THE SOURDOUGH FORMULA · BONUS

The 7-Day Quick Start

One small task a day



From your first list to your first paid loaf

THANK YOU FOR YOUR PURCHASE

Welcome to my kitchen!

I'm so happy you're here. Inside this PDF you have your bonus: The 7-Day Quick Start. Everything, plus your recipe pages for the phone, your Label Studio and your video classes, lives in your members area:

YOUR MEMBERS AREA

members.thesourdoughformula.online

Password

SOURDOUGH2026

Bookmark it on your phone. Any question, just email thegiftbasketformula@gmail.com and I'll answer the same day.

Happy baking, Sarah

One small task a day, from your first-customer list to your first paid loaf.

This is the shortcut. Seven days, one small task each day, most of them under 30 minutes. While you work through it, your starter keeps growing on the counter with its 5-minute daily feed, so by the time your starter is strong, your customers are already waiting.

You don't need to read the whole course first. Open this page each morning, do today's task, tick the boxes, and close it. Small steps, every day, and next weekend you'll hand someone a loaf and they'll hand you $11.

> ***Sarah's tip: put this page on the fridge. Seeing the checkmarks pile up is the best motivation there is.***



The Quick Start page on my fridge, a few days already checked off.

Before Day 1 · Where Your Starter Should Be

The Quick Start runs alongside your starter. Ideally, you begin it in the second week of the 14-day starter plan, so your starter is reliably doubling by Day 6. If your starter is already active, start today. If you're on Day 1 of the starter, do Quick Start Days 1 to 4 now and pause before Day 5 until your starter doubles in 4 to 8 hours.

Day 1 · Write Your 15-Name List

Today's task: write down the 15 people most likely to buy your first loaf.

Why: your first customers already know you. A written list turns «someday I'll sell bread» into fifteen real names, and fifteen names usually becomes about ten first orders.

Time needed: 20 minutes.

- [ ] □ Open the 15-name table in the Neighbor Launch Kit
- [ ] □ Go through the 12 prompts (neighbors, school parents, church, coworkers, gym, Nextdoor, Buy Nothing, hair stylist, family, coaches, foodie friends, weekly service people)
- [ ] □ Write 15 names, even if a few feel like a stretch
- [ ] □ Note how you'll reach each one: text, DM, or in person
- [ ] □ Put a star next to your top 3

Done when: you have 15 names on paper and 3 of them have a star.

Day 2 · Name Your Bakery

Today's task: choose your bakery name and claim it.

Why: a name turns «my bread» into «a bakery». It goes on your labels, your posts, and your messages, and people repeat it to their friends.

Time needed: 20 minutes.

- [ ] □ Use the name formula from Module 9 (your name, your street, or a warm word + a bread word)
- [ ] □ Write 3 options and say each one out loud
- [ ] □ Search your favorite on Facebook, Instagram, and your state's business name lookup
- [ ] □ Claim the Instagram handle
- [ ] □ Open the Label Studio in your members area and type your bakery name in

Done when: your bakery name is chosen and you can see it on a label template in the Label Studio.

Day 3 · Set Your Price and Your Payment

Today's task: decide your first menu, your prices, and how people will pay you.

Why: when the price is decided ahead of time, you'll say it calmly and confidently. And when payment is set up, saying yes takes your customers ten seconds.

Time needed: 25 minutes.

- [ ] □ Choose your first loaf: the Classic Country Boule at **$11** (cost $1.40, packaging about $0.35)
- [ ] □ Optional: choose one Plain loaf at **$9** or one Specialty at **$14** for later weeks
- [ ] □ Set up or check Venmo, Zelle, or PayPal (and keep some change for cash)
- [ ] □ Decide your pickup window, for example Saturday 10 am to 12 pm on your porch
- [ ] □ Find your home-kitchen label wording in the selling-from-home-legally module and complete any quick registration your state or country asks for

Done when: you can say in one breath: «Classic loaf, $11, Venmo or cash, porch pickup Saturday 10 to 12.»

My first menu	Price
My pickup day and time	
How I get paid	

Day 4 · Send Your First Messages

Today's task: text your top 3, then the rest of your list.

Why: this is the day your bakery opens. Every order starts with one message, and the first three warm yeses give you all the confidence you need for the other twelve.

Time needed: 30 minutes, spread across the day.

