

MODULE 1 · THE CHOCOLATE BOMB FORMULA

The Formula

Step-by-Step Guide

Every step photographed, from the melted chocolate to the finished box



RACHEL MONROE



THE CHOCOLATE BOMB FORMULA

PART 1 — Before your first batch

1. Welcome to my kitchen table

Hi. I'm Rachel, and if you're reading this, you did something most women never do: you decided to try.

Three Octobers ago I made a box of six hot cocoa bombs for the family across the street. Dark chocolate shells, cocoa and mini marshmallows inside, a little ghost drawn on top in white chocolate. The box cost me about \$8 to make. Two moms on my street saw the video of one cracking open in a mug and asked if I could make theirs. They insisted on paying \$30 a box. I drove to the store for more chocolate doing the math out loud.

By Christmas I had sold over 400 cocoa bombs from the kitchen table you'll see in every photo of this guide. I wrote down everything: every recipe, every price, every mistake, including the batch that leaked cocoa powder all over my counter. That notebook is this guide.

Here is what I want you to know before you turn the page:

- **You don't need to be a chocolatier.** I'm not. I follow five steps, in order, and the steps do the work. You'll copy them.
- **You don't need money.** Your first batch costs under \$50 in supplies, mold included. From the second batch on, your customers pay for supplies before you buy them (Chapter 17).
- **You don't need a shop, a website or followers.** Your first ten orders will come from people you already know (that's the Launch Kit).
- **You need one afternoon.** Read this guide tonight, make your first six this weekend, film one melting in a mug. That's the whole plan.

Everything in here is written so you can do it exactly as shown. Photos of every step. Numbers instead of adjectives. When I say "\$8 of supplies," I mean the receipt in Chapter 4.

Let's make something.



Rachel's kitchen table on a Sunday afternoon. This is where every bomb in this guide was made.

2. Why chocolate bombs sell when everything else doesn't

I tried other things first. A leggings MLM that left \$1,800 of inventory in my garage. Jewelry on Etsy at about \$6 an hour. A course I never finished. Every one of them needed me to be someone I'm not: a salesperson, a designer, someone with followers.

Chocolate bombs are different for four reasons, and understanding them will change how you sell.

1. Everyone already knows what they are. Hot chocolate bombs sold out at big-box stores in 2020 and they come back every single winter. You never have to explain the product. You only have to show yours.

2. The melt is the advertisement. Drop one in a mug of hot milk, the shell opens, the marshmallows float up. People film it. Half of my orders in the first year came from someone who had *received* a box, not bought one.

3. It's local. When a woman needs twelve teacher gifts by Friday, she's not comparing you with a website. She's comparing you with driving to three stores herself. You're the person

who has it ready, boxed, with the tag written.

4. There is always an occasion four to six weeks away. Halloween, Thanksgiving, Christmas, stocking stuffers, Valentine's, Easter, Mother's Day, teacher appreciation. People always leave gifts to the last minute, and they always feel guilty about it.

One more thing people don't say out loud: a cocoa bomb is not the ingredients inside it. A customer once told me, "I could have bought a tin of cocoa mix for \$4. I didn't want cocoa. I wanted the look on my daughter's face when the bomb cracked open in her mug." That's what she paid \$30 for. Keep that sentence. It's the whole business.



A box of six delivered to a customer's porch. She'll film the first melt and show it to everyone she knows.

3. The Formula at a glance

Every chocolate bomb that looks professional, in any shop, at any price, is made the same way. Five steps, always in this order. Once you see it you can't unsee it.

Step 1 — The Shell. Two thin coats of melted chocolate in a half-sphere mold, set until hard. The shell is where the first make-or-break secret lives: thickness. Too thin and it cracks when you seal it. Too thick and it won't melt in the mug.

Step 2 — The Filling. One tablespoon of cocoa mix and five mini marshmallows in one half. That's it. Everything else is a flavor on top of that base (Module 2 gives you 50).

Step 3 — The Seal. The second make-or-break secret. The rim of the empty half gets softened for two seconds on a warm plate, then pressed onto the filled half. Done right, nothing leaks, ever.

Step 4 — The Decoration. A drizzle of contrasting chocolate and a pinch of sprinkles while the drizzle is wet. Thirty seconds that turn a \$2 item into a \$6 one.

Step 5 — The Box. Paper liner, kraft box with a window, twine, tag. The box is worth a third of the price on its own.

