THE SOURDOUGH FORMULA · BONUS

Subscription Script Pack

Turn one Saturday sale into a weekly order



Copy-and-send messages

THANK YOU FOR YOUR PURCHASE

Welcome to my kitchen!

I'm so happy you're here. Inside this PDF you have your bonus: Subscription Script Pack. 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

Turn one sale into a standing weekly order, paid on the 1st.

The difference between «I sell some bread» and «I have a little bakery» is the standing order. When ten neighbors get a loaf every Saturday and pay for the month on the 1st, you know your numbers before you buy flour, you never bake loaves that don't sell, and you never have to «promote» on a Monday morning again.

This pack gives you the whole system plus every message you'll ever need, written out and ready to send. Copy, change the [brackets], press send.



Friday afternoon: one message to my regulars, and the replies roll in while the dough rests.

How a Standing Weekly Order Works

The Friday list

Your Friday list is the group of regulars who get a loaf every week. Each Friday you send them one short message with that week's bread. They reply «yes» (or nothing, if they're prepaid, which means yes) or «skip». You bake for the yeses, plus a few extra loaves for new customers.

I keep mine in a notebook and a simple note on my phone. Name, usual loaf, how they pay, paid this month or not. That's the entire system.

Two ways to pay

- **Pay as you go.** They pay each Saturday at pickup or by Venmo when they confirm. Perfect for the first few weeks.
- **Prepaid monthly on the 1st.** Once someone has bought two or three times, invite them to prepay the month. They send one payment on the 1st, and every Saturday their loaf is simply waiting. This is the calmest way to run a bakery.

How to price the month

Keep it simple: the number of Saturdays in the month × the loaf price. Most months have 4 Saturdays, a few have 5.

Usual loaf	4-Saturday month	5-Saturday month
Plain $9	$36	$45
Classic $11	$44	$55
Specialty $14	$56	$70

Many bakers offer a small thank-you for prepaying, like a free bag of discard crackers once a month ($8 value, costs you very little) or first pick of holiday orders. A little gift feels warmer than a discount and keeps your price strong.

Payment methods

Venmo, Zelle, PayPal, or cash in an envelope at the first pickup of the month. In the UK, a bank transfer works the same way; in Australia, PayID; in Canada, Interac e-Transfer. Ask regulars to write «Bread [month]» in the payment note so you can match payments in seconds.

The skip-a-week rule

Life happens: vacations, sick kids, a freezer full of bread. Your rule is simple and generous:

- **Pay-as-you-go:** skip anytime, just reply «skip» by Thursday at 8 pm.
- **Prepaid:** tell me by Thursday at 8 pm and that loaf becomes a credit for next month (or a double loaf another Saturday). After Thursday, the loaf is already in the dough and it's

ready for pickup as usual.

Clear, kind, and fair to both of you. Say it once when they join, and put it in the monthly invite.

Your weekly rhythm

Day	What you do
1st of the month	Prepay day: payments arrive, you send thank-yous
28th	Reminder for next month's prepay
Monday	Post the week's menu for new customers
Thursday 8 pm	Orders close, skips are in
Friday afternoon	Friday message to the list, then mix
Saturday	Bake, bag, pickup

The Scripts

1. The Friday message (2 sentences)

> *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* 🍞

2. The Friday message for prepaid regulars

> *Happy Friday! Your [Classic] is going into the oven tomorrow, ready on the porch from [10 am]. This week's specialty is [Jalapeño Cheddar], reply «swap» if you'd like that one instead (+$3).*

3. «Want me to save you one every week?» (after a first purchase)

Send this Saturday evening or Sunday morning, after their first loaf.

> *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. Want me to add you?*

4. In person, at pickup

> *«If you'd like, I can save you one every Saturday. You'd just get a quick text on Fridays, and you can skip anytime. Want me to add you?»*

5. Welcome to the Friday list

> *Yay, welcome to the Friday list! Here's how it works: every Friday I'll text you this week's bread, you reply «yes» or «skip». If you want to skip, just tell me by Thursday at 8 pm. Pickup is Saturday [10–12] at [address]. So happy to bake for you!*

6. Monthly prepay invite

Send this to regulars who've bought two or three times, around the 20th to 25th of the month.

