



Ghosted to Booked *Attendee Workbook*

CAKE *Coach*

ONLINE

WWW.CAKECOACHONLINE.COM



From Ghosted to Booked

Attendee Workbook

What customers judge after you send them a quote

Section 1 – Your Communication & Confidence:

These are the service-based trust signals that follow your reply:

You replied quickly

Promptness shows you're organised and respectful of their event timeline.

Your tone was warm and friendly

People buy from people. A kind, personal reply builds trust.

You offered a call, not just a price

A conversation reassures nervous buyers and helps you explain value properly.

You spoke with clarity and confidence

Jargon, vagueness, or hesitant language can lose you the sale.

You sounded like the expert, not the assistant

Customers want to trust that you're in charge and will get it right.

Section 2 – What They Get for Their Money

It's not just about price — it's about perceived value

You gave a clear, itemised quote

No guesswork, no surprises, no vague ballpark.

You explained what's included (and what's not)

Sets expectations clearly and avoids future issues.

You showed confidence in the value of your work

If you apologise for the price, you invite doubt.

You reminded them what makes you different

Personal touches, hand-made decor, unique service — they all matter.

You made it easy to book and pay

If it's confusing, they'll hesitate — even if they love your cakes.



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Section 3 – Visual Proof and Portfolio

Customers want reassurance that you can deliver their vision

You showed photos of similar cakes

Relevant examples help them visualise their order with you.

Your style matches their taste

If your portfolio looks like “you get them,” they’re more likely to book.

You’ve tackled similar themes or challenges before

Experience with similar cakes makes them feel safe choosing you.

Your cakes look professionally finished

This includes sharp edges, neat piping, clean fondant — and no visible panic.

You showed creativity with boundaries

Clients love options — but they trust bakers who know where to guide or say no.

Section 4 – Business Credibility and Trust

They are still scanning for red flags — even post-quote.

Your reviews are visible and recent

Bonus points if they’re tagged and specific (not vague praise).

Your hygiene and safety are clearly mentioned

Especially since they’re feeding guests — this matters more than decorators realise.

You explained delivery/collection smoothly

“How will it arrive?” is a make-or-break trust question.

You use order forms, contracts or T&Cs

These scream “reliable business” over “side hobby.”

You sounded pleasant, calm, and unflappable

The person ordering is often stressed. They want someone steady.



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Section 5 – Quality and Care Behind the Scenes

Even if they haven't tasted your cake yet, they're trying to imagine it.

You mentioned your flavours with pride

A simple flavour list is forgettable — confidence and clarity help.

You explained allergen or dietary options clearly

Especially if they mentioned this — ignoring it loses trust.

Your presentation looks thoughtful

Neat boxes, added touches, ribbon, labels — all show care.

Your cakes consistently look moist and delicious

Even in photos, dry or clumsy cakes raise concern.

You showed love for the process, not just the transaction

Enthusiasm is contagious. If they sense you care, they care too.

You followed up kindly, without pressure

Just because they paused doesn't mean they're a no. Your follow-up can change that.

Section 6 – Business Credibility and Trust

They are still scanning for red flags — even post-quote.

Your reviews are visible and recent

Bonus points if they're tagged and specific (not vague praise).

Your hygiene and safety are clearly mentioned

Especially since they're feeding guests — this matters more than decorators realise.

You explained delivery/collection smoothly

"How will it arrive?" is a make-or-break trust question.

You use order forms, contracts or T&Cs

These scream "reliable business" over "side hobby."

You sounded pleasant, calm, and unflappable

The person ordering is often stressed. They want someone steady.



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Attendee Workbook - Your Reflections

This workbook is designed to help you reflect on what customers may be judging after you've sent them a quote.

Each page contains two points, with equal space for your notes under each. Use this space to consider:

- **What do I currently do in this area?**
 - **How could I improve it?**
- **What specific action will I take?**



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Attendee Workbook - Your Reflections

You replied quickly

Customers start forming an opinion of your reliability the moment they hit 'send' on their enquiry. A prompt reply — ideally within 24 hours — shows you're organised, attentive, and respectful of their time.