That's it. Part 2 goes through each step with photos, then makes three complete bombs in front of you.



The five steps, side by side: empty shell, filled, sealed, decorated, boxed.

The cheat sheet (print this page and tape it inside a cupboard):

Step	What	Rule of thumb
1 Shell	Two coats of chocolate in the mold	Both coats, 20 min in the fridge each; the edge should look as thick as a quarter
2 Fill	1 tbsp cocoa mix + 5 mini marshmallows	Never fill past the rim
3 Seal	Warm the rim, press, smooth	2 seconds on the plate, not 5
4 Decorate	Drizzle + sprinkles	Sprinkles go on while the drizzle is wet
5 Box	Liner, box, twine, tag	Cool and dry, never the fridge

4. Your \$50 starter kit

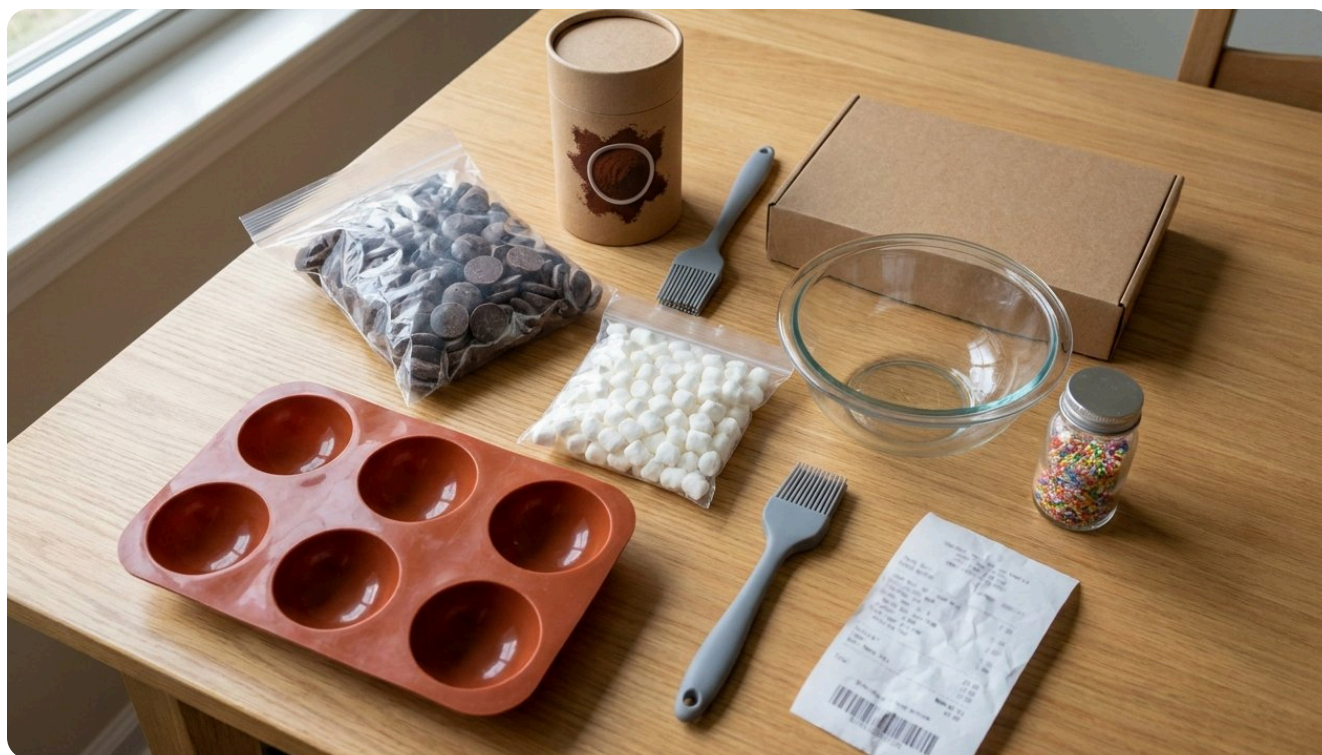
This is the receipt for my first batch, updated to today's prices. Buy exactly this the first time; improvise after you've done two batches.

