

## Continuity Sales Letter Template

### **Be The Envy Of Your Friends With Delicious, Unique Cupcake & Frosting Recipes – PLUS Party Secrets & Entertaining Tips Delivered To Your Inbox Every Month**

In the past few years, **cupcakes** have exploded on the scene as the new *chic* dessert.

Left and right, cupcake trucks and gourmet bakeries have popped up— with *everyone* on the hunt for that blissful cupcake, decadent in flavor, and *oozing* with silky smooth texture.

I still remember my own experiments making cupcakes at home as a kid. The novelty of the tin muffin pans, the excitement of peeking through the oven door to take in the scent and watch the batter puff up perfectly. Then the pleasure of decorating each batch with frosting, sprinkles, chocolate kisses—whatever new creation I came up with!

For many people, simply saying the word “cupcake” conjures whimsy, coziness, pleasure, nostalgia. (And it doesn’t hurt that their cute size means you can eat a lot of them!)

Since my grade school days in the kitchen, cupcakes have become a culinary art. Chocolate and Vanilla cupcakes have evolved into red velvet, chocolate swirl, pistachio, coconut cream.

***The world of cupcakes is undergoing a creative revolution—and NOW’s the time to join the ride!***

Do you want to throw a phenomenal celebration with cupcakes that will have your friends and family *begging* for the recipe?

Or perhaps you just want to bake the **perfect cupcake** and get ideas to **keep your cupcakes and your parties fresh (and trendsetting!)?**

Introducing....

### **The Cupcake Enthusiasts Society**

Imagine being part of a passionate community of cupcake and entertaining enthusiasts, just like you! Every month, you’ll receive style guidance on the basics, plus “think-outside-the-box” cupcake and frosting recipes, and decorating and gift-giving tips.

Best of all, you don’t have to be in the kitchen for HOURS at a time. Our community is chock-full of working moms, busy students, active retirees—who

have busy lives, but still want the comfort AND the fun of baking at home, and mastering their love of cupcakes!

Plus you'll Receive A Monthly E- Basket To Help You Start Baking And Decorating Right Away! You'll Get:

- The Hottest Cupcake And Icing Recipes Out There Today - And not just the classics. You'll get "ahead of the curve" recipes that will be surefire conversation starters at any party, like Cinnamon Cream Red-Velvet Cupcakes, Peppermint Hot Chocolate Cupcakes, Irish Car Bomb Cupcakes, Chocolate Coconut Rum Cupcakes, and SO much more!
- Cupcake Frosting/ Icing Tips And Tricks - How to use piping tips to create beautiful cupcakes, plus how to work with Ganache, Butter Cream, Powdered Sugar Frosting, Cream Cheese frosting, and more!
- Insider Interviews With Cupcake And Entertaining Experts - Discover a variety of topics to help you get better at your craft, like how to set up a cupcake business, how to find inspiration with your cupcake creations, how to get that silky smooth texture, and more!
- A Cupcake Idea Gallery - Chock-full of colorful cupcake images, so you'll never run out of ideas on your next mouthwatering, mind blowing cupcake creation!
- Cupcake Wrapper Templates - Cupcakes come in many shapes and sizes. You'll discover innovative templates so you can break out of your traditional cupcake mold and open yourself up to a whole new world of cupcakes!
- Home Entertaining Enthusiasts Resources - You'll get access to infographics, checklists and templates on all topics related to entertaining and hosting, from how to choose the perfect wine, birthday party planning, preparing for house guests, how to impeccably stack your home bar, and much more.
- Effortless Party Hosting Tips - Whether you are hosting an informal brunch, a children's birthday party, a sit down dinner, a buffet for a crowd or an impromptu birthday celebration, we've got you covered!
- Plus exciting recipes for donuts, cookies, cake pops and muffins

**BONUS: The Party Host (ess)s Survival Kit**

This illustrated guide will help you host a flawless backyard fire pit party with the perfect cupcakes to match, set up a cupcake decorating station for a birthday

party, host a fun-filled cocktail party, and more. This stylish survival kit will be a go-to resource on your journey to becoming a party-throwing, cupcake baking pro.

All This For LESS Than ½ The Price Of A Dozen Cupcakes – Just \$4.95 A Month!

PLUS, when you join the Cupcake Enthusiast Society, you'll receive **exclusive discounts** on high-quality cupcake and bake ware (silicone baking cups, wrappers, liners and other decorating tools). With these discounts alone, your membership will more than pay for itself!

### **30 Day Money Back Guarantee**

If you don't LOVE the Cupcake Enthusiasts Society as much as I know you will, I want you to know that you are protected with our **100% Satisfaction Guarantee**. Just let me know if you are not happy with the program within 30 days after your purchase and I'll provide you with a full refund.

We take the risk, you get the reward. **Isn't that how business should be?**

**Yes, Let Me In To The Cupcake Society For Just \$4.95/Month**