



**November 21, 2014**

### **Destination Success**

The Culinary Business Institute is here to help – help culinary minded and talented individuals explore and realize their dream of owning and operating their own home based culinary enterprise. Each year about this time people look back and take stock of the past year – accomplishments, things that were planned but never seemed to get done and sometimes wonder “What if”. What if you’d given this culinary opportunity a real try? What would life look like now? Sadly, the end of the year is also when many people find a shift in their workplace, new policies, new owners and the possibility of downsizing once again. Why not take this opportunity to invest in yourself – at least to the point where you can be ready and armed with better information when/if you make that decision to start such an operation. Where on earth are you going to find a comprehensive business training manual that walks you through each and every step of setting up your business and running it efficiently – for under \$90. Unheard of – and may seem too good to be true. As the author of the training materials involved, I can honestly say that in 2002 when I just dove into the culinary business field, the programs offered today were selling like hotcakes at \$1,900 – yes - \$1,900 – and the phones never stopped ringing. So why \$90 today? Well, on the surface, this should still be a \$750+ program. The late 90’s and early 2000’s were the “gold rush” days – and a great number of people who got started then are still in the business – while others have retired. Few have left the business owner world to return to punching a clock. We’d suggest spending your time and energy investigating your potential, and mapping out your future rather than wondering why such a great program is so affordable. Who knows - \$750 might return someday!