Item	Where	Approx. price
Silicone half-sphere mold, 6 cavities, 2.5 in (6.5 cm)	Online / craft store	\$8–10
Chocolate melting wafers, milk, 10 oz (280 g) bag	Grocery / craft store	\$4–5
Hot cocoa mix, 1 canister	Grocery	\$4–6
Mini marshmallows, 1 bag	Grocery	\$2
Small silicone brush	Grocery / dollar store	\$1–3
Microwave-safe glass bowl	You probably have one	\$0
Sprinkles, 1 jar	Grocery	\$2–4
White chocolate wafers for drizzle, small bag	Grocery / craft store	\$3–4
Kraft boxes with window, pack of 10	Online	\$8–12
Paper liners, twine, kraft tags	Dollar store	\$4–6
Total		\$36–52

Not on the list: a thermometer (nice, not needed with melting wafers), a piping bag (a sandwich bag with the corner snipped works), a heat gun. You'll want them by batch five, not before.

Two rules for the first purchase:

- **Buy the mold before anything else.** The mold sets the size, and the size sets the price. 2.5 inches (6.5 cm) is the standard that fits a mug.
- **Buy one batch's worth.** Not "supplies." One batch of six. Selling it pays for the next three (Chapter 17).



The starter kit laid out on the table, receipt included. Everything in this photo makes 24 bombs.

5. Chocolate 101: wafers, couverture and the word "tempering"

I don't give you a brand, because brands change by country. I give you the two kinds of chocolate and when each one makes sense. This works in Charlotte, in Manchester and in Melbourne.

Melting wafers (also called candy melts or compound chocolate). Chocolate made with vegetable fat instead of cocoa butter. Melt them, pour them, done. They set hard and glossy at room temperature with no tempering at all. This is what you use for your first 200 bombs. Milk, dark and white, plus colored wafers for seasonal bombs.

Couverture (real chocolate, with cocoa butter). Tastes better, costs double, and has to be *tempered*: heated, cooled and reheated to exact temperatures so it sets shiny instead of streaky. Not for beginners, and your customers can't tell the difference once it's melted in milk. Save it for a "premium" line later, if ever.

The microwave method, which is the only one you need:

1. Pour the wafers into a dry glass bowl. Water is the enemy; one drop seizes the whole bowl.
2. Microwave 30 seconds at 50% power. Stir. Repeat in 20-second bursts, stirring each time, until it's smooth.
3. Stop early. The last few lumps melt from the heat of the bowl while you stir. Overheated chocolate goes thick and grainy and can't be saved.
4. Working temperature: it should feel barely warm on the inside of your wrist, about 100°F (38°C). Warmer than that and your shells will be thin and take forever to set.

How much per bomb: about 1 oz (28 g) of chocolate per shell, so a 10 oz (280 g) bag makes nine or ten shells plus drizzle. In practice, one bag per batch of six, with leftovers for the next one.



Milk and white melting wafers, a bag of dark couverture, and a bowl melted at the right temperature: smooth, glossy, barely warm.



THE CHOCOLATE BOMB FORMULA

PART 2 — The Formula, step by step

6. Step 1 — The Shell (secret #1: thickness)

The shell decides three things before you fill anything: whether the bomb survives the seal, whether it survives the drive, and whether it melts in the mug in under a minute. All three come down to one number: thickness.

The target: the edge of a finished half-shell should look as thick as a US quarter (about 1/16 in, 1.5–2 mm). Thinner cracks. Thicker floats in the milk like a rock and melts slowly.

How you get there, every time, with a rigid silicone mold:

1. Spoon about half a tablespoon of melted chocolate into each cavity.
2. With the silicone brush, push it up the walls in circles until the whole cavity is covered. Go **past the rim** by a hair; it's easier to trim than to patch.
3. Fridge, 15–20 minutes, mold flat.
4. **Second coat.** Repeat step 1 and 2 with slightly less chocolate. Pay attention to the rim: the rim is where every crack starts.
5. Fridge, 20 minutes. The shell is ready when the chocolate pulls away from the silicone and looks matte from the back.



First coat: pushed up the walls in circles with the brush, past the rim by a hair.

Releasing the shell. Turn the mold over, fold the silicone back from one edge, and let the shell drop into your palm. Don't pull from the rim. If it resists, give it five more minutes in the fridge. Set each half-shell cut-side down on parchment.

Trim the rim by rubbing the shell, open side down, in a circle on a warm plate for one second. That's your seal surface for later; a flat rim seals, a jagged one leaks.



Released half-shells on parchment, thick even edges, no cracks. This is what "quarter-thick" looks like.

