

*“Sales is just enthusiasm transferred”.*

Bullet point your healing journey to date and your personal journey from healing - healed - healer

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Can you think of at least 3-5 places nearby to approach to be stockists?

Primal Alternative does really well at places like Farmers Markets, health food shops, IGA's, cafes as well as online. Hit pause and jot down the first front of mind stockists you could approach.

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Are there other Primalistas near you already?

Head here [www.primalalternative.com/primalistas](http://www.primalalternative.com/primalistas) and take a look.

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*It's normal to worry about another Primalista in your area and if there will be enough stockists for everyone. But I can assure you that we are nowhere near saturation point. Being a micro baker - there are only so many families you will have capacity to bake for. We have a simple google doc called the Target Stockist Spreadsheet which easily lets you know who has already been approached and by whom so there won't be any standing on anyone's toes.*

*Once you have a stockist - it's yours for life. No other Primalista can come in and 'steal' them away from you. We all charge the same price, so there is no undercutting. The culture at Primal Alternative is collaborative and non competitive. Everybody wants you to succeed and wants to help you.*

How much money do you want to earn, baking from home - to make it feel worth your while?

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Do you think people will pay \$17 for a loaf of 'bread'?    Yes    No

Have you gone back to supermarket bread because of the 'permacrisis'?    Yes    No

## Thank you!

It's been awesome sharing this information and seeing the excitement and results. This has been awesome, fun, and rewarding creating and sharing these videos with you. I've been getting great comments and I love the interaction and community it has created. I know these free videos have already made a big impact on many people who have been commenting, maybe it's even helped you.

Now, you may be wondering what it takes to earn a living baking amazing food from your own kitchen without having to reinvent the wheel, go it alone, or get tripped up on the stringent labelling requirements.

The Primalista Licence could be what you're looking for. If it all sounds too difficult to accomplish on your own, don't worry, you can always look for help to make life easier on yourself and increase your chances of success. That's why a Primal Alternative Licence comes with so many resources and support to help guide you every step of the way.

We can help you set up your business, give you the recipes, provide marketing and sales training and templates, and give you lists of suppliers and stockists to source ingredients and sell your products. I've never had a Primalista fail to make a sale - 75% of them achieve this milestone in their first month!

It's also super helpful to walk this path with a community of like-minded Primalistas & to have a leader that believes in you - everybody wants you to succeed.

If you're interested in taking this even further, I've put together a special program which is starting soon to give your business a kick start and offer you a tonne of support with fellow newbie Primalistas.

The program is called the Primalista Mentor Program and I first opened this program mid-2022 and I've had newbie Primalistas without any prior entrepreneurial or business experience go from not being able to figure out how to log onto the Primalista Recipes and Resources to being open for business with sell out markets in a matter of weeks.

The PMP clears away any procrastination & overwhelm and has a simple to follow 3 step process to get you Open For Business, Equipped & Making Sales.

I'll be opening the PMP soon. We'll enroll a new class, and then we'll have to close registration so we can start the program. I'll have lots of details about the upcoming PMP and how you can get started... so look for that video very soon.

In the meantime, I would love to hear about how good it would feel to bake from home for a living and create a business and lifestyle that serves you.

And I'd love to hear what you'll do with this information I've shared with you how to start a home based baking business- can you think of some shops to approach?

Helen x