

BONUS • THE CHOCOLATE BOMB FORMULA

The Launch Kit

Your First 10 Orders

The 90-day calendar and word-for-word scripts to book your first orders



RACHEL MONROE



90 Day Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 <i>Woke up</i>	2 <i>Woke up</i>
3 <i>Woke up</i>	4 <i>Woke up</i>	5 <i>Woke up</i>	6 <i>Woke up</i>	7 <i>Woke up</i>	8 <i>Woke up</i>	9 <i>Woke up</i>
10 <i>Woke up</i>	11 <i>Woke up</i>	12 <i>Woke up</i>	13 <i>Woke up</i>	14 <i>Woke up</i>	15 <i>Woke up</i>	16 <i>Woke up</i>
17 <i>Woke up</i>	18 <i>Woke up</i>	19 <i>Woke up</i>	20 <i>Woke up</i>	21 <i>Woke up</i>	22 <i>Woke up</i>	23 <i>Woke up</i>
24 <i>Woke up</i>	25 <i>Woke up</i>	26 <i>Woke up</i>	27 <i>Woke up</i>	28 <i>Woke up</i>	29 <i>Woke up</i>	30 <i>Woke up</i>
31 <i>Woke up</i>						

THE CHOCOLATE BOMB FORMULA

The Launch Kit — Your First 10 Orders

Read this first

You don't need ads, a website or followers to get your first ten orders. You need three things: one good photo of one box of chocolate bombs (or, even better, a four-second video of one melting open in a mug), the words in this kit, and the people you already know.

Here's the mindset that makes everything in this kit work. You are not "bothering people with your little business." You are solving a real problem: somebody they love has a birthday, a teacher to thank, a hard week, a stocking to fill, and they have no idea what to give. A box of chocolate bombs made by a person they know, boxed and tagged, delivered to the door, is the easiest, most charming gift they'll give this season. When you message someone, you are offering them that. Write like it.

Every script below is written to be copied and then made personal. The parts in [brackets] are the parts that sell: their name, their kid's name, the thing they mentioned last week, the date they need it by. A message that could have been sent to anyone gets ignored. A message that could only have been sent to them gets answered.

Three rules:

- **Lead with the melt.** The moment a chocolate bomb cracks open in hot milk sells better than anything you could write. Every post and most messages start with that photo or that video. Never open with "I'm starting a business."
- **Ask one small thing.** "Can I put you down for a box?" "Want me to send you the flavors?" One ask per message. Small yeses turn into big ones.
- **Follow up. Always.** Most of your first ten orders come on the second or third message, not the first. Nobody is ignoring you; they're busy. The follow-up scripts are the most important pages in this kit.

The three circles: where your first ten come from

Circle 1, the people who already like you. Family, coworkers, the school pickup crowd, your neighbors, your church or gym group, your kids' friends' parents. They will buy because they trust you, and because you'll make it easy. Six of your first ten orders come from here.

Circle 2, the people who see your boxes. Every box you deliver is seen by three to five more people: the person who receives it, whoever's in the house, whoever sees the photo, whoever gets handed a bomb at the table. Your name on the tag and a photo posted the same day turn every order into the next one. Three of your first ten come from here.

Circle 3, the small businesses that buy in bulk. Realtors (closing gifts), dentists and salons (client gifts), the office manager who handles birthdays and the holiday party, the PTA that needs forty teacher gifts. One of these is worth ten individual customers, and they reorder every season. One of your first ten comes from here, and it's the one that changes your year.

The 90-day launch calendar

Twelve weeks, one sheet. Start on any Monday. The calendar assumes a fall launch, which is the best time of the year to start: boo bombs in October, hostess boxes for Thanksgiving, stocking stuffers and teacher gifts in December, and Valentine's already planned by the time January comes. If you're launching in another season, swap the seasonal flavors for the ones four to six weeks ahead of you (Module 2, Seasonal catalog).

