

Marketing With Creative Cookies

Cookies Vs. Cupcakes



Pick any decade and chose a TV sitcom and you will likely find an episode with a food-based entrepreneurial theme. and with a useful takeaway amidst the chuckles..

Whether *Family Matters*, *Mr. Belvedere*, *Martin*, *Frasier*, *Roseanne*, *2 Broke Girls*, *Big Bang Theory*, *I Love Lucy*...

Last week, TV Land's *The Soul Man*

featured a subplot about the Reverend Ballentine's cupcake truck owning brother who decides to hire an arsonist to collect on his insured truck. You see, he is losing money because of changing trends in consumer tastes.

Note: In the real world that plan will afford a rich opportunity to spend time in the state or federal penitentiary.

The episode was a reminder of how some bakeries have avoided getting into the cupcake business because of competition.* Focusing instead on a centuries old confection...the cookie.

Three awesome examples of cookies that could be linked to marketing to specific industries...fashion and real estate...turned up online.

And I was also reminded of Famous Amos: long before Wally Amos gained fame by introducing his chocolate chip cookies to the public, the talent agent used his homemade treats as a marketing tool to entice celebrities to join his agency. And it was that activity that led to his startup.

References

Tv Land.com

The Soul Man(PG language)

<http://tinyurl.com/kgzyxqt>

Realtor Cookie Basket

Cake Central.com

<http://tinyurl.com/ncrdck3>

Cookies and purses for fashion plate

Project Denneler.com

<http://tinyurl.com/k5hxtmh>

Parker's Crazy Cookies

<http://www.parkerscrazycookies.com/>

New York Times.com

Famous Cookie-Wally Amos

Note: Insightful article for budding entrepreneurs.

But I disagree with the last line about

quicksand and help arriving...

Don't count on it...look for the twig.

<http://tinyurl.com/l85ex2s>

Tip Entrepreneurial

Pinterest.com

***Noted several month ago.**

Dee Adams is the author of

Finding Your Niche: Discover...

<http://wp.me/P3Kr4S-U>