

**December 20, 2013**

### **Personal Chef Verses TV Dinners?**

A potential client may make the comparison that you are just an expensive frozen TV dinner service. You cook food, freeze it and then the client takes it from there. Seems like a mighty expensive TV dinner doesn't it. And if this were apples-to-apples, they'd be right. And client who has this mind set is probably not worth trying to convert. They'll most likely never have the light come on and realize the vast differences that separate you from that generic freezer full of pre-made food, produced who-knows-where and who-knows-when, and loaded with preservatives so that it can sit around for 6+ months and still have the same general flavor (we use that term loosely here). Generally speaking, most people who use frozen TV dinners think that freezer-burn is actually part of the process! You, as the professional and subject expert, will be required to gently educate clients who have never had to think about these type comparisons before. You are offering a new solution – and as with anything new, people are sometimes skeptical or resistant to change. Until you first explain what a personal chef is and what you can do for them, they will have false preconceptions based on non-logical findings or thoughts, and will try to dismiss you early on as someone offering something that sounds too good to be true. Where's the catch is their primary idea. Either through your own life skills and background, or through a professional business program such as the Culinary Business Institute Personal Chef 1-2-3 program, you'll need to learn how to educate people, quickly and effectively, and create a situation where they are open and eager to learn more, and not eager to dismiss you and go about business as usual.