Week	Do this	Sell this
1	Read the Formula. Make batch #1 (Classic Cocoa). One photo in window light, one melting video. Post Script 1. Send Script 2 to five people, personalized.	Box of 6 · Classic
2	Deliver your first orders. Take one porch photo. Post it with Script 7. Send follow-up A to anyone who didn't answer. Make the Boo Bomb batch.	Classic + Boo
3	Post Script 3 in one neighborhood or school group. Print the one-page flavor menu. Follow-up B to the "let me think" people.	Boo box of 4
4	Batch-make on Sunday. Script 8 (referral) with every delivery. Send Script 9 to five realtors on Tuesday morning.	Boo + teacher singles
5	Boo peak. Deliveries in daylight. Two porch photos. Close custom orders five days before Halloween with Script 14.	Boo box of 4
6	Post Script 13. Send Script 10 to two offices or salons. Make the Thanksgiving hostess box.	Hostess box

Week	Do this	Sell this
7	Announce Christmas with Script 3, edited. Three price points: box of 4, 6 and 12. Deposits with Script 11.	Christmas
8	Batch-make. Realtor follow-up (Script 9, second email) with a photo of the box of 12.	Christmas + Corporate
9	Teacher gifts and stocking stuffers. Script 7 twice this week.	Teacher, Stocking
10	Close Christmas custom orders (five days before). Ready-made only from here. Script 14.	Christmas
11	Deliver. Every handover gets Script 8. Photograph your best five boxes for next year's menu.	Christmas
12	Post Script 13. Count bombs, money in, money out. Plan Valentine's (announce by January 10).	Rest

The one-page rule: if a week feels like too much, do only the first sentence of that week. One photo, one post, one message. That's still a business.

The 90-day calendar, day by day

Print these three pages and put them on the fridge. Each day has one thing. Cross it off. A crossed-off day is a day you did the business, even if the thing took ten minutes. The days marked ○ are rest days, and rest days are part of the plan: a tired hand makes a cracked shell.

THE 90-DAY LAUNCH CALENDAR

Days 1 to 35 • Weeks 1 to 5

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

WEEK 1 • FOUNDATIONS

Day 1

Read Module 1. Buy the starter kit: one silicone half-sphere mold, melting wafers, cocoa mix, mini marshmallows.

Day 2

Read Module 2. Pick your first three flavors: Classic Cocoa, Cappuccino, Boo Bomb.

Day 3

Make your first batch of six Classic Cocoa. Photo in window light, one bomb cracking open in a mug.

Day 4

Post Script 1 on your profile with the photo (and the melting video if you have it).

Day 5

Send Script 2 to five people, each one personalized.

Day 6

Reply to every comment. Send the flavor menu (Script 5) to anyone interested.

Day 7

Rest. Write down who answered and who didn't.

WEEK 2 • FIRST DELIVERIES

Day 8

Follow-up A to anyone who didn't answer.

Day 9

Shop with deposit money. Make the first orders in one batch.

Day 10

Box, tag, deliver. Porch photo. Say Script 8 out loud.

Day 11

Post the porch photo (Script 7). Text Script 8 to today's customers.

Day 12

Make the Boo Bomb batch (Seasonal catalog). Photo of the box of four.

Day 13

Send Script 12 to this week's customers.

Day 14

Rest.

WEEK 3 • GO PUBLIC

Day 15

Post Script 3 (boo bombs) in one neighborhood or school group.

Day 16

Reply to every comment publicly; menus by message.

Day 17

Follow-up B to the "let me think" people.

Day 18

Print the one-page flavor menu. Five copies in the car.

Day 19

Make orders. Photo before boxing to each customer.

Day 20

Deliver. Porch photo. Script 8.

Day 21

Rest. Update the "spoken for" number in the post.

WEEK 4 • BATCH DAY

Day 22

Batch Sunday: make 24 bombs in one afternoon (four flavors).

Day 23

Send Script 9 to five realtors, Tuesday morning.

Day 24

Deliver. Script 8 with every handover.

Day 25

Post a flavor photo with Script 7.

Day 26

Make the teacher gift singles (cello bag + tag).

Day 27

Follow-up to the realtors (second email).

Day 28

Rest.

WEEK 5 • BOO BOMB PEAK

Day 29

Boo bomb peak: deliveries in daylight, two porch photos.

Day 30

Post the closing-orders post (Script 14): custom boo orders close in five days.

Day 31

Make the last boo batches. Photo.

Day 32

Deliver. Script 8.

Day 33

Reply, deliver, photo. Update the post.

Day 34

Last boo deliveries before Halloween.

Day 35

Rest. Halloween: enjoy it.