7. The cup method (no mold needed)

If you want to make your first batch tonight and the mold hasn't arrived, this works. It's also how I make the small "mini bombs" for kids' parties.

1. Small clear plastic cups (2 oz, 60 ml, the kind used for sauces).
2. Pour in a spoon of melted chocolate, swirl the cup so the chocolate climbs the walls to about an inch (2.5 cm) high, pour the excess back out.
3. Fridge, 15 minutes, second coat, fridge 20 minutes.
4. Pinch the cup, the shell pops out. You get a flat-bottomed dome instead of a sphere; seal two of them rim to rim the same way.

The cup method is slower and the shells are less even. Use it to start; buy the mold with the first money you make.



The cup method: swirl, set, pinch, release. A flat-bottomed dome that seals exactly like the sphere.

8. Step 2 — The Filling

The base filling for a classic hot cocoa bomb, per bomb:

- **1 tablespoon (about 10 g) hot cocoa mix.** The sweetened, instant kind. It dissolves; plain cocoa powder doesn't.
- **5 mini marshmallows.** They float up when the bomb opens. That's the moment people film.

That's the whole recipe. Every one of the 50 flavors in Module 2 is this base plus one or two things: instant espresso, caramel bits, crushed peppermint, a pinch of cinnamon, freeze-dried strawberries.

Two rules:

- **Never fill past the rim.** If the filling touches the seal, the seal fails and the powder leaks. A level tablespoon leaves room.

- **Fill only half the shells.** One half gets filling, the other half stays empty and becomes the lid.

Hold the shell in your palm, not by the rim. Your fingers warm the chocolate; a thumbprint on the rim is a thumbprint on the seal.



One level tablespoon of cocoa mix and five marshmallows. Half the shells filled, half left empty for lids.

9. Step 3 — The Seal (secret #2: the warm plate)

This is where the batch that leaked all over my counter went wrong, and where 90% of homemade bombs fail. The fix costs nothing.

1. Microwave a flat ceramic plate for 45–60 seconds, until it's warm, not hot. You should be able to hold your palm on it.
2. Take an **empty** half-shell and set it rim-down on the plate for **two seconds**. Count them. The rim goes glossy; that's melted chocolate, and it's the glue.
3. Lift it and press it, rim to rim, onto a **filled** half. Hold for five seconds.
4. Run a fingertip (or the back of a teaspoon) once around the seam to smooth it.
5. Set the sealed bomb on parchment, seam sideways. Ten minutes at room temperature and the seam is solid.

If the plate cools, warm it again. If you leave the shell on the plate for five seconds instead of two, the rim melts into a puddle and the shell is too short to seal; set it aside for drizzle chocolate and take another.



Two seconds on a warm plate, press, hold, smooth the seam. Done right, this bomb will survive a car ride and a week in a box.

10. Step 4 — Decorate

Decoration is thirty seconds per bomb and it's where the price comes from. Nobody pays \$6 for a brown ball. Everybody pays \$6 for a brown ball with a white drizzle and three red sprinkles.

The drizzle. Melt 2 oz (55 g) of contrasting wafers (white on milk, milk on white, dark on orange). Snip the tiniest corner off a sandwich bag, fill it, and move your hand fast side to side over the bombs in two directions. Fast hand, thin lines. Slow hand, thick blobs.

The sprinkles. Go on immediately, while the drizzle is wet. A pinch, not a handful. One color family per bomb.

Three looks that cover 90% of orders:

- *Classic:* white drizzle, no sprinkles, mini marshmallow on top.

- *Holiday*: white drizzle, red and green nonpareils.
- *Premium*: dark drizzle, a pinch of flaky sea salt or gold shimmer dust.

Let them set for 15 minutes before boxing. Don't put decorated bombs in the fridge: the drizzle sweats.



Thin lines in two directions, sprinkles while it's wet. Thirty seconds, and the bomb now looks like it came from a shop.

11. Step 5 — Box and store

A cocoa bomb is sold in its box. The box is where \$2 of chocolate becomes a \$6 gift.

- **Paper liner** (cupcake liner) under each bomb. It stops them rolling and knocking into each other.
- **Kraft box with a window.** Four, six or twelve cavities. The window sells the box; people buy what they can see.
- **Twine and a kraft tag.** Flavor on the front, "drop in 8 oz of hot milk" on the back.
- **The ingredient label** on the bottom of the box: Module 6 has the printable, and the bonus cheat-sheet tells you what your state or country requires.

