THE SOURDOUGH FORMULA · BONUS

The Neighbor Launch Kit

Your first 10 orders



Launch post · 15-name list · 4-week plan

THANK YOU FOR YOUR PURCHASE

Welcome to my kitchen!

I'm so happy you're here. Inside this PDF you have your bonus: The Neighbor Launch Kit. 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

Bonus 1 · Your First 10 Orders

This kit has one job: getting your first ten orders. Not a hundred followers, not a website, not a logo. Ten real people who pay for a real loaf and come back next week.

Everything here is copy-and-paste ready. Change the words in [brackets], press send, bake. I've written it exactly the way I'd say it to a neighbor over the fence, because that's where your first customers are: close by, already knowing your face, already happy to hear from you.



The first handoff on my porch. A loaf, a smile, and «see you next Saturday».

Part 1 · The Mindset: You're Offering, Not Begging

Before you send a single message, read this page. It's the most important page in the kit.

When you tell people you bake sourdough, you're not asking for a favor. You're giving them access to something they already want and can't easily get: fresh, real, slow-fermented bread, baked a few streets away, that morning. Grocery store «sourdough» is often made with commercial yeast and a splash of flavoring. Bakery sourdough costs $9 to $14 and means a drive across town. You're bringing it to their door.

Here's what happens in real life when you share your bread:

- Most people say «Oh, I'd love that!» and mean it.
- Some say «Not this week, but keep me posted», which is a future yes.
- A few don't answer, because they're busy, not because they mind.

That's all. Nobody is annoyed that a neighbor bakes bread. People love supporting someone local, and they love telling their friends «I've got a bread lady».

Three phrases to keep in your pocket:

1. **«I'm baking on Saturday, want me to save you one?»** It's an invitation, and it's easy to say yes to.
2. **«No worries at all, I'll let you know next time.»** For every «not now». Light, warm, and the door stays open.
3. **«Thank you so much, enjoy it warm with butter.»** For every sale. People remember how you made them feel.

> *Sarah's tip: my first message went to eight neighbors. Six said yes. I had planned to bake four loaves and ended up baking eight on my first Saturday. The hardest part was pressing «send». After that, the bread did the selling.*

Your price is fair. Your bread is good. Your neighbors are lucky. Let's go find them.

Part 2 · Your 15-Name First-Customer List

Your first customers are people who already know you. Not strangers on the internet. So we start with a list of 15 names, written down, today.

Why 15? Because about two-thirds of warm contacts say yes to a first loaf. Fifteen names turns into roughly ten first orders, and ten first orders is exactly what one Saturday bake can handle while you're still learning.

12 prompts to find your names

Read each prompt, close your eyes for five seconds, and write down whoever pops into your head. Don't judge, just write.

1. **Neighbors on your street.** Who waves at you? Who has kids your kids' age? Who walks a dog past your house every evening?

2. **School parents.** Who do you chat with at drop-off or pickup? Who's in the class group chat?
3. **Your church, temple, or faith community.** Who do you sit near? Who runs the coffee hour?
4. **Coworkers, current or past.** Who always brings snacks to share? Who talks about food?
5. **Your gym, yoga, or walking group.** Who do you see every week?
6. **Your HOA or Nextdoor neighborhood.** Who's active and friendly in the neighborhood group?
7. **Facebook Buy Nothing or local groups.** Who has given you something, or picked something up from you?
8. **Your hair stylist, nail tech, or barber.** They talk to dozens of people a week and love a good local tip.
9. **Family nearby.** Your aunt, your cousin, your in-laws, and their friends.
10. **Your kids' coaches and teachers.** Who's always there on Saturday mornings anyway?
11. **Friends who love food.** Who posts pictures of their brunch? Who asked about your bread already?
12. **People who serve you every week.** Your mail carrier, your favorite barista, your pet sitter, the farmers market vendor you buy eggs from.

Your list (fill it in)

#	Name	Where I know them from	How I'll reach them (text / DM / in person)	Sent?	Answer
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

> *Sarah's tip: put a star next to the three people most likely to say yes. Message them first. Three early yeses make the other twelve messages feel easy.*

Part 3 · The Launch Post in 5 Versions

The launch post tells your wider circle that you're baking. Pick the versions that match where your people are, change the [brackets], and post. Add your best bread photo (see Part 6).