> *Hi [name]! Since you're one of my Saturday regulars, I wanted to offer you the monthly option: you pay once on the 1st and your loaf is simply waiting for you every Saturday, no need to pay each week.*

>

> *For [November] that's [4] Saturdays × $[11] = $[44]. As a thank-you, prepaid regulars get [a free bag of discard crackers each month / first pick of holiday orders].*

>

> *If you need to skip a week, just tell me by Thursday 8 pm and it becomes a credit. Would you like to switch to monthly?*

7. Prepay confirmation (when they say yes)

> *Wonderful! You're all set for monthly. For [November], please send $[44] by the 1st via Venmo [@handle], Zelle [email or number], or PayPal [email]. Just write «Bread [November]» in the note. Thank you so much!*

8. Reminder on the 28th

> *Hi [name]! Quick reminder: [December] has [4] Saturday bakes, so your prepay is $[44], due on the 1st 🍞 Venmo [@handle] or Zelle [number]. And if you're traveling any Saturday, just let me know and I'll credit it.*

9. Group reminder on the 28th (if you message regulars together)

> *Hi bread friends! [December] bakes are on [Dec 5, 12, 19 and 26]. Prepay for your usual is due on the 1st: Classic $[44], Plain $[36], Specialty $[56]. Thank you for making my Saturdays so happy!*

10. Payment thank-you

> *Got it, thank you [name]! You're all set for [December]. See you Saturday* 🍞

11. Skip-week confirmation

> *No problem at all, [name]! I've skipped you for this Saturday. [For prepaid:] That loaf is now a credit, you can use it as a double loaf any Saturday or toward next month. Enjoy your weekend!*

12. Vacation notice (when YOU take a week off)

> *Hi bread friends! A quick heads-up: I'm taking [Saturday, date] off for [a family trip / a little rest]. No bake that week. Prepaid regulars, that Saturday is automatically credited toward next month. Back to the oven on [date]! Thank you for understanding.*

13. Vacation for a customer (when THEY're away)

> *Thanks for letting me know, [name]! I'll pause your loaf for [dates]. Your credit is saved, and I'll have your usual ready again on [date]. Have a wonderful trip!*

14. Price increase notice

Give at least a month's notice, say thank you first, and keep it short. Most regulars will reply «of course!».

> *Hi [name]! Thank you for being one of my Saturday regulars, it truly means the world. Flour and packaging prices have gone up this year, so starting [January 1] the Classic loaf will be $[12] (from $11). For January that makes your prepay $[48]. I'm so grateful to bake for you every week!*

15. Price increase with a thank-you for current regulars

> *Hi [name]! Starting [January], new customers will pay $[12] for the Classic. As a thank-you for being with me from the start, your price stays at $11 until [March]. Thank you for being such a wonderful regular!*

16. Waitlist message (when you're full)

> *Thank you so much for asking! My Saturday bake is full right now (one oven, lots of love). Can I put you on the waitlist? The moment a spot opens, you'll be the first to know, and you're welcome to grab an extra loaf when I have one.*

17. A spot opened up (to the waitlist)

> *Hi [name]! Good news, a Saturday spot just opened up on my Friday list 🍞 Would you like it? Classic loaf $11 every Saturday, skip anytime. Just reply «yes» and you're in!*

18. Referral ask

Send to your happiest regulars, the ones who say «this bread is amazing».

> *Hi [name]! I'm so glad you love the bread. I have [2] spots opening on my Friday list this month. If you have a friend or neighbor who'd enjoy a weekly loaf, feel free to share my number. And for every friend who joins, your next loaf is on me!*

19. Thank-you for a referral

> *[Name], [friend's name] just joined the Friday list and said you sent her, thank you! Your next Saturday loaf is on me 🍞*

20. Holiday pre-order teaser

Send three to four weeks before the holiday. Friday-list regulars hear first.