Storage. Cool, dry, dark: a pantry shelf, 60–70°F (16–21°C). Never the fridge (they sweat and bloom) and never a sunny counter. Boxed like this they keep **4 to 6 weeks**. Write the "best by" date on the tag.



Six bombs in liners, kraft box with a window, twine and a tag. This box sells for \$30.

12. Build #1 — The Classic Hot Cocoa Bomb (beginner)

Milk chocolate shell, cocoa mix, marshmallows, white drizzle. Six bombs, one hour including fridge time. Cost about \$8 for the box of six; sells for \$30.

You need: 10 oz (280 g) milk melting wafers, 2 oz (55 g) white wafers, 6 tbsp cocoa mix, 30 mini marshmallows, sprinkles, 6 liners, 1 box.



Step 1: melt the milk wafers in 20-second bursts, stirring each time, until smooth and barely warm.



Step 2: two coats in the mold, 20 minutes in the fridge after each. Watch the rim.



Step 3: release, trim the rims on the warm plate, fill six halves with one tablespoon of cocoa and five marshmallows each.



Step 4: two seconds on the plate, press, hold, smooth the seam.



Step 5: white drizzle, a few sprinkles, into the liners and the box. Cost about \$8, sells for \$30.

What this one teaches you: thickness and the seal. Make this batch twice before you try anything else. The second batch will take half the time.

13. Build #2 — The Cappuccino Bomb (intermediate)

Dark chocolate shell filled with a coffee mix that turns a mug of hot milk into a cappuccino. This is the flavor that sells to the people who "don't drink hot chocolate," which is half of every office. Six bombs; cost about \$9; sells for \$32 a box.

The cappuccino filling, per bomb: 1 tsp instant espresso powder, 2 tsp dry milk powder, 2 tsp sugar, a pinch of cinnamon. Mix a jar of it once and scoop.



Step 1: mix the cappuccino filling: espresso powder, milk powder, sugar and a pinch of cinnamon.



Step 2: dark shells, two coats as always. Fill six halves with one level tablespoon of the mix. No marshmallows in this one, or add three if the customer likes them.



Step 3: seal, then dust with cocoa powder through a sieve and add a caramel drizzle.



Step 4: boxed. Tag says "drop in 8 oz of hot milk, stir, enjoy a cappuccino."

What this one teaches you: dark chocolate sets faster and cracks more easily. Work with a slightly warmer bowl and a slightly thicker second coat.

14. Build #3 — The Boo Bomb (seasonal)

Orange shell, black drizzle, candy eyes. The one that started my business, and the one that sells itself in October: teacher gifts, class parties, "boo baskets" for neighbors. Four bombs in a box; cost about \$6; sells for \$24.

You need: 10 oz (280 g) white melting wafers, orange *oil-based* candy color (water-based color seizes chocolate), 2 oz (55 g) dark wafers for drizzle, candy eyes, black liners.



Step 1: tint white wafers with orange oil-based candy color. A few drops, stir, add until it's pumpkin orange.



Step 2: shells, fill with cocoa and marshmallows, seal on the warm plate.



Step 3: thin dark drizzle, two candy eyes pressed in while the drizzle is wet.



Step 4: four boo bombs in black liners, black tissue, kraft box. Cost about \$6, sells for \$24.

What this one teaches you: color and a theme multiply the price. The same technique with red and green makes Christmas; with pink, Valentine's; with pastel, Easter. Module 2 has all of them.

15. The 9 mistakes that make a bomb look homemade

I made every one of these. Here they are so you only make them once.

1. **Thin shells.** They crack on the plate. Two coats, always, and watch the rim.
2. **A drop of water in the chocolate.** It seizes into paste. Dry bowl, dry spoon, dry hands.
3. **Overheated chocolate.** Thick, grainy, dull. Stop microwaving early and stir.
4. **Filling past the rim.** The seal fails and the powder leaks. One level tablespoon.
5. **Five seconds on the plate.** The rim melts away and the shell is too short. Two seconds, count them.
6. **Fridge after decorating.** The chocolate sweats, the drizzle goes dull, white streaks appear (that's "bloom"). Room temperature, cool and dry.

7. **Thick drizzle.** Move your hand fast. Thin lines look professional; blobs look like a kid did it.
8. **No liner.** The bombs roll, knock and chip in the box. A liner costs two cents.
9. **No tag.** Without "drop in 8 oz of hot milk," people bite it. With the tag, they film it.



