

# Start Selling From Your Kitchen — Step-by-Step Plan

## 1. Choose a Simple, Low-Risk Product

Pick something allowed under your local cottage-food laws—like jams, syrups, granola, or dried snacks.

📌 In California, for example, **low-risk foods** like preserves and syrups are OK, but meat, dairy, and juices are restricted.

## 2. Understand & Follow the Rules

Research your state or county's cottage food regulations—what you can sell, how much, and where.

📌 Many states require a food-handler course and kitchen inspection, but limits often apply only to higher-tier permits

## 3. Define Your First Product & Audience

Use a one-page “kitchen plan” to:

- **Pick ONE product to start with**
- **Name 3 people who might buy it**
- **Decide price, portion size, and packaging**
- **Focus on clarity, not perfection.**

## 4. Make a Small Batch—Test & Share

Make 5–10 jars, label them clearly ("Made in a home kitchen and not inspected")

Offer them to friends, neighbors, or at a local farmers' market.

👉 “I made extras—want to try one?” is all you need to say.

## 5. Collect Feedback

Ask for 2–3 honest opinions:

- **What did you like?**
- **What would improve it?**
- **How much would you pay?**

## 6. Repeat or Refine

✓ If there was interest, make another small batch for your first real sale.

Keep records: date, costs, number sold—start tracking profit and whether you need licensing upgrades.

## 7. Choose Where to Sell Next

Online & local options:

- Direct pickup via social (IG, FB groups)
- Farmers' markets or pop-ups
- Cottage-food-approved online orders or delivery

## 8. Scale Slowly

Gradually increase production as your confidence and process grow

✦ Know any sales caps (e.g., \$75–150k/year)

## 9. Build Connections

Join local co-ops, incubator kitchens, or communities (like Sovereign Kitchen Society) to share tools, support, and marketing tips .

## 10. Keep Learning & Growing

- Improve recipes
- Update labels for clarity and compliance
- Tweak prices and packaging based on feedback

Quick-Start Deliverables:

- One-page “Kitchen Startup Plan” worksheet
- Label template (“Made in a home kitchen...”)
- Batch log to track costs, sales, and profits

**Next Step:**

Download your **Kitchen Startup Plan**, pick ONE product, and make your first batch *this weekend*. Then reach out—tell me what you made, and let’s celebrate your first victory!