THE 90-DAY LAUNCH CALENDAR

Days 36 to 63 • Weeks 6 to 9

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 6 • WRAP HALLOWEEN						
Day 36 Post Script 13 (end of the Halloween season).	Day 37 Send Script 10 to two offices, salons or dentists.	Day 38 Make the Thanksgiving hostess box (Seasonal catalog). Photo.	Day 39 Post the Thanksgiving box with Script 3, edited.	Day 40 Make orders. Deliver.	Day 41 Send Script 12 to this week's customers.	Day 42 ☐ Rest.
WEEK 7 • THANKSGIVING & CHRISTMAS OPEN						
Day 43 Announce Christmas with Script 3, edited. Three price points: box of 4, 6 and 12.	Day 44 Take deposits with Script 11.	Day 45 Make the Christmas set (peppermint, gingerbread, white chocolate). Photo of the box of 12.	Day 46 Post the Christmas photo (Script 7). Reply to every comment.	Day 47 Deliver Thanksgiving orders. Script 8.	Day 48 Send Script 2 to five new people, personalized, with the Christmas photo.	Day 49 ☐ Rest.
WEEK 8 • CORPORATE WEEK						
Day 50 Corporate week: realtor follow-up (Script 9, second email) with a photo of the Christmas box of 12.	Day 51 Send Script 10 to three more offices.	Day 52 Batch day: 36 bombs in one afternoon.	Day 53 Deliver. Script 8.	Day 54 Post a stocking-stuffer single (Script 7).	Day 55 Make the office boxes. Photo before boxing.	Day 56 ☐ Rest.
WEEK 9 • TEACHERS & STOCKING STUFFERS						
Day 57 Teacher gift week: post Script 3 edited for teacher gifts.	Day 58 Make teacher singles in cello bags with tags.	Day 59 Deliver. Script 8.	Day 60 Post the stocking-stuffer bundle (Script 7).	Day 61 Make orders. Photo.	Day 62 Send Script 12 to this week's customers.	Day 63 ☐ Rest.

THE 90-DAY LAUNCH CALENDAR

Days 64 to 91 • Weeks 10 to 13

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 10 • CLOSE CUSTOM						
Day 64 Post Script 14: Christmas custom orders close in five days.	Day 65 Take the last deposits (Script 11).	Day 66 Batch day: everything for the week.	Day 67 Deliver. Script 8.	Day 68 Ready-made only from here: post the ready-made boxes (Script 7).	Day 69 Make orders. Photo.	Day 70 ☐ Rest.
WEEK 11 • BIG DELIVERY WEEK						
Day 71 Big delivery week: route your deliveries by neighborhood.	Day 72 Deliver. Porch photos. Script 8 at every handover.	Day 73 Make the last batches.	Day 74 Deliver. Script 8.	Day 75 Photograph your best five boxes for next year's menu.	Day 76 Last Christmas deliveries.	Day 77 ☐ Rest. Merry Christmas.
WEEK 12 • COUNT AND PLAN						
Day 78 Post Script 13 (end of the Christmas season).	Day 79 Count: bombs made, boxes sold, money in, money out.	Day 80 Send Script 12 to every December customer.	Day 81 Plan Valentine's: pick three flavors from the Seasonal catalog (strawberry, red velvet, salted caramel).	Day 82 Make the Valentine's box of 4. Photo.	Day 83 Write the Valentine's post (Script 3, edited) to publish by January 10.	Day 84 ☐ Rest. Plan the year.
WEEK 13 • BONUS DAYS						
Day 85 Reorder supplies for Valentine's.	Day 86 Update your one-page menu with the new flavors.	Day 87 Send Script 9 to five new realtors or offices for Valentine's.	Day 88 Post the Valentine's announcement.	Day 89 Make orders. Photo.	Day 90 Deliver. Script 8.	Day 91 ☐ Rest.

Script 1 — The soft-launch post (your own friends first)

Post on your personal profile with the photo or the melting video of your first box. Not in a group yet: friends first, always. Fill in the brackets with your real flavors and your real story.

So... I made these. 🍫 🍫

They're hot chocolate bombs: a chocolate shell with [cocoa and mini marshmallows] inside. You drop one in a mug of hot milk and it melts open into the creamiest hot chocolate you've ever had. The kids lose their minds.

A few of you have asked me over the years if I'd ever sell them, and I've finally said yes. I'm doing boxes of [six] for teacher gifts, birthday favors, "thinking of you" boxes, boo boxes for the neighbors, anything where you want to hand someone something lovely without spending your Saturday at three stores.