Version 1 · Facebook (personal profile)

> *Okay friends, I have a little announcement* 🍞

>

> *For the past [few weeks / months] I've been baking real sourdough at home with my starter, [starter's name]. Slow-fermented, just flour, water and salt, baked fresh on Saturday morning.*

>

> *I'm opening up a few loaves for friends and neighbors this [Saturday, date]:*

> *Classic Country Loaf · $11*

> *[Specialty loaf name] · $14*

>

> *Porch pickup in [neighborhood] between [10 am and 12 pm]. I only have [8] spots this week, so comment or message me if you'd like one saved!*

Version 2 · Nextdoor

> ***Fresh sourdough this Saturday in [neighborhood]***

>

> *Hi neighbors! I'm [your name] on [street name]. I bake sourdough bread at home and I'm offering a small batch this Saturday, [date].*

>

> *Classic Country Loaf, $11. [Specialty loaf name], $14.*

> *Porch pickup [10 am to 12 pm], or I can drop it off within [a few blocks].*

>

> *Made with just flour, water, salt and my sourdough starter. [Required home-kitchen statement for your area, if your local rules ask for it in ads.]*

>

> *Message me to save one. Thanks for supporting a neighbor!*

Version 3 · Instagram caption

> *Saturday bake is open* 🍞

>

> *Meet [starter's name], the starter behind every loaf. This week from my home kitchen in [town]:*

> *· Classic Country Loaf $11*

> *· [Specialty loaf] $14*

>

> *Porch pickup [Saturday, time]. [8] loaves only. DM me «BREAD» to save yours.*

>

> *#[yourtown]sourdough #sourdough #homebaker #[yourtown]eats #freshbread #[yourneighborhood]*

Version 4 · Text message (to your close circle)

> *Hi [name]! Quick one: I've been baking sourdough at home and I'm doing a small batch this Saturday. Want me to save you a loaf? Classic is $11, porch pickup [10–12]. No pressure at all!*

Version 5 · Neighborhood group (HOA, Buy Nothing, school parents, WhatsApp group)

> *Hi everyone, it's [your name] from [street / class / building]. Some of you have tried my bread already 😊 I'm baking a small batch of sourdough this Saturday, [date], and have [6] loaves open.*

>

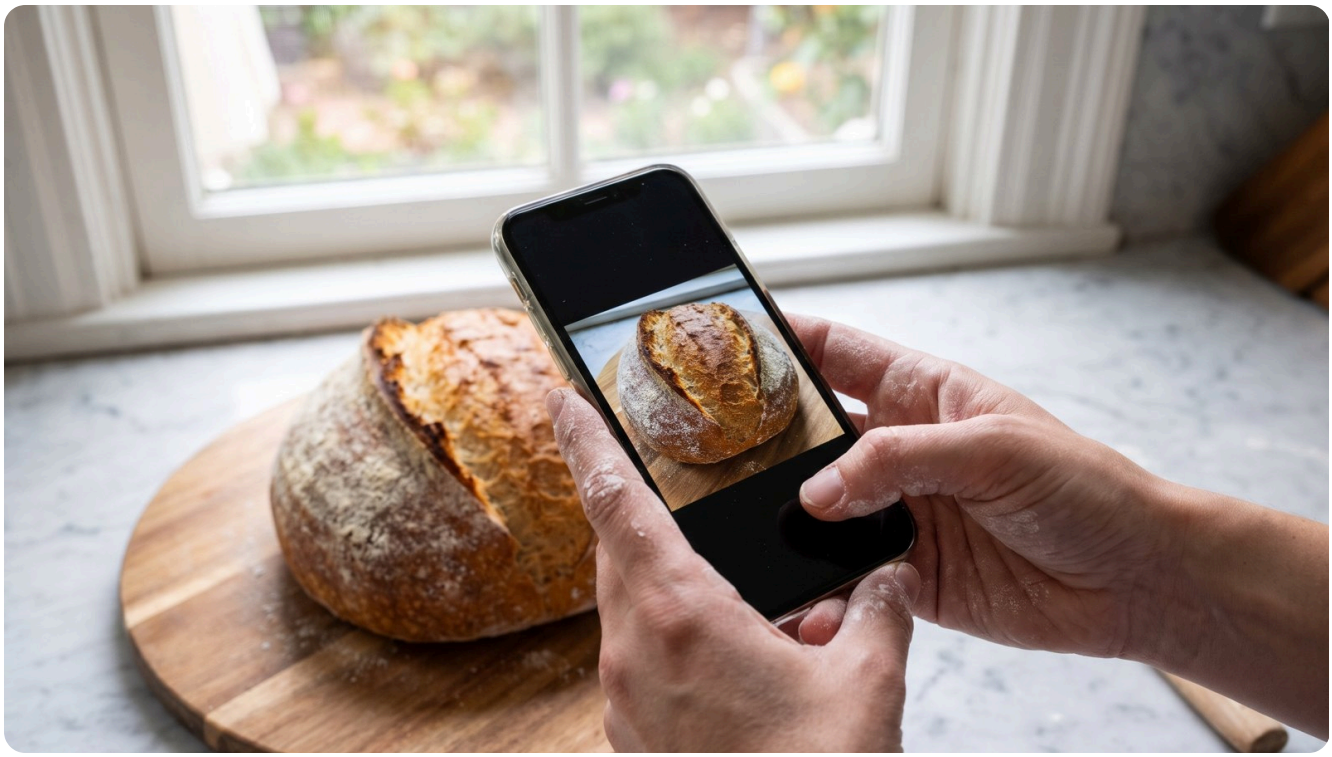
> *Classic Country, $11 · [Specialty], $14*

