email 1

**Subject Line A:** Hi [Name], was there a problem with your account?

**Subject Line B:** H [Name], is everything alright?

Hi [name],

How are you doing?

We're checking in because we got a **ping** that you haven't completed your free business profile yet.

No rush, I just wanted to make sure you didn't have any questions or ran into any issues customizing your page.

After all, once your business page is up and running, your entered into our bakery network so corporate clients can start connecting with you!

#### **[Start customizing your free Business Profile]**

Let us know if you have any questions,  
-Your SIIF Team

PS: Don't forget, once you've played around with your free profile, you can enter your code for a FREE TRIAL of PLATINUM! Here's your code: **[Redacted]**

### Abandoned Cart Email 2

**Subject Line A:** Hi [Name], you win—we've extended your free trial of Premium

**Subject Line B:** H [Name], we've sprinkled something special inside

Hi [name],

We know growing your baking business isn't just time-consuming, it's expensive. While we can't do anything about the... *egregiously* high egg prices, we wanted to do SOMETHING to help support your growth.

So...

We've extended access to your free trial of a Platinum business profile!

Here's your new code: **[Redacted] for another 30 FREE days of Platinum (no card info required)!**

And don't forget, **if you sign up for a 6-month or 12-month Platinum plan**, you'll get an additional 20% off your subscription.

We hope you enjoy this extra gift from us!

Thanks for being part of our network,  
The SIIF Team