I'm starting small, so I'm taking [10] boxes this month. If you'd like one, or you want to send one to someone who deserves it, comment BOMB or message me and I'll send you the flavors. Pickup in [neighborhood] or local delivery. 💛

P.S. If you know someone who's having a rough week, a birthday, a new baby or a new house, tag them. I'll take care of the rest.

Why it works: it's a photo of a thing people already know and love, not an announcement. "A few of you have asked" makes it a response, not a launch. "Taking 10 boxes this month" is the first scarcity and it's true. "Comment BOMB" gives people a two-second way to say yes. The P.S. gets you the tags that become Circle 2.

When people comment BOMB or "omg I need these": reply publicly with "Sending you the flavors now! 💛 ", then message them Script 5 with the menu photo. Every public reply is seen by everyone else.

Script 2 — The personal message to five people (the one that gets your first orders)

This is the most important script in the kit. Send it individually, never as a group message, to five people who like you, on the same day you post Script 1. The message has to be about them, not about you. Before you write it, think of one real thing about each person: their kid, their mom, their job, something they said last week.

Version A, a mom friend from school:

Hey [Jess]! Random question and zero pressure. I've started making hot chocolate bombs (photo attached, that's the classic one with marshmallows). I'm taking a handful of orders this month before it gets busy.

I thought of you because you mentioned [Ava's teacher] and that you never know what to get her. I could do a box of [six] in [classic, peppermint and salted caramel], boxed with a tag, for \$[30]. You'd just hand it over.

Also, is there anyone else you need a little gift for in the next few weeks? Birthday, a friend having a hard time, a thank-you, anything. I'd love to make yours one of my first. 🧡

Version B, a coworker:

Hi [Dana]! I have a little side thing to show you (photo attached). I've started making hot chocolate bombs, and I'm doing a few orders this month while I get going.

I remembered you were trying to think of something for [your mother-in-law] that wasn't flowers again. A box of [six] in [cappuccino, classic and cookies & cream], with a card from you, delivered to her door, is \$[32].

And if the office ever needs something for [a birthday or the holiday party], I'm around. No pressure at all, I just thought of you first.

Version C, family:

[Aunt Linda]! Look what I made (photo attached). I'm officially making hot chocolate bombs now, and I'm taking my first orders this month. Do you need anything for [Uncle Tom's birthday on the 20th] or for [the church ladies]? I can do a box of [four] from \$[20] or a box of [six] for \$[30], all boxed, and I'll bring it to you. Honestly I'd love for one of my first boxes to go to family. Tell me who and I'll make it perfect for them. 🍫

Version D, a neighbor:

Hi [Karen]! It's [Rachel] from [number 14]. I've started making hot chocolate bombs from home (photo attached) and I'm taking a few orders this month. Since you mentioned the [new family across the street], I thought a little welcome box might be nice: [four bombs] in a kraft box with a card. \$[20], and I'd walk it over myself. If you or anyone on the street needs a gift in the next few weeks, birthdays, thank-yous, boo boxes, I'd love to help. 🍫

Version E, church, gym or club:

Hi [Maria]! I wanted you to be one of the first to see this (photo attached). I've started making hot chocolate bombs and I'm taking my first orders this month. I know [the welcome committee / the team] is always looking for something for [new members / the coach], and I could do boxes from \$[20] each, tagged and ready, with a card from the group. And if you personally need a gift for anyone this month, tell me who and what they like and I'll make something they'll remember.

Why it works: every version names a real person and a real occasion, so the answer is easy. It gives one concrete box with flavors and a price, so they don't have to imagine anything. It ends with "one of my first," which makes saying yes feel like a favor to a friend, because it is.

Script 3 — The season announcement (neighborhood, school or church group)

Post with the seasonal box photo. Edit the season, the flavors, the price, the numbers and the dates. This is the post that fills your calendar.

🍊 *Boo bomb season is here, and I've got you.*

If you want to boo a neighbor this year without spending your Saturday at three stores, here's the easy way. Ready-made boo boxes: [four] hot chocolate bombs ([orange and black with candy eyes, inside: cocoa and mini marshmallows]), \$[24], boxed with a "You've been booed!" tag and the instructions so the fun keeps going.

Pickup in [neighborhood] or delivered in [town] for \$[5].

I'm making [20] boxes this season and [8] are already spoken for. Comment BOO or message me to grab one. Orders close [October 18] so everything's on porches by [October 25].