> *Pickup at [address or «my porch on Elm St»], [10 am to 12 pm].*

>

> *Just reply here or text me at [number] and I'll save you one. Thank you!*

Before you post in a group, check its rules. Many Buy Nothing groups are gift-only, so there you can share your news in a «tell us about your small business» thread or simply gift a loaf once (it's the best advertising there is). Many school and HOA groups have a weekly «local business» day. Post on that day and you'll be welcome.



Posting my first Saturday bake from the kitchen counter, flour still on my hands.

Part 4 · The Personal Message for Each Person on Your List

The launch post reaches many people a little. The personal message reaches one person a lot. This is where your first ten orders actually come from.

Use the name. Mention something you share. Keep it short. Here's one message for each type of person on your list.

Neighbor

> *Hi [name]! It's [your name] from [house number / the blue house]. I've been baking sourdough and I'm doing a small batch this Saturday. Would you like me to save you a loaf? $11, and you can grab it from my porch anytime [10–12].*

School parent

> *Hi [name]! [Your name] here, [kid's name]'s mom from [class]. Random question: do you guys like sourdough? I'm baking a few loaves this Saturday and would love to save you one. $11, I can even bring it to pickup on Monday.*

Church or faith community

> *Hi [name], so nice seeing you on [day]! I've started baking sourdough at home and I'm offering a few loaves this Saturday. Would you like one? $11, and I can bring it on [Sunday] if that's easier.*

Coworker

> *Hey [name]! Since you always appreciate good food: I'm baking sourdough this weekend and opening a few loaves to friends. Want one? Classic country loaf, $11. I can bring it [Monday] or you can pick it up Saturday.*

Gym or class buddy

> *Hi [name]! After all our [Tuesday classes], I have to tell you: I bake sourdough now 😅 I'm doing a batch this Saturday. Want me to save you a loaf? $11.*

Nextdoor or HOA neighbor you know a little

> *Hi [name], it's [your name] from [street]. I saw you [helped with the block party / posted about the lost cat]. I bake sourdough at home and have a few loaves this Saturday, $11. Would you like one? Pickup is just around the corner.*

Hair stylist, nail tech, or barber

> *Hi [name]! I'm baking sourdough at home now, and I'd love to bring you a loaf at my next appointment, my treat. If your clients ever ask about local bread, I'm doing porch pickup every Saturday* 😊

Family

> *Hi [aunt / cousin's name]! I'm officially selling my sourdough 🍞 First batch is this Saturday. Want one? And if anyone in your circle would love fresh bread, feel free to pass my number along!*

Friend who loves food

> *[Name]!! You're going to love this. I finally perfected my sourdough and I'm baking for neighbors on Saturdays. Want to be one of my first customers? Classic loaf $11, or try the [Jalapeño Cheddar] for $14.*

Someone who already tasted your bread

> *Hi [name]! Remember the bread I brought to [event]? I'm baking it every Saturday now. Want me to save you one this week? $11, porch pickup [10–12].*

Coach or teacher

> *Hi Coach [name]! Thank you for everything with the team. I bake sourdough on Saturdays now. Can I bring you a loaf to [game / practice] this week? $11, or my treat for the first one.*

Weekly service person (barista, farmers market vendor, pet sitter)

> *Hi [name]! You see me every week, so here's my news: I bake sourdough at home now and I'm selling a few loaves on Saturdays. Would you like one? $11, I can bring it by.*