 Notes & Actions:



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Attendee Workbook - Your Reflections

Your tone was warm and friendly

Your tone carries a lot of weight. A friendly, approachable message reassures customers that they won't be judged or dismissed.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You offered a call, not just a price

A voice call builds trust, creates connection, and makes your service feel more personal and professional.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You spoke with clarity and confidence

Clear, confident language makes you sound like someone they can trust to deliver.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You sounded like the expert, not the assistant

Take the lead and guide the customer — they want your expertise, not just your availability.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You gave a clear, itemised quote

Breaking down your price shows where the money goes and helps avoid sticker shock.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You explained what's included (and what's not)

It's better to spell out what's included than risk someone misunderstanding your offer.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You showed confidence in the value of your work

If you don't believe in your price, your customer won't either.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You reminded them what makes you different

Personal touches or special ingredients help show why your cakes are worth choosing.

 Notes & Actions:



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You made it easy to book and pay

The more frictionless your process, the more likely they are to follow through.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You showed photos of similar cakes

Relevance builds reassurance. People want proof you've done something like this before.

 Notes & Actions:



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Attendee Workbook - Your Reflections

Your style matches their taste

If your look aligns with their vision, it's easier for them to say yes.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You've tackled similar themes or challenges before

Experience breeds trust. It's reassuring to know this isn't your first time.

 Notes & Actions:



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Attendee Workbook - Your Reflections

Your cakes look professionally finished

Neat, sharp, and clean finishes set you apart from hobbyists.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You showed creativity with boundaries

Great decorators guide customers — not just say yes to everything.

 Notes & Actions:



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Attendee Workbook - Your Reflections

Your reviews are visible and recent

Recent praise from others makes it safer for them to choose you.

 Notes & Actions:



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Attendee Workbook - Your Reflections

Your hygiene and safety are clearly mentioned

Customers want to know their cake will be made safely and cleanly.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You explained delivery/collection smoothly

Remove the stress by clearly stating how and when they'll get the cake.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You use order forms, contracts or T&Cs

This helps you look professional and organised — and avoids future issues.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You sounded pleasant, calm, and unflappable

People trust calm energy, especially when they're stressed themselves.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You mentioned your flavours with pride

Confidence in your cake flavours shows that you care about the inside, not just the decoration.

 Notes & Actions:



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Attendee Workbook - Your Reflections

You explained allergen or dietary options clearly

Clear answers here make customers feel looked after and safe.

 Notes & Actions:



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Attendee Workbook - Your Reflections

Your presentation looks thoughtful

Beautiful packaging adds to the feeling of quality and care.

 Notes & Actions:



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Attendee Workbook - Your Reflections

Your cakes consistently look moist and delicious

Photos should suggest flavour and texture — not just appearance.

 Notes & Actions:



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You showed love for the process, not just the transaction

When your passion shows, it makes them want to choose you.

 Notes & Actions:



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You followed up kindly, without pressure

A gentle nudge helps them take the next step — without making them feel pushed.

 Notes & Actions:



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Attendee Workbook - Your Reflections

Final Thoughts

Turning insights into action

You've just explored why some customers vanish after receiving a quote — and how small, thoughtful tweaks can make a big difference to your bookings. Before you close this workbook, take a moment to reflect:

 What stood out most to you from this workshop?

(Note 2–3 lightbulb moments you want to remember)



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 What small actions will you START doing as a result of this workshop?

(Maybe a new way of wording your replies or a more confident follow-up)



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🚫 What will you STOP doing — or do less of — to improve your chances of turning “maybe” into “yes”?

(Think of anything that could be quietly putting people off)



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💬 One message I want my customers to take away when they receive a quote from me is...

(Write your “golden message” here — the vibe you want them to feel)



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📁 And just a little reminder...

You don't have to figure it all out on your own. Support, encouragement, and new ideas are always close by — especially in your inbox.

I'll be dropping in regularly with more tips to help you feel confident, organised, and booked solid (without the burnout).

Keep your eyes peeled. You never know what helpful gem might land in your inbox next



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O N L I N E