P.S. Teacher version with a thank-you tag is \$[24]. A single bomb in a cello bag for the whole class is \$[5] each. Just tell me who it's for.

The two numbers ("making 20, 8 spoken for") are the whole post. Use your real numbers and update them in the comments as they change: "Update: 14 spoken for, 6 left." Every update bumps the post back to the top.

Replying to comments: "Sending you the flavors now!" to everyone, then Script 5 by message. Never sell in the comments; sell in the messages.

Script 4 — When someone asks "how much?"

In a comment, a message or in person. Always give a range with a number in the middle, always describe what's inside, always end with a question.

"A box of six is \$[30] to \$[36] depending on the flavors. The one in the photo is \$[30]: [two classic, two peppermint, two salted caramel], each with cocoa and marshmallows inside, boxed with a tag. A box of four is \$[20] and singles in a cello bag are \$[5]. Who's it for? I'll tell you which flavors I'd pick."

If they say it's a lot: "I get it. A good coffee-shop hot chocolate is \$6 and this is six of them, made by hand, that she gets to crack open at her own table. Want me to do a box of four instead?"

Script 5 — Sending the flavor menu (after any "I'm interested")

Send the one-page menu as a photo, with this message. Never make them ask twice.

Here are the flavors!  Boxes of 4 (\$[20]), 6 (\$[30]) and 12 (\$[55]). You can mix and match. Tell me the flavors, who it's for and when you need it, and I'll confirm it today. Pickup in [neighborhood] or delivery in [town] for \$[5].

Script 6 — The follow-up sequence (this is where the orders are)

Nobody is saying no. They're busy. Follow up three times, kindly, three to four days apart.

Follow-up A, three days after Script 2, no answer:

Hi [Jess]! Just floating this back up in case it got buried.  I've got [4] boxes left this month, want me to save you one? Flavors attached.

Follow-up B, to the "let me think" people:

Hey [Dana]! No rush at all, just letting you know I'm closing this month's orders on [Friday] so I can make everything in one batch. If you want one for [your mother-in-law], I'll put her down now and you can tell me the flavors later. 🧡

Follow-up C, the last one, with a reason:

Last call from me, promise! 😊 I'm making the [Christmas] batch on [Sunday] and I have [2] spots. If it's a yes, just reply "yes" and I'll sort out the rest.

Then stop. The ones who didn't answer will see your porch photos and come back by themselves. They always do.

Script 7 — The porch photo post (five versions)

Post a photo of a box on a porch, in a mug, in someone's hands. One line, no selling. These posts do the selling.

"First boo boxes delivered. 🍊 Four more going out tomorrow."

"A teacher got this one today. Her words: 'I'm not sharing.' 😂"

"When the bomb cracks open and the marshmallows float up... that's the moment. ☕"

"Twelve boxes, one Sunday, one very happy kitchen."

"This one's off to a new mom who, in her words, 'needs chocolate more than sleep.' 🧡"

Script 8 — The referral ask (at handover)

Say it out loud, every single time, while they're holding the box.

"If someone asks where you got these, send them my way, I'll make theirs extra pretty. And if you post it, tag me, I love seeing them at home."

Then text, that night: "Thank you again for today! If anyone you know needs a gift this month, I've got [3] boxes left. 🍫 "

Script 9 — The realtor email (and the two follow-ups)

Realtors give closing gifts every month. A box of twelve hot chocolate bombs with their card is \$[55] and nobody else is offering it. Send on Tuesday mornings.

Subject: Closing gifts your clients will actually post about

Hi [Name], I'm [Rachel], I make hot chocolate bombs here in [town]. They're chocolate shells that melt open in hot milk into a proper hot chocolate, and they photograph beautifully.

I put together closing-gift boxes for realtors: a box of 12 in a kraft box with your card and a "welcome home" tag, \$[55], delivered to the closing or to the client's new door. Photo attached.

If you have a closing coming up, I'd love to make the first one for you. I can have it ready in 48 hours.

[Rachel] · [phone]

Follow-up 1 (a week later): "Hi [Name], floating this back up. I just made the box in the photo for [a client in Oak Park], happy to do yours next."

Follow-up 2 (two weeks later): "Last note from me, [Name]. Thanksgiving and Christmas closings are coming: if you want boxes ready, I'm taking orders until [date]."