When they say yes

> *Yay, thank you! I've saved you a [Classic Country Loaf]. Pickup is Saturday [10–12] at [address]. You can pay by Venmo [@handle], Zelle [number or email], or cash. See you Saturday!*

When they say «not this week»

> *No worries at all! I'll let you know next time I bake. Have a great weekend!*

The day-before reminder (Friday evening)

> *Hi [name]! Your loaf goes into the oven tomorrow morning 🍞 It'll be ready on my porch from [10 am]. See you then!*

> *Sarah's tip: give your first one or two loaves away to the most social people on your list, the ones who talk to everybody. A free loaf to the PTA mom who knows the whole school is worth more than any ad.*

Part 5 · Answers to the 12 Most Common Questions

People will ask. Here are friendly, simple answers you can copy.

1. «What's sourdough, exactly?»

> *It's bread made with a natural starter instead of store yeast. Just flour, water and salt, fermented slowly overnight. That's where the flavor and the crackly crust come from.*

2. «Is it healthier?»

> *Many people find it easier to enjoy because it ferments slowly for many hours. I just love that it's only flour, water and salt, with nothing else added.*

3. «How long does it stay fresh?»

> *Three days on the counter, cut side down on a board or in the paper bag. After that, slice it and freeze it. It toasts straight from the freezer.*

4. «How should I store it?»

> *Paper bag or a bread box on the counter. Avoid the fridge, it makes bread stale faster. Freeze slices for longer.*

5. «Can I get it sliced?»

> *Of course! Just tell me when you order. I slice it once it's completely cool so it stays perfect.*

6. «Is it gluten-free?»

> *It isn't. It's made with wheat flour, so it contains gluten. I list every ingredient on the label.*

7. «What's in it?»

> *The Classic is bread flour, water, my sourdough starter and salt. The specialty loaves add things like cheddar and jalapeño or cranberries and walnuts, and those are all on the label.*

8. «How do I pay?»

> *Venmo, Zelle, PayPal or cash, whatever is easiest for you. You can pay when you pick it up or ahead of time.*

9. «Do you deliver?»

> *Pickup is on my porch Saturday [10–12]. I can drop off within [a few blocks] for orders of two loaves or more.*

10. «Can I order for a party or holiday?»

> *I'd love that! Just tell me the date and how many, and order a week ahead so I can plan the bake.*

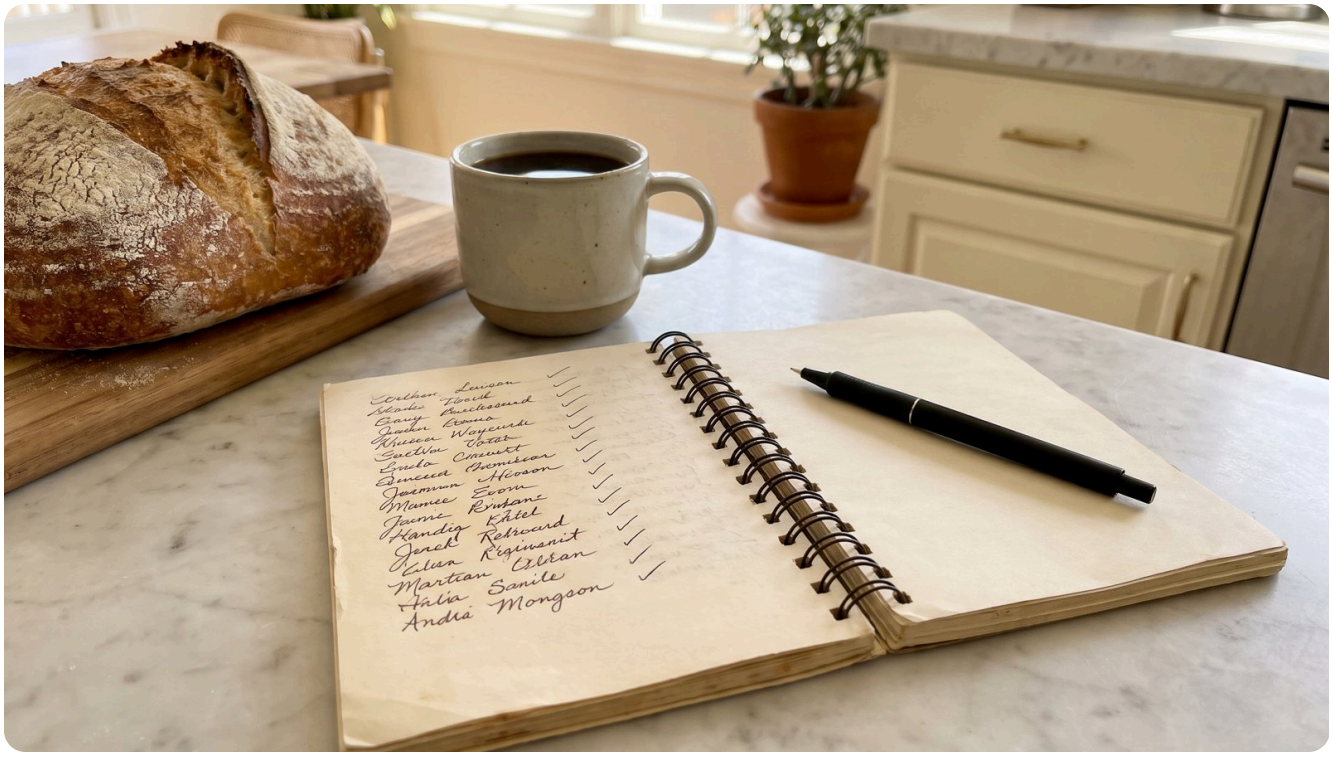
11. «Why does it cost more than the grocery store?»

