



By Max Weber

March 2015



I would like to thank Freestyle Academy for giving me the knowledge and ability to make this book. And special thanks to Sam and Susan Klepper as well as Laurie Hartford for allowing me to listen to their stories.

The world is ripe with opportunity. New businesses are springing up all around us, many of them are specifically designed around the idea of catering to the needs of the community. One class of small business that most of us





are quite fond of is bakeries. To a degree, they are suppliers of our satisfaction. The fact is simple; eating makes us happy.

Sweet Sue's Treats, a small home bakery located in the Los Altos area, aims to meet the

standard as a supplier of happiness with the motto "happiness delivered." Susan Klepper moved to the Bay Area 23 years ago to start her cookie business with her husband. She has always had a passion for baking and it was







her dream to start and follow through on this project. Her business is all home-based and this creates a very appealing and friendly atmosphere. Her goal, above all, was to have fun baking and to make people happy. One major importance in starting a business is creating an atmosphere that customers feel welcome in. Along with the happy colors and balloons all around the front of her house, Mrs.



Klepper's cart is a thing of beauty. Susan Klepper prides herself in making a “grandma's kitchen feeling.” Her good friend and assistant in business, Lauria Hartford is a huge fan of Susan's bakery. “You should try these cookies. They're amazing, and they're so good.’ I like to tell people that in our house now, those cookies, they're not even called chocolate chip cookies, they're called Susan Klep-



pers. So now, I'll say, "Hey, what do you want for snack," and he'll say, "Do we have any 'Kleppers?'" As a nutritionist who has assisted Mrs. Klepper with her recipes and ingredients, Laurie can take comfort in the fact that the

treats her son enjoys so much and often eats before school in the morning are perfectly safe and healthy. The Hartfords are regular fans and are always interested in more product. They will stop by each Friday, without fail,







for her stand, along with many others. The treats that Susan makes so amazingly have become a large part of their lives. That is the important part of what Mrs. Klepper is doing with her bakery. Not only is she selling treats, but

she is providing happiness to her customers. The best way to get to somebody's heart is through their stomach. Spreading the word about her company is done through social medias like Facebook, Twitter, and email but also





through the community. Mr. Klepper and Mrs. Hartford both helped in achieving many of her customers including local offices in the Bay Area such as Apple, Yahoo, Harmonic and SAAP. Another major portion of her fan base is re-

altors. “So I started the business believing that my target customer would be realtors and that they would use, uh, my cookies and my treats in their open houses. Uh, that started to be my focus but what ended up happening was







that a company started to get wind of what I was doing and they really thought it was a great product for them to use for their incentives, crunch time, and end of quarter, team meetings, things like that.” Other than large companies and regular customers, Sweet Sue’s Treats is in touch with many realtors who would use her excellent treats at open houses to attract and maintain potential



buyers of their own. But they are not the only customers. Many regular visitors are alerted over social media of when Susan will have her cart up. “We’ve used other tools, one’s called Mailchimp which is an email marketing program so she can send out, at the beginning of

every week, when her next open house is with the mobile cart and people can know that, you know there’s an open house, they can come by and purchase product and what we’ve added over time is the ability to pre order product because she tends to run out of product because there’s so much demand.” When an artist creates his or her masterpiece, he does not do it with a lack of emotion, or lack of care. The same applies for any creation whether



it be a book or a bakery. If you want to make something others will enjoy, you have to appreciate it yourself first. You have to care about the time and work you put into the project to end up with something you are proud of. You have to care about the emotional and physical value of your creation. Susan Klepper cares about Sweet Sue's Treats. Baking has been her passion for many years of Susan's life and she made something important out of her skill with the time and effort she put into refining it.