Script 10 — The office, salon or dentist email

Subject: A little something for your clients (and your team)

Hi [Name], I'm [Rachel], I make hot chocolate bombs in [town]. I do boxes for client gifts and team treats: a box of 6 is \$[30], a box of 12 is \$[55], and singles in cello bags with your logo on the tag are \$[5] each (minimum 20). Photo attached. For [the holidays / Teacher Appreciation / your anniversary] I can have everything delivered on the same day, tagged and ready to hand out. Want me to put together a quote?

Script 11 — The deposit, the reminder, the confirmation

The deposit: "Perfect, you're down for [a box of 6, classic + peppermint, for the 18th]. It's \$[30]; a \$[15] deposit confirms the date and the balance is on delivery. [Venmo / PayPal / bank] is easiest. Thank you!"

The reminder (two days before): "Hi [Jess]! Your box is ready for [Friday]. Pickup at [address] between [4 and 7], or I can drop it at [address] for \$[5]. Which works?"

The confirmation (the day of): "On my way! 💎 Keep them in a cool, dry place and they're perfect for six weeks. Instructions are on the tag."

Script 12 — After delivery: thank you, review, next order

"Thank you again, [Jess]! I hope [Ava's teacher] loved it. If you have ten seconds, a quick word on my page helps me more than you'd think. And I've started taking [Christmas] orders if you want to get ahead of it. 🧡"

Script 13 — The end-of-season post

"That's a wrap on boo season. 🍊 [84] bombs, [21] boxes, and a kitchen that smells like chocolate for the rest of the year. Thank you to every one of you who ordered. Thanksgiving hostess boxes are open now, and Christmas opens [November 15]. Comment COCOA for the flavors."

Script 14 — The "closing orders" post

"Custom [Christmas] orders close [Friday] so I can make everything in time. After that it's ready-made boxes only, while they last. If you've been thinking about it, this is the moment. Comment COCOA or message me. 🍫"

The six objections and what to say

Every "no" you'll hear in the first month is one of these six. Say the line, then stop talking.

They say	You say
"That's a bit pricey for hot chocolate."	"It's a gift, not a cup of cocoa. A box of 6 is \$30 and it replaces the \$45 candle people buy because they didn't know what else to get. And it's gone in a week, which is the point."
"I'll think about it."	"Of course. I make [12] boxes a week and this week has [3] left, so if you want one for [Friday], just tell me by Wednesday and I'll hold it."
"Can I just get one?"	"Yes! Singles are \$5 in a cello bag with a tag. Most people take four so everyone at the table gets one, but one is perfect for trying."
"Do they ship?"	"Local delivery and pickup, and I post inside [state/country] in cool weather. For a gift across the country I can send a box of 6 for \$[30] plus \$[9] postage, packed so nothing melts."
"Are they hard to use?"	"Drop it in a mug, pour hot milk over it, watch it open. Instructions are on the tag and the kids fight over who gets to pour."

They say	You say
"I'm not sure about allergies."	"Every box has the full ingredient list on the back. The classic is milk and soy only; if you tell me the allergy I'll tell you which flavors are safe before you order."

Script 15 — The bulk and corporate quote

When an office, a realtor or a school asks "what would 40 be?", answer the same day with this. Volume gets a small discount, never a big one; your time is the thing they're paying for.

Subject: Your quote: 40 hot chocolate bombs for [December 15]

Hi [Name], thank you for asking. Here's the quote for [40] bombs for [your client gifts]:

- 40 singles in cello bags with a printed tag ("Happy holidays from [Company]"): \$[4.50] each = \$[180]*
- Or 10 boxes of 4 with a ribbon and your card: \$[19] each = \$[190]*
- Delivery to your office on [December 15]: included.*

Flavors: classic cocoa, salted caramel, peppermint, or a mix. A 50% deposit (\$[90]) holds the date; the balance is due on delivery. If you confirm by [December 5], I can add your logo to the tags at no charge.

Thank you again, [Rachel]

Why it works: two options, not five. A real date. A deadline with a small reward for confirming early. The deposit line is in the quote, so you never have to ask for it.

Script 16 — The add-on at checkout

Half of your customers will say yes to one more thing if you ask in a way that's easy to say no to. Use it on every order from order three onwards.

"Done! One more thing while I have you: I'm adding a [peppermint] single to the box for \$[4] if you want a gift for [the teacher / the babysitter / yourself]. Yes or no, no pressure."