> *It takes about 24 hours from start to finish, it's made by hand, and it's real slow-fermented sourdough baked that morning. Local bakeries charge $10 to $14 for the same kind of loaf.*

12. «Can I get one every week?»

> *Yes! I keep a Friday list of regulars. You're on it, your loaf is always saved, and you can skip any week. Want me to add you?*

That last question is your favorite question. Say yes with a smile and write their name on your Friday list immediately.



My Friday list lives in a simple notebook on the counter. Every name is a loaf already sold.

Part 6 · How to Take a Good Bread Photo With Your Phone

A good photo sells your bread before anyone tastes it. You don't need a camera. You need a window and two minutes.

The 7 rules

1. **Shoot by a window, in daylight.** Soft side light shows off the crust. Turn off the kitchen lights so the color stays warm and natural.
2. **No flash, ever.** Flash flattens the crust and makes the crumb look grey.
3. **Clean the background.** A wooden board, a linen towel, a marble counter. Move the dish soap and the mail out of the frame.
4. **Show the crust AND the crumb.** One photo of the whole loaf, one photo of a cut loaf with a slice leaning on it. The crumb is what makes people hungry.
5. **Get close.** Fill most of the frame with bread. Tap the screen on the loaf to focus.
6. **Try two angles.** Straight from above (great for a board with several loaves) and at a low angle, about 30 degrees (great for one tall boule).
7. **Add one human touch.** A hand holding the loaf, a knife next to it, butter melting on a slice. It makes the photo feel like home.

Phone settings

- Turn on the grid (Settings → Camera → Grid on iPhone; Camera settings → Grid on Android) and place the loaf a little off center.
- Use portrait mode for single loaves and the normal photo mode for boards.
- Edit only a little: slightly brighter, slightly warmer. Avoid heavy filters.

The 5 photos every new bakery needs

- [ ] □ The hero: one beautiful loaf, whole, by the window
- [ ] □ The crumb: a cut loaf with a slice showing the open inside
- [ ] □ The lineup: several bagged and tagged loaves in a row
- [ ] □ The table: your porch or pickup table with the price sign
- [ ] □ The hands: your hands shaping dough or holding a warm loaf



Window light, a wooden board, one slice leaning on the loaf. That's the photo that sells.



From above, several loaves on a board with a linen towel. Perfect for your weekly menu post.

Part 7 · Your 4-Week Plan

This plan starts the week your starter is ready (or right as you're finishing the 14 days). Each week has one focus and a few small daily actions. About 15 minutes a day, plus your bake.

The plan at a glance

Week	Focus	Loaves to bake	Goal
1	Warm circle	4 to 6	First 5 paying customers from your 15-name list
2	Wider circle	6 to 8	First launch post, 10 total customers, 3 on the Friday list
3	Specialty + word of mouth	8 to 12	Add one $14 loaf, ask for referrals, 5 on the Friday list
4	Steady Saturday	12	Sell out 12 loaves, 8 or more on the Friday list, first prepaid month

Week 1 · Warm circle

Day	Action
Monday	Fill in your 15-name list. Star your top 3.
Tuesday	Text your top 3 (Part 4 messages).
Wednesday	Text the next 6 names.
Thursday	Text the last 6 names. Confirm everyone who said yes.
Friday	Feed your starter, mix your dough. Send the Friday-evening reminder.
Saturday	Bake, bag, label, porch pickup. Take your 5 photos.
Sunday	Send a thank-you to every buyer and ask: «Want me to save you one next week?»

