



What Customers REALLY Want to Hear About You

Hint: It's Not That You're Self-Taught

Stop Underselling Yourself

Let's address something that might be sneaking into your bio, posts, or conversations without you even realising it...

"I'm self-taught!"

It might feel like something to be proud of (and you absolutely should be proud of how far you've come)...

But here's the truth:

Most paying customers don't care whether you learned in a classroom or in your kitchen—they just want to feel confident that you'll deliver what they need.

In fact, shouting "I'm self-taught!" can:

- Make you sound less professional
- Undermine your credibility
- Suggest you're still figuring it out

What to Say Instead

Swap it for phrases that sound customer-focused, professional, and reassuring, like:

- "I've spent years perfecting my craft and creating celebration cakes my customers love."
- "I continually improve my skills by learning from industry experts and trusted resources."
- "Every cake I make reflects years of experience creating special moments for families just like yours."

Why This Works

These phrases:

- Build trust
- Show dedication
- Position you as a professional cake maker

You sound like someone worth booking—without needing a fancy certificate to prove it.

Your Quick Action Step

Go and check your:

- Social media bio
- Website wording
- Recent posts

Make sure you're building trust, not accidentally sounding like a hobbyist.

You've worked hard to get here.

Let's make sure your customers see that, too.