> *Hi [name]! Before I announce it publicly: holiday orders open next week for [Thanksgiving / Christmas / Easter]. As one of my regulars, you get first pick. Would you like me to save you something special, like a [Pumpkin-Shaped Pumpkin Spice Loaf] or a [Pull-Apart Garlic Herb Wreath] for the table?*

21. Holiday order confirmation

> *Perfect, I've saved you a [Pull-Apart Garlic Herb Wreath, $16] for [date]. Pickup [day, time]. You can add it to your [December] prepay or pay at pickup. Thank you!*

22. Upgrade to specialty

Send after a regular has tried a specialty loaf and loved it.

> *Hi [name]! You mentioned you loved the [Cranberry Walnut]. Would you like to make that your usual? It's $14 instead of $11, so a 4-Saturday month would be $56. Or we can alternate: Classic one week, specialty the next.*

23. Add a second loaf

> *Hi [name]! A few regulars now take two loaves, one for the week and one for the freezer (it toasts straight from frozen). Would you like to add a second loaf? Just $[11] more per Saturday.*

24. Win-back for someone who stopped

Send about a month after someone drops off the list. Warm, no guilt.

> *Hi [name]! I was thinking of you while shaping this week's loaves 😊 No pressure at all, but if you ever miss your Saturday bread, your spot on the Friday list is waiting. This week it's [Classic] and [Rosemary Olive].*

25. Win-back with something new

> *Hi [name]! I've added something new to the menu: [Sourdough Pizza Dough Kit, 4 balls for $12]. Thought of your family right away. Want me to save you one this Saturday?*

26. Late payer, gentle (2nd of the month)

> *Hi [name]! Just a little note in case it slipped through: [December]'s prepay of $[44] hasn't come in yet. No rush, whenever you get a moment. Venmo [@handle] or Zelle [number]. Thank you!*

27. Late payer, second note (5th of the month)

> *Hi [name]! Your loaf is ready for Saturday as always 🍞 Whenever you have a minute, the [December] prepay is $[44]. If you'd rather go back to paying each Saturday, that's totally fine too, just let me know.*

28. Late payer, at pickup (in person)

> *«Oh, and just so you know, I haven't seen [December]'s payment come through yet. Want to send it now, or would you rather pay week by week this month? Either is perfect.»*

Late payments are almost always forgetfulness, not intention. A light tone keeps the friendship and gets the payment. Offering pay-as-you-go gives them an easy, graceful option.

29. Pausing someone who doesn't pay (calm and kind)

> *Hi [name]! Since I haven't heard back about [December], I'll pause your weekly loaf for now so it doesn't go to waste. Your spot is here whenever you'd like to come back, just send a message. Thank you for all the Saturdays!*

30. Anniversary thank-you

> *Hi [name]! Fun fact: it's been [one year] since your first Saturday loaf 🎉 Thank you for being part of my little bakery. This week's loaf comes with a little surprise from me.*



Prepaid regulars' loaves waiting on the porch, each tagged with a name.

Subscriber Tracker

Copy this table into a notebook or a note on your phone. One row per regular. Update it on the 1st and every Friday.

Name	Phone	Usual loaf	Price / week	Pay method	Prepaid?	Paid this month	Skips / credits	Notes (slice? allergies? favorite?)

Monthly summary

Month	Regulars	Loaves per Saturday	Saturdays	Prepaid total	Pay-as-you-go total	Month total

> *Sarah's tip: when your Friday list reaches 12 regulars on the Classic, your Saturday bake of 12 is sold before you buy flour. That's $132 a Saturday and about $500 a month, paid on the 1st, with no posting and no guessing. From there, every new regular goes on the waitlist or becomes a reason to add a few loaf pans and grow toward 20.*

Quick Reference · Which Script When

Moment	Script
Every Friday	1 or 2
After a first purchase	3 or 4, then 5
Regular for 2 to 3 weeks	6, then 7
28th of the month	8 or 9
Payment arrives	10
Customer skips	11 or 13
You take a week off	12
Raising prices	14 or 15
You're full	16, then 17
Growing by word of mouth	18 and 19
Holidays coming	20 and 21
Bigger orders	22 and 23
Someone stopped	24 or 25
Payment is late	26, 27, 28, then 29
Celebrating	30

One sale is lovely. A standing order is a business. Send script 3 to everyone who buys this Saturday, and watch your Friday list grow.