Before and after: thin cracked shells, leaking powder and dull chocolate on the left; thick glossy shells with a clean seam on the right. Same ingredients.



THE CHOCOLATE BOMB FORMULA

PART 3 — Turning bombs into money

16. The cost sheet and the 2.5× pricing method

A note on currency. Every price in this guide is in US dollars. The 2.5× rule works in any currency: in the UK think £ ≈ US\$ ÷ 1.3, in Canada C\$ ≈ US\$ × 1.4, in Australia A\$ ≈ US\$ × 1.5, in New Zealand NZ\$ ≈ US\$ × 1.7. Build your cost sheet in your own currency and apply the same multiplier.

The number one reason women quit this is that they undercharge, work for free and get tired. The fix is one sheet of paper and one multiplication.

The cost sheet. For one batch, write down everything, including the things that feel too small to count:

Item	Batch of 6	Per bomb
Milk wafers, 10 oz bag	\$4.50	\$0.75
White wafers for drizzle	\$0.80	\$0.13
Cocoa mix, 6 tbsp	\$0.90	\$0.15
Mini marshmallows	\$0.30	\$0.05
Sprinkles	\$0.20	\$0.03
Liners	\$0.12	\$0.02
Kraft box with window	\$1.00	\$0.17
Twine, tag, label	\$0.40	\$0.07
Materials per box of six	\$8.22	\$1.37

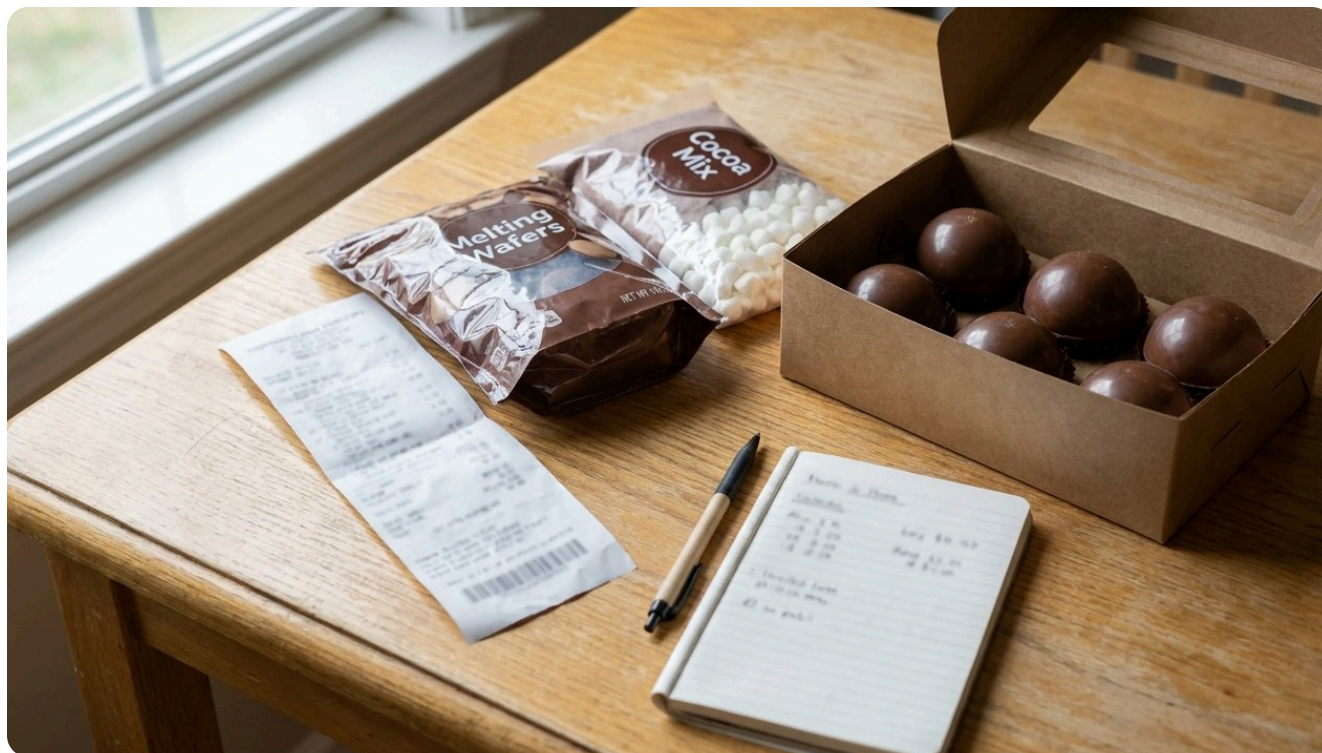
Your real cost per bomb will land between **\$0.90 and \$1.60**, depending on your chocolate and your boxes. Cappuccino and premium flavors sit at the top of that range.

