

THE SOURDOUGH FORMULA

What Happens Next

Dear baker,

You made it to the last page, and I want you to know how happy that makes me.

When I tucked my first little loaf into a breakfast basket, I had no idea it would turn into a Saturday bakery on my porch. I just knew that bread made people smile, and that a neighbor asking «could I just get the bread?» was the nicest question I'd heard in a long time. You're standing right where I stood. The only difference is that you have the whole map in your hands.

Here's what I know for sure: you don't need to be a professional, you don't need a fancy kitchen, and you don't need a big following. You need a happy starter, one loaf you can bake well, a fair price, and a short list of people who'd love fresh bread on a Saturday. You have all four now.

So let's walk the path one more time, together.

Your Path, Start to Saturday

Days 1 to 14 · Raise your starter

- [ ] □ Day 1: mix your starter (1:1:1, 50/50 bread flour and whole wheat) and give it a name
- [ ] □ Days 2 to 7: feed once a day, 5 minutes, and watch the first bubbles show up
- [ ] □ Days 8 to 14: switch to bread flour, feed on schedule, and watch it start doubling in 4 to 8 hours
- [ ] □ Day 14: it's domed, doubled, and smells like yogurt and apples (float test as a bonus)
- [ ] □ Meanwhile, follow the 7-Day Quick Start: your 15-name list, your bakery name, your labels

Day 15 · Bake your first Master Loaf

- [ ] □ Feed your starter in the morning
- [ ] □ Mix, fold, bulk, shape, and into the fridge overnight
- [ ] □ Bake in the Dutch oven, check 205 to 210 °F (96 to 99 °C) inside
- [ ] □ Cool 2 hours, cut it open, and take a picture of that crumb
- [ ] □ If anything looks flat, dense, or gummy, open the troubleshooting tree and adjust one thing

Your first Saturday · Sell it

- [ ] □ Choose your price from the ladder: Plain $9, Classic $11, Specialty $14
- [ ] □ Post your launch post and send your texts to the 15 names
- [ ] □ Bake your first batch (start with 4 to 6 loaves, grow to 12)
- [ ] □ Bag, label, tie, and set out your price sign and menu card
- [ ] □ Hand over your first loaf and say «thank you, see you next Saturday?»
- [ ] □ Start your Friday list with everyone who says yes

After that first Saturday, you simply repeat. Twelve Classic loaves is $132 a Saturday, and once a week that's about $500 a month from one home oven. The Friday list makes it calm and predictable, and the subscription scripts help your regulars pay on the 1st.

How to Reach Me

If you get stuck anywhere along the way, write to our support email (it's at the top of your members area and in your purchase confirmation). Tell me three things and I can help you fast:

1. Which day or which module you're on
2. What you did (flour, water, times, your kitchen temperature)
3. A photo, if it's about your starter or your loaf

My team and I read every message, and we answer within one to two business days. There's no silly question here. Every one of us started with a jar of flour and water and a lot of curiosity.

Send Me Your First Sold Loaf

This is my favorite part, and I mean it.

When you sell your very first loaf, take a photo of it. In the bag, on the porch, in your neighbor's hands, whatever it looks like. Then email it to us with your bakery name and one line about how it felt.

I keep a folder of these photos, and on slow Friday nights while my dough is resting, I open it. Bakers from San Diego to Manchester to Melbourne, each one holding a loaf they made

and someone was happy to pay for. Yours belongs in there.

Now go feed your starter. Your neighbors are going to be so glad you did.

With flour on my hands and a full heart,

Sarah Whitfield

San Diego, California

P.S. Dolly says hi. She's bubbling on my counter as I write this, already dreaming about your first Saturday.