Week 2 · Wider circle

Day	Action
Monday	Post your launch post on Facebook (Version 1) with your best crumb photo.
Tuesday	Post on Nextdoor (Version 2) or in your neighborhood group (Version 5).
Wednesday	Reply to every comment and DM. Write every yes on your order sheet.
Thursday	Post your Instagram caption (Version 3). Close orders at 8 pm.
Friday	Mix. Send reminders. Add returning buyers to the Friday list.
Saturday	Bake and pickup. Ask every buyer the Friday-list question.
Sunday	Rest. Count your customers. Celebrate.

Week 3 · Specialty and word of mouth

Day	Action
Monday	Pick one specialty loaf ($14) for this week, like Jalapeño Cheddar or Cranberry Walnut.
Tuesday	Post this week's menu card photo with both breads.
Wednesday	Send the referral ask to your happiest customers (see below).
Thursday	Text the Friday list first, then open the remaining spots to everyone.
Friday	Mix. Send reminders.
Saturday	Bake 8 to 12. Take a photo of the specialty crumb.
Sunday	Thank-you messages, plus a tasting note: «Which one was your favorite?»

The referral ask:

> *Hi [name]! So happy you enjoyed the bread. If you have a friend or neighbor who'd love a loaf, feel free to share my number. I have a few spots open next Saturday* 😊

Week 4 · Steady Saturday

Day	Action
Monday	Post «Saturday spots are filling up» with your lineup photo.
Tuesday	Invite your Friday list to prepay the month (see the Subscription Script Pack).
Wednesday	Reply, confirm, update the Friday list.
Thursday	Close orders at 8 pm. Aim for 12.
Friday	Mix 3 batches of 4. Send reminders.
Saturday	Bake 12 loaves. Sell out. Take a photo of the empty table.
Sunday	Count up: 12 loaves × $11 = $132. You did it.

> *Sarah's tip: the empty-table photo is pure gold. Post it Saturday afternoon with «Sold out, thank you! Next Saturday's list opens Monday.» It tells everyone your bread is in demand, and Monday's messages fill up fast.*

Part 8 · After Your First Saturday: Ask for the Friday List

Your first Saturday is the beginning, not the finish line. The real magic is turning first-time buyers into regulars, because a regular is a loaf you sell every week without posting anything.

Here's how it works. Every Friday, you send one short message to your regulars. They reply «yes» or «skip». You bake. That's the Friday list.

When to ask

The best moment is within 24 hours of their first loaf, while they still remember how good it tasted. Send this on Saturday evening or Sunday morning:

> *Hi [name]! I hope you enjoyed the bread 🍞 I keep a little Friday list of neighbors who get a loaf every Saturday. Your loaf is always saved, and you can skip any*

> *week. Would you like me to add you?*

When they say yes

> *Wonderful, you're on the list! Every Friday I'll send you a quick message with that week's bread. Just reply «yes» or «skip». See you next Saturday!*

Your Friday message (two sentences, every week)

> *Happy Friday! This week it's [Classic Country] and [Cranberry Walnut], reply «yes» for your usual or «skip» for this week. Pickup Saturday [10–12] as always* 🍞

Keep it growing

- Ask every new buyer the Friday-list question. Every single one.
- Give your Friday list first pick of new breads and holiday orders.
- When your Friday list reaches 8 to 10 people, invite them to prepay the month on the 1st. The Subscription Script Pack has every message for that, word for word.

Ten regulars on your Friday list means ten loaves sold before you even turn on the oven. Add a few new buyers each week and your Saturday bake of 12 is full, calm, and predictable. That's about $500 a month from your own kitchen, from bread your neighbors are thrilled to get.



Saturday, 11:40 am. Sold out. Next Saturday's list opens Monday.

Your Launch Checklist

- [ ] □ I read the mindset page and I'm ready to offer, not beg
- [ ] □ My 15-name list is written, with my top 3 starred
- [ ] □ I've sent my personal messages to all 15
- [ ] □ I've posted at least two versions of the launch post
- [ ] □ I have my 5 photos
- [ ] □ I've saved the 12 answers somewhere easy to copy
- [ ] □ I'm following the 4-week plan, one day at a time
- [ ] □ I've asked every buyer the Friday-list question

You're ready. Go press «send».