



WAYS  
TO  
CREATE

**CONSISTENT INCOME**

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END THE "FEAST OR FAMINE" CYCLE

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## A NOTE ABOUT CONSISTENT INCOME

Whether you are a personal chef, caterer, have a food product or own a brick and mortar, I'm guessing you downloaded this guide because you are pretty fed up with the vicious "feast or famine" cycle that is all too common in the culinary world.

What I've found in the last 17 years of owning multiple culinary businesses, is that the only way to have consistent income is to be consistent myself - consistent in my marketing, customer service, quality service/products that I produce, etc.

At the end of the day, there is no guarantee that you'll have customers out your eye balls, but I promise that if you do the 5 things I list in this guide, you will be well on your way to making sure that money shows up in your bank account day after day.

Disclaimer though, consistent income is NOT an overnight thing - it's a process that requires some patience and dedication. You ready for the challenge?

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### 1

## EVALUATE YOUR INCOME STREAMS

When was the last time you evaluated your income streams? What I mean by this, is so many of us start out in business doing the things that clients simply ask for or what we think will sell.

Maybe someone once said to you, "You know what you should do..." Then you think to yourself that because someone asked for it, surely it should sell! When in reality, we often end up with multiple offerings/products/services just to make money, because we we figure if only one person will buy it, then we will at least have more money.

The opposite is true. There is a reason why In N Out only sells burgers and fries. It works. People know what to buy from them each time. They are known for really only one thing.

**Figure out what your 3 biggest revenue producing services/products are. Then get rid of everything else.**

Yes that is scary!!! It doesn't matter if a few people buy them or people ask for it. If it does not make you money, then it's time to let it go!

**If you want your income consistent, do a few things really well and people will buy from you more often.** I promise it works.

## 2

## WORK ON YOUR WEBSITE

Without a website that attracts your potential customers, consistent income will be hard to achieve if your website isn't regularly bringing in leads.

You might be thinking to yourself... "I love my website." That's great, but does it still convert? **At least 75% of your customers should be coming through your website.** If not, then are losing 75% of your customers.

Yes I also understand it takes money to make money. The chicken and egg scenario. If you are slow right now, you don't feel like you have the money. Well not having the money in the past and doing nothing about it, has gotten you where you are now. How did that work out for you? At some point you have to break the cycle.

If it is important, you will find the money to work on your website and stop the cycle. A consistent brand and great website that is professionally done (not one you built yourself) will be your money maker and will convert every time.

**It is so much easier to market and make those dollars count if you brand and your website are on point.** We update our website almost weekly. It is a living thing and should be considered an employee of your business that requires nurturing.

## 3

## HAVE A MARKETING PLAN/CALENDAR

Many business owners think that they only need to focus on marketing when they are hurting for customers. However, **marketing is a ripple effect.**

Think about throwing a pebble into pond. It takes a bit for the center to reach the last ripple. Marketing is not a quick fix and takes some nurturing - several touch points in fact. So they might need to see an email from you, a social media post of your amazing dish and the ad to download your free "Gluten-Free Bread Guide" before they actually want to be your customer.

Because it can take longer than what makes you comfortable, your marketing needs to be consistent. Your posting on Facebook shouldn't just become daily when all of the sudden you are barely making ends meet. Make sense?

**Hire someone who knows about marketing to put a plan and calendar in place** so you know your exact plan of attack **several months in advance.** That way you won't be pulling out your hair month to month.



## CREATE AN OFFERING AROUND THE SEASONS

Sometimes you have to think outside the box and **think past your current offerings.**

For example, do you live in Arizona where it reaches 120 degrees in summer? Caterings slow down and no one really thinks about food or they possibly leave town. Think about developing a new line of popsicles that you co- create with a wine bar (boozy popsicles).

Do pop-up dinners where everything is cold or has a cool name to it (literally).

Offer prepared meals that people can freeze during the summers so if they pop in and out of town they always have a meal on hand.

If you own a restaurant consider doing a chef a battle since both of you are slow and invite the community. Make sure if you strategize with another business that both of you promote via your lists so that each of your efforts are doubled.

Have fun with it!!! **People love novelty events/items.**



## COMMUNICATE DIFFERENTLY

Maybe it's time to look at how you communicate with your customers and potential customers. **Is it still working?**

Is sending them an email once or twice a month not working? Do leads not answer your phone calls? You might think you're bugging them, but with all of the distractions these days, it's important to stay top of mind and communicate in almost every way possible!

After all, you spend a great deal of time to acquire a lead, right?

I was having the HARDEST time getting a hold of leads. I would call them about three times on the phone, send an email and then nothing. Just when I thought all hope was lost, my marketing director suggested I send them a text. I was hesitant at first, but when I did, I was able to close on many leads using this method!

Reflect on your process and make adjustments as needed.

# CHEF DEB CANTRELL

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Chef Deb has owned over five successful culinary businesses over the last 17 years of being a senior certified personal chef. She has owned everything from a restaurant, catering company to a high-end customized meal delivery company.

Taking her 17 years of experience and her 6-figure business secrets, she now mentors chefs across the country helping them launch their businesses to new heights!

She is a #1 Amazon Bestselling of the book [“So You’re a Chef Now What?”](#) and has received numerous awards including “Personal Chef of the Year” and “Marketer of the Year” by the United States Personal Chef Association along with local awards like “Best Chef” of Fort Worth.

She has made several TV appearances and her articles on health-related topics have been published across national and local publications.

She hopes to help chefs become culinary leaders in their field and create a business and life they love.



## LET'S CONNECT!

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