- [ ] □ Re-read the mindset page: you're offering, not begging
- [ ] □ Copy the personal message that fits each person (Launch Kit, Part 4)
- [ ] □ Send to your top 3 in the morning
- [ ] □ Send to the other 12 by the evening

- [ ] □ Write each answer in your list: yes, not now, or no reply yet
- [ ] □ Reply to every yes with pickup time and payment details

Done when: all 15 messages are sent and your yeses are written down. Most people end Day 4 with four to eight orders.



Day 4: sending my messages at the kitchen table, the starter bubbling right beside me.

Day 5 · Get Ready to Bake

Today's task: shop, prep your labels, and post your launch post.

Why: with everything ready the day before, Friday's mix and Saturday's bake feel calm and easy. And the launch post brings in the orders your list didn't.

Time needed: 45 minutes (including a quick shopping trip).

- [ ] □ Count your orders and add 1 or 2 extra loaves (they always find a home)
- [ ] □ Buy flour: 500 g per loaf, so a 5 lb bag covers 4 loaves (a 25 lb bag covers about 22)
- [ ] □ Buy bread bags, a label sheet, kraft tags, and twine
- [ ] □ Print your labels and tags from the Label Studio

- [ ] □ Post one version of your launch post with a photo of a loaf you've baked (or a photo of your bubbly starter if this is your very first bake)
- [ ] □ Check your starter: is it doubling within 4 to 8 hours after a feed?

Done when: flour, bags, and printed labels are on the counter, and your launch post is live.

Day 6 · Friday: Feed, Mix, Fold, Shape

Today's task: make your dough with the Master Loaf schedule.

Why: this is the Friday-night half of your bake. Do it today, and tomorrow morning the oven does the rest.

Time needed: about 20 minutes of hands-on work, spread across the afternoon and evening.

- [ ] □ 8 am: feed your starter (1:1:1)
- [ ] □ 4 pm: mix flour and water, rest 30 minutes (autolyse), then add starter and salt
- [ ] □ 4 sets of stretch and folds, every 30 minutes
- [ ] □ Bulk until the dough grows 50 to 75 % (about 4 to 6 hours at 75 °F / 24 °C)
- [ ] □ Pre-shape, rest 20 minutes, final shape, into the bannetons
- [ ] □ Into the fridge overnight
- [ ] □ Send your Friday-evening reminder to every customer

Done when: your shaped loaves are resting in the fridge and every customer has your reminder text.

> *Sarah's tip: if you have more than 4 orders, mix in batches of 4 loaves (2 kg flour). Start the second batch 30 minutes after the first so your folds don't overlap.*

Day 7 · Saturday: Bake, Bag, Get Paid

Today's task: bake, cool, bag, and hand over your first paid loaves.

Why: this is it. Your first sale turns a home baker into a bakery owner.

Time needed: about 2 hours of active time for 4 to 6 loaves, plus cooling.

- [ ] □ 7 am: preheat the oven with the Dutch oven inside to 500 °F (260 °C)
- [ ] □ Bake: 20 minutes lid on at 475 °F (245 °C), then 20 to 25 minutes lid off at 450 °F (230 °C)
- [ ] □ Check inside temperature: 205 to 210 °F (96 to 99 °C)
- [ ] □ Cool at least 2 hours on a rack before bagging
- [ ] □ Bag, label, write the «Baked on» date, tie the tag with twine
- [ ] □ Set out your table with the price sign
- [ ] □ Hand over each loaf with a smile and «enjoy it with butter!»
- [ ] □ Collect payment and say thank you
- [ ] □ Ask the Friday-list question: «Want me to save you one every week?»
- [ ] □ Take a photo of your first sold loaf

Done when: money from your first sold loaf is in your Venmo, Zelle, PayPal, or your hand. Congratulations, baker.



Day 7: the very first paid loaf leaves the porch.

Your Week at a Glance

Day	Task	Time	Done
1	Write your 15-name list	20 min	
2	Name your bakery	20 min	
3	Set your price and payment	25 min	
4	Send your messages	30 min	
5	Shop, print, post	45 min	
6	Friday: feed, mix, fold, shape	20 min active	
7	Saturday: bake, bag, get paid	2 h active	

What Comes Next

Next week, you simply repeat Days 5 to 7, and follow Week 2 of the 4-week plan in the Neighbor Launch Kit. Send a thank-you to every buyer on Sunday, add every «yes» to your Friday list, and start growing toward 12 loaves a Saturday.

And please, send us the photo of that first sold loaf. It's the best email we get all week.