Class 1 · Bake Your First Loaf With Me — Companion Sheet

Your video classes live in your members area (they're coming soon, and you'll get an email the moment each one opens). Print this sheet before you press play, keep a pen nearby, and fill it in as we go.

What you'll do

In this class we bake the Master Loaf together, start to finish, in real time where it matters and sped up where it's just waiting. You'll see what an active starter looks like, how the dough should feel after each set of folds, how to tell when bulk is done, how to shape a tight boule, and how to score and bake it in a Dutch oven. By the end, you'll have your own loaf cooling on the rack.

What to prepare

- [ ] Your starter, fed 4 to 8 hours before class and doubled, domed, and bubbly
- [ ] 500 g bread flour (or 450 g bread flour + 50 g whole wheat)
- [ ] 350 g water at about 80 °F (27 °C)
- [ ] 100 g active starter
- [ ] 10 g salt
- [ ] Kitchen scale, large bowl, bench scraper, damp kitchen towel
- [ ] Banneton (or a bowl lined with a floured towel)
- [ ] Dutch oven, oven mitts, a razor blade or sharp knife for scoring
- [ ] Instant-read thermometer
- [ ] This sheet and a pen

Key moments checklist

- [ ] Float test: a spoonful of starter floats in water
- [ ] Autolyse: flour and water rest 30 minutes before the starter goes in
- [ ] Salt goes in and the dough feels smooth again after a few squeezes
- [ ] Fold set 1: shaggy and sticky (that's normal)
- [ ] Fold set 4: smoother, stretchier, holds its shape for a moment
- [ ] Bulk is done: dough has grown 50 to 75 %, domed edges, bubbles on the sides
- [ ] Pre-shape and 20-minute bench rest
- [ ] Final shape: tight surface, seam up in the banneton
- [ ] Cold proof in the fridge overnight (10 to 16 hours)
- [ ] Poke test before baking: dough springs back slowly
- [ ] Score: one confident cut, about ¼ in (6 mm) deep
- [ ] Bake: 20 minutes lid on at 475 °F (245 °C), 20 to 25 minutes lid off at 450 °F (230 °C)
- [ ] Inside temperature 205 to 210 °F (96 to 99 °C)

☐ Cool at least 2 hours before cutting

My notes

Step	Time started	Kitchen temp	What I noticed
Starter fed			
Mix + autolyse			
Salt added			
Fold set 1			
Fold set 2			
Fold set 3			
Fold set 4			
End of bulk			
Shaped, into fridge			
Into the oven			
Out of the oven (temp)			
First slice			

What I'll do the same next time: _____

What I'll adjust next time: _____

Class 2 · Price It & Sell It — Companion Sheet

What you'll do

In this class we sit down at my kitchen table and turn your loaf into a real little business. Together we calculate your true cost per loaf, place each bread on the $9 / $11 / $14 price ladder, plan a Saturday bake of 12 loaves, set up your labels and price sign, and write your first launch message to your 15-name list. You'll leave with your prices set and your first message ready to send.

What to prepare

- [ ] ☐ Your flour receipt (or the price per bag and its weight)
- [ ] ☐ The breads you'd like to sell first (one Classic is plenty to start)
- [ ] ☐ Your 15-name list from the Neighbor Launch Kit (or a blank one)
- [ ] ☐ Your bakery name (or 3 options to choose from)
- [ ] ☐ Your phone, with Venmo, Zelle, or PayPal ready
- [ ] ☐ A calculator, this sheet and a pen

Key moments checklist

- [ ] ☐ Cost per loaf: Classic about $1.40 in ingredients
- [ ] ☐ Packaging per loaf: about $0.35 (bag, label, twine)
- [ ] ☐ Price from the ladder, never «cost × 2»: Plain $9, Classic $11, Specialty $14
- [ ] ☐ Check: price is at least 5× ingredient cost for classics
- [ ] ☐ Your Saturday math: 12 loaves × $11 = $132
- [ ] ☐ Your month: about $500 from one bake a week
- [ ] ☐ Label wording for your state or country, copied exactly
- [ ] ☐ Price sign and menu card printed from the Label Studio
- [ ] ☐ Your launch message written and personalized
- [ ] ☐ Your first 3 messages sent (yes, during class)
- [ ] ☐ The Friday-list question ready for your first buyers

My numbers

Bread	Ingredient cost	Packaging	Real cost	Price	I keep
Classic Country Boule	$1.40	$0.35	$1.75	$11	$9.25

My first Saturday plan

Item	My answer
Bakery name	
Bake date	
Loaves planned	
Pickup place and time	
How I get paid	
First 3 people I'll message	
Saturday total if I sell out	

My launch message (first draft): _____

One thing I'll do within 24 hours after this class: _____