The rule: price = materials × 2.5, rounded up to the nearest .00 or .50.

$\$8.22 \times 2.5 = \$20.55 \rightarrow$ a box of six at **\$21** is your floor. The market pays more: a decorated box of six sells for \$24–36 almost everywhere, and \$30 is the number I've used

for three years. The 2.5× rule tells you the minimum. The photo and the box tell the customer the maximum.

Per bomb, loose: \$4–7. Never sell a single bomb below \$4. If someone wants "just one," they want a box of four.



The receipt for the classic box: \$8.22 in materials, \$30 price. The difference is your time, your box and your photo.

17. Deposit-first: your customers fund the supplies

I have never bought supplies for an order that wasn't paid for yet. Here's the sentence, word for word:

"Perfect! It's \$30 for the box of six. I take a 50% deposit to hold your spot and buy the chocolate, and the rest when you pick it up. Want me to send you the payment link?"

Nobody has ever said no to this sentence. The deposit covers the whole cost of materials, which means the batch is paid for before you melt a single wafer. From your second box on, this business funds itself.

Take deposits the way your customers already pay you for everything else: a payment app, a bank transfer, cash in an envelope. Write the deposit on the order sheet (Chapter 22).

18. The menu: ready-made and custom

Two kinds of orders, two prices.

Ready-made boxes. Four to six flavors you batch-make on Sunday and sell from a photo all week. Box of 4 at \$18–24, box of 6 at \$24–36, box of 12 at \$45–60. This is 80% of your orders.

Custom orders. Made to order for an occasion: a specific color, a name on the tag, forty teacher boxes for a school. Higher price (\$40–120), a deposit, and a lead time of one week.

Put both on a one-page menu with one photo per box and the price next to it. Module 6 has the template; Module 2 has the fifty flavors to choose from. Change the menu with the season: boo bombs in October, Christmas sets from November, hearts in February.



A one-page menu: five ready-made boxes with photos and prices, and a line for custom orders.

19. One good photo, and the one video that sells

You need two things, and your phone takes both.

The photo. The open box, on the counter, next to a window, in daylight. Never the floor, never flash, never at night under the kitchen light. Step back, hold the phone level with the box, tap the screen on the bombs. That's it.

The video. Six seconds: a mug of hot milk, you drop the bomb in, the shell cracks and the marshmallows float up. Film it from the side, in daylight, with the box in the background. This video sells more boxes than anything you will ever write. Post it with the soft-launch words in the Launch Kit.



Same box, two photos: on the floor under the kitchen light, and on the counter in window light. The second one sold.

20. Delivery, pickup and shipping

Pickup is free and it's the default: "ready for pickup Saturday 10 to 12." People come to you. Have the next box ready to show while they're at the door; one in three buys a second.

Delivery inside your town, \$5, for orders of two boxes or more. Boxes flat in a shallow cardboard tray, a towel wedged beside them so they don't slide, never on the seat in the

sun. In summer, a small cooler bag.

Shipping is possible from October to March: boxes inside a slightly bigger box with crumpled paper, two-day service. Charge the real postage plus \$3 for packing. In warm months, don't; a melted box is a refund and a bad review.



Eight boxes in a shallow tray with a towel wedged beside them. That's a \$240 Saturday in the trunk.

21. Your first ten orders

Your first ten orders will not come from strangers. They'll come from the people who already know you, and the Launch Kit gives you the exact words. Here's the shape of it:

1. **Week 1.** Make Build #1. Post the photo and the melt video on your personal page with the soft-launch words. Message six people who'd love a box: "I started making these, want to try a box?"
2. **Week 2.** Deliver, and ask every one of them for a photo of the melt. Post those. Announce the boo boxes or the holiday boxes five weeks before the date.
3. **Week 3.** The ones who received a box are now your customers. Message them with the one-page menu. Offer a "box of six for the teacher" and a "box of twelve for the office."

