



# **Dinner Parties & Teaching 1-2-3**

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**A HOME BASED CULINARY BUSINESS IS NOT ROCKET SCIENCE, BUT LIKE ANY FOR-PROFIT BUSINESS, YOU ARE FAR MORE LIKELY TO ENJOY SUCCESS IF EQUIPPED WITH THE PROPER KNOWLEDGE.**

Think of how much time, effort, energy and money you just saved by letting this Culinary Business Institute program do it for you! We have no doubt that you are ambitious and committed enough to start your own business, otherwise you would not have invested in this manual.

Your ambition and hard work are better directed toward developing your business than toward duplicating the years of effort put forth by those who have already been down the dinner party business development path.

This training system has taken a substantial amount of time and effort to complete. We are satisfied that this system can teach anyone who has a desire to succeed and loves to cook how to start and operate a successful dinner party business.

You have invested a substantial amount of money and effort to start your own business enterprise. We want the return on that investment to be a long and profitable one. We will help you succeed. Your success is our success!

About the author: 30+ years of marketing expertise which includes 10+ years as the Executive Director and senior educational materials developer/counselor for the largest Professional Person Chef trade organization and training facility in the world. Nobody has directly assisted more working Personal Chef Service and/or Dinner Party business owners to get their education and foundation for a successful self-owned/operated business than the author of this manual. Thousands of culinary minded and talented individuals have applied the knowledge within these pages to become success entrepreneurs. You're next!

Now let's begin your journey.

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# Culinary

Business Institute

*Using this manual:*

*There is no right or wrong way to approach this material, so long as all of the material is covered and understood. Each section is a puzzle piece, and cannot be overlooked or omitted.*

*Throughout the manual you will find icons which indicate something special, or action for you to take. Below is a brief description of what these icons indicate.*

## Three Things

- ①
- ②
- ③

Three things (hence the name Dinner Parties & Teaching 1-2-3) will appear at the start of each section and will outline the three key elements of that section – things that you **MUST** be familiar with and fully appreciate. These three things will be covered within the section, and may be mentioned more than once. This does not mean there are only three important things in each section – just that these are the Big Three!



The question mark icon indicates that you have decisions to make about a certain topic. These will appear throughout the manual. You need not come to a complete halt, but ideally while the information is fresh in your mind, at least make your initial notes to answer the question(s) posed. You can, and should return to each of these to reaffirm your answer(s), or to update your position.



The pencil indicates that you should be making notes at this point. This icon will be found within the chapters. Write in the book – this is your reference for now, and the future. Your notes will almost certainly expand the second or third time through this manual, as you get more and more ideas and really begin to refine your own business approach.

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# INTRODUCTION

Dinner party – the term can mean a slew of events. Intimate romantic dinner for two, six friends around a formal table or an interactive event where the guests are actively involved in a portion of the meal creation. . . these all have a common thread of excellent meals, customization to fit the occasion and a need for effective prep and planning so the event is smooth and enjoyable for all.

Dinner Parties 1-2-3 is designed for anyone who has a desire to prepare wonderful meals, wants to orchestrate a food based event and insists at presenting excellence at every turn. Whether you just want to be proficient for friends, earn sideline revenue with a few various events or desire to produce serious income with a true schedule and a name for yourself, the principles, techniques and efficiencies presented in this program will apply.

Good cooking alone does not equate to a successful dinner party or event. You must have a solid grasp of business operations (small or large scale), know the differences between customized events and catered events, understand fine dining, have great time management skills plus understand budgets and accounting.

Dinner Parties 1-2-3 is focused on professional business foundation, marketing and event execution for the serious dinner party entrepreneur.

If you are a “foodie”, have people-skills and can apply the lessons contained within, nothing will stand in your way of being the magical ingredient to successful dinner parties large or small. How you wish to proceed is totally your decision, so long as you proceed correctly. Let this program be your step-by-step advisor, so that each of your events has a memorable and successful outcome.

If you want to inspire others and equip them with some of the skills and talents you’ve learned along the way, the second portion of this manual will be loaded with the specifics on how to begin teaching, effectively and efficiently. Turn your passion and knowledge into a fun and rewarding revenue option.

**Please note:** This manual covers two different aspects involving culinary skills and service. The first two chapters of this manual pertain to teaching as well as a dinner party business. Teaching is usually an added revenue source to an existing culinary business, like dinner parties or a Personal Chef Service. If your sole business activity will be teaching, and if you are setting this up as a for-profit business, then you will want to include the first two chapters as mandatory reading. Within the first two chapters you will find references to a “dinner party business”, when in reality, the information would readily apply to virtually any home based culinary business.

**Also note:** People who focus solely on a dinner party business more often than not will operate part time instead of full time. This manual does not favor one over the other, and the messages would apply in either situation. If you are operating a for-profit business, you should have the structure in place to operate efficiently and effectively, with good organization, proper licensing and your professionalism projected at every turn – regardless of if you are part timer or full time.

Eat well, live the good life and enjoy your new adventure.

The logo features the word "Business Institute" in a serif font, arched over a light gray circle. The word "Culinary" is written in a larger, bold serif font across the center of the circle.

*Please visit the Index section of this manual to see a content list of the data flash drive referred to throughout this manual. The data flash drive has many folders, and generally if a reference is made, for example in chapter Two (Administration), the corresponding example will be in the Administration folder on the data flash drive.*

*All files on the data flash drive are universal and can be opened on a PC or Mac.  
Word documents are provided in RTF and are available for customization and use.  
PDF elements are intended as samples, but not intended for direct copy and use.  
Photos are in jpeg format, again a universally used format.*