

# BAKE sale



**WHO:** Lou Duggan (aka Baker Girl Lou) mum to Abby, 16, Emma, 13, and Lara, 11  
**WAS:** Interior designer and manufacturing engineer  
**NOW:** Founder and owner operator of Cake 2 The Rescue

Wanting to create stress-free birthday cakes that would impress her girls, **LOU DUGGAN** saw an opportunity to help others with Cake 2 The Rescue

## Starting out

We worked unpaid for eight months researching, creating, sourcing and finally launching Cake 2 The Rescue, but it was so incredibly exciting. I was naive and lacked business savvy but I made up for it with commitment and a passion to create something of my own after 11 years as a stay-at-home mum.

## Spreading the word

We were lucky enough to launch our business during the early glory days of Facebook, when social media allowed small business to market to a massive audience on zero budget. Social media is so saturated these days, a new business will need to find a way to cut through the noise.

## And now?

I'm not going to pretend it's been smooth sailing over the last five years, anyone who has a small business will tell you it's a roller-coaster, but the rewards are immeasurable. Who knew in the first five years we'd make more than 18,000 kids smile on their birthday! It's incredible.

## How do your kids fit in?

One of the things I'm most proud of is that my girls all work in the business. It's not only taught them work ethic and the importance of pulling your weight but more importantly they get to see first-hand that anything is possible if you work hard, dream big and back yourself.

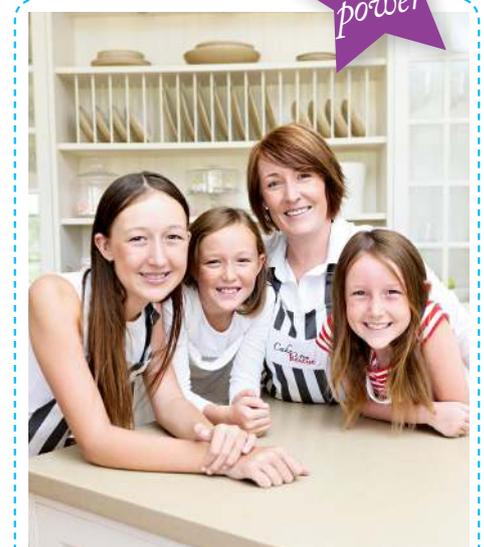
## What are the best bits?

We have the most amazing Cake 2 The Rescue community. Every day they send

me emails, or post on social media, talking about how excited, relieved and proud they are to be able to create homemade cakes for their family's birthdays. Daily validation is such an overwhelming and unexpected gift.

## What are the hardest parts?

Balancing work, home and sanity! I'm pretty sure my hubby thinks I'm a fruit loop most of the time! Oh, and learning to view 'problems' as 'challenges' and not losing it every time something goes wrong. I'm still working on that one. ✨



Our DIY cake kits are designed to take the stress out of baking a homemade cake. The kits include everything you need to bake and decorate a super-cute cake at home – except for the fresh ingredients, like milk, butter and eggs – that will make your kids proud. Our motto is 'hero status for minimal stress, achievable for all levels of baker, even after two glasses of wine'.

## How did the idea strike?

My friends used to call me 'Martha' [as in Martha Stewart] when the kids were little, but with two of my girls' birthdays only two days apart, even I would crumble under the stress of trying to create two birthday cakes in one weekend. There had to be an easier way to make homemade birthday cakes achievable for everyone. So we decided to pop it all into a stress-free kit.

*"Daily validation is such an overwhelming and unexpected gift"*

LESSONS  
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1. Make sure you get your price point right before you start. 2. Ensure you have secondary income stream for the first year. 3. Embrace all feedback, both good and bad – it's the only way you will grow.