4. **Week 4.** Take deposits for the next two weekends. You're now making boxes that are already paid for.

Ten boxes is \$300. It usually happens inside the first three weeks. The Launch Kit calendar takes you from there to ninety days.

22. Keep it simple: the order sheet

One page, one line per order. Name, phone, flavor, quantity, date, deposit paid, balance, pickup or delivery. Appendix C has the printable; a notes app works too. The point is that nothing lives in your head. The day you have twelve orders for the same Saturday, the sheet is what keeps you calm.



THE CHOCOLATE BOMB FORMULA

PART 4 — Seasons and what's next

23. The gifting calendar

There is always an occasion four to six weeks away. Announce your seasonal box **five weeks before** the date; people order two to three weeks out.

When	Occasion	Box	Announce by
October	Halloween, class parties, boo baskets	Boo Bombs, box of 4	Sept 25
November	Thanksgiving hostess gifts	Pumpkin Spice, Salted Caramel	Oct 20
December	Christmas, teachers, offices, stocking stuffers	Christmas Set of 12, Peppermint, Classic	Nov 15
February	Valentine's	Strawberry, Red Velvet, hearts box of 4	Jan 10
March–April	Easter, Mother's Day	Pastel box, Cappuccino for mom	5 weeks before
May	Teacher Appreciation Week	Single bombs in cello bags	April 10
June–August	Birthdays, bridal and baby showers, "iced" summer sets	Ready-made menu, cappuccino bombs	Always on

December is the biggest month by far. The women who start in September and October are the ones turning orders away in December. Start now, and use the Launch Kit calendar week by week.

24. A letter from my kitchen table

You've read the whole Formula. Here's what I'd tell you if you were sitting across the table from me right now.

Make one batch this weekend. Not the perfect one; the first one. Follow Build #1 exactly, film one melting in a mug, and post it with the words in the Launch Kit. Then wait. The first message will come, and it will feel like nothing else.

Don't undercharge. Don't apologize for the price. Don't buy supplies for boxes nobody ordered yet.

And when someone tells you, "I could never do that," smile. You couldn't either, three weekends ago.

I can't wait to see your first box.



Rachel's kitchen table at the end of a Sunday: five boxes ready for pickup and one open to show the next customer.



THE CHOCOLATE BOMB FORMULA

Appendix

A. Shopping lists for the three builds

	Classic (6)	Cappuccino (6)	Boo Bombs (4)
Shell	10 oz (280 g) milk wafers	10 oz (280 g) dark wafers	10 oz (280 g) white wafers + orange oil-based color
Filling	6 tbsp cocoa mix, 30 mini marshmallows	6 tsp espresso powder, 4 tbsp milk powder, 4 tbsp sugar, cinnamon	4 tbsp cocoa mix, 20 mini marshmallows
Decoration	2 oz (55 g) white wafers, sprinkles	cocoa powder, 2 oz (55 g) caramel wafers	2 oz (55 g) dark wafers, 8 candy eyes
Box	6 liners, box of 6, twine, tag	6 liners, box of 6, twine, tag	4 black liners, box of 4, black tissue, tag
Materials	about \$8	about \$9	about \$6
Sells for	\$30	\$32	\$24

B. The 2.5× table (print me)

Materials per box	× 2.5	Round up to	Sell for (market)
\$6	\$15.00	\$15	\$24 (box of 4)
\$8	\$20.00	\$20	\$30 (box of 6)
\$9	\$22.50	\$23	\$32 (box of 6, premium)
\$14	\$35.00	\$35	\$55 (box of 12)
\$16	\$40.00	\$40	\$60 (box of 12, premium)

The 2.5× number is your floor, never your price. Sell at the market column; drop toward the floor only for a 40-box school order.

C. Order sheet

#	Name	Phone	Box / flavor	Qty	Date	Deposit	Balance	Pickup / delivery
1								
2								
3								
4								
5								
6								
7								
8								

D. Selling from home, in one paragraph

Hot cocoa bombs are a shelf-stable, non-perishable food, which is exactly the kind of product home-kitchen rules were written for. In the US they fall under your state's cottage food law; the UK, Canada, Australia and New Zealand each have a simple home-food-business registration. The bonus cheat-sheet in your members area tells you the rules for your state or country, what has to be on the label, and where you can sell. Read it before your first paid order; it takes ten minutes.