



**Professional
Personal Chef
Business Training
1-2-3**

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A PERSONAL CHEF SERVICE BUSINESS IS NOT ROCKET SCIENCE, BUT LIKE ANY FOR-PROFIT BUSINESS, YOU ARE FAR MORE LIKELY TO ENJOY SUCCESS IF ARMED 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 the originators of the Personal Chef Service business concept. “Why reinvent the wheel?” as the saying goes.

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 Personal Chef Service 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 good for you and the Personal Chef Service industry.

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 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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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 an 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 Personal Chef 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. 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. 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

What's Your Recipe For Success?

Success is a universal term. If you ask a room full of chefs how many were successful in their careers, the majority would raise their hand. Yet, if you ask them to define success, most would be hard put to complete the task. Why? Because to truly be successful, you don't define success, you achieve success. Imagine waking up every day and going to "work" doing something you absolutely love to do! Cooking great tasting meals for people who believe you are Emeril Lagasse reincarnate, while all the while paying you accordingly. Sound too good to be true? It's not. I have just described a Personal Chef Service business.

Today's fast paced lifestyle has created a new commodity – the need for more time. But, there are still only 24 hours in a day. So, how do busy professionals, couples and families find more time? They seek out personal service providers. They hire gardeners, maid services, nannies, dog walkers, and personal chefs.

This new and exciting food related career could be your own recipe for success.

You are on the verge of embarking on a journey into one of the most exciting culinary careers of the 21st century. Twenty years ago this revolutionary new business concept was created with the idea of helping busy working couples solve a nagging problem they faced each and every day – figuring out what's for dinner. We concluded that working couples would pay for the ability to have a customized menu of great tasting food available in their home anytime they wanted. The concept was an overwhelming success and today Personal Chef Services can be found around the world, assisting not only working couples, but seniors, singles and those on special diets.

Personal Chef Services are one of today's hottest startup businesses. Why? With today's busy world, time has become a commodity that for many is quickly becoming more valuable than money. A Personal Chef Service gives the invaluable gift of time back to its clients by solving the ever present "what's for dinner" problem.

The factors that precipitated the creation of a Personal Chef Service business and eventually launched the Personal Chef Service industry apply more today than ever. Whether it's working professionals too busy to eat right, working moms and dads stressing over what to feed the family, seniors with special diets or just the desire for a truly affordable, healthy alternative to eating out, a Personal Chef Service is the answer.

A Personal Chef Service business can be operated from your home office and has a rather large market – many households and situations can use the services of a personal chef. Yet not every Personal Chef Service will be successful. Success is driven by the knowledge of experience, which is why potential personal chefs use this Culinary Business Institute program to learn how. We make it as easy as **1 – 2 – 3**.

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.

Culinary

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.*