And at handover, with the box in your hands:

"If you want to grab a second box for [Grandma / the office], I have [two] spares in the car today at the same price."

Script 17 — The market table, in one breath

At a market or fair, you have four seconds. Say this to anyone who slows down, with a mug of hot milk and one bomb ready to drop.

"Want to see one open? [drop it] That's a hot chocolate bomb: a chocolate shell, cocoa and marshmallows inside, hot milk on top. \$5 each, \$30 for the box of 6, and they keep for six weeks. Which flavor do you want to try?"

The demonstration is the pitch. Budget one bomb per fifteen people who stop; that bomb pays for itself every single time.

The order-day checklist

Print this, tape it inside the cupboard, tick it every time. An order with a missing tag is a refund waiting to happen; an order that follows this list is a review.

1. Count the bombs against the order (flavors and quantities) before you box.
2. One cello bag or paper cup per bomb; no bare bombs touching the box.
3. The label on the back (Module 6): ingredients, allergens, your name, the home-kitchen line, best-before.
4. The instruction tag on the front: "Drop in a mug, add 8 oz of hot milk, stir."
5. Ribbon, card and the customer's message if it's a gift.

6. Photo of the finished box before it leaves (that's tomorrow's post).
7. Confirmation message (Script 11) with the pickup or delivery time.
8. Write it in the tracker: name, order, paid, how they found you.

Twelve months of reasons to buy

You launch in the fall because that's when people search, but a box of chocolate bombs has a reason to exist every month. When the calendar runs out, start here.

Month	The reason	The flavor to feature
January	"Cozy nights in", new-year gift for yourself, snow days	Salted caramel
February	Valentine's, Galentine's, teacher love notes	Strawberry white chocolate, red velvet
March	St. Patrick's, Mother's Day (UK), Easter prep	Mint chocolate
April	Easter baskets, spring markets	Cookies and cream
May	Mother's Day (US/CA/AU/NZ), Teacher Appreciation Week	Lavender honey, classic
June	End of school gifts, Father's Day, graduation	Dark chocolate espresso
July	Christmas in July, "iced" bombs with cold milk	Cookies and cream, s'mores
August	Back to school, teacher welcome gifts	Classic cocoa
September	Fall launch, first cold weekend, pumpkin everything	Pumpkin spice
October	Boo bombs, Halloween treat bags, teacher gifts	Orange and black marshmallow
November	Thanksgiving hostess boxes, Christmas pre-orders open	Gingerbread, peppermint
December	Christmas, Hanukkah, corporate gifts, stocking stuffers	Peppermint, salted caramel

The first ten orders in numbers

Ten orders doesn't sound like a business. Look at what it is.

	Boxes	Bombs	Revenue	Ingredients and packaging	Profit
First 10 orders (box of 6)	10	60	\$300	\$80	\$220
The same ten, reordering once a month	120	720	\$3,600	\$960	\$2,640
Ten plus one referral each	240	1,440	\$7,200	\$1,920	\$5,280

The third row is one year of a business you started with a \$27 course and a muffin tin. The scripts in this kit are how the first row turns into the third.

The one-page menu

Print it, keep five in the car, send it as a photo. Your menu lives in Module 6 (Labels, Tags & Cards) as an editable one-pager. The rule: six flavors maximum on the menu at any time, three price points (box of 4, 6 and 12), one line about custom orders, your name, your phone. A menu with twenty flavors sells less than a menu with six.

	What's inside	Price
Box of 4	Mix and match from the menu	\$20–24
Box of 6	Mix and match from the menu	\$30–36
Box of 12	The gift box: two of each flavor, ribbon, card	\$55–60
Single in a cello bag	Teacher gifts, favors, stocking stuffers (minimum 6)	\$5–7
Custom order	Your flavors, your colors, your tag	from \$40

The weekly rhythm

Sunday: batch day (make everything for the week in one afternoon). Monday: post. Tuesday: emails to Circle 3. Wednesday: follow-ups. Thursday and Friday: box and deliver. Saturday: photos and rest. One rhythm, repeated, is the whole business.

Tracking your first ten

Write them down. Name, what they ordered, what they paid, how they found you, and the date. When you reach ten, read the "how they found you" column: that's where your next hundred come from. Then raise your prices by \$2 a box and keep going.

#	Name	Order	Paid	How they found you	Date
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					