

## Sharon Wee Creations – Adorable Cakes for all Occasions



### Media Release

Sharon Wee's eagerly anticipated new book *Adorable Cakes for all Occasions* is due to be released in May 2014.

It will feature 11 main projects and 6 minor single page projects. Every project will have a full page image, and the main projects also have multiple step by step images. Recipes and templates for various shapes will also be included. The book will be 172 pages, soft cover, with perfect binding. There will also be a PDF version available for a lower price.

Some answers to common questions are below.

#### **What is Sharon's background and experience?**

Sharon first started selling cakes part-time, and quit her job 4 years ago to focus on her business *Sharon Wee Creations*.

She has discovered that while she enjoys making cakes, it is more enjoyable and professionally rewarding to focus on teaching. Lately she has been teaching in her studio in Sydney and in multiple international locations around the world.

She also has a range of PDF tutorials available for sale on her website, and has filmed two videos with Craftsytv.

#### **Is this Sharon's first book? Who is publishing it?**

Yes this is Sharon's first book. It is being self-published.

#### **When is it available?**

Final proofing is currently being performed and we expect the book to be printed and available in mid-May 2014. After this time Sharon will first send copies to Kickstarter backers, then send to retailers after fulfilling pre-orders.

#### **I'm reviewing the book – what can I discuss?**

We would like some surprises to remain until the book is officially released.

With that in mind, if you have been provided an advance copy please take note of the following:

- Do not post any images from the book itself - we will provide you images
- You can post photographs that you take of any projects you wish to attempt
- You may not make the book or PDF available to anyone else, unless they are working for you when writing the review

### **Where can it be purchased?**

Currently the book is available on Sharon's website at <http://sharonwee.com.au/store.html> for pre-order and it will remain available after release.

As this book is self-published it will most likely not be available at Amazon or other bookstores – only specialty cake decorating stores.

The PDF copy is not yet available, but will be released in early June.

### **What is the price?**

The RRP for the printed book is AUD \$40. The RRP for the PDF is AUD \$29.

Currently the book is available for a lower price of AUD \$35 to help lessen the impact of postage charges. This may be changed in the future so it is sold for \$40 online with \$5 reduced from the postage fee.

### **Can I get a copy of the PDF if I buy the printed book?**

Currently we are offering a free copy of the PDF but only to anyone who purchases from our website. It is too difficult to track and verify purchases made elsewhere.

### **Is there anything else unique and interesting about the book?**

We have setup a website to support the book at <http://sharonwee.com.au/book.html> and it currently has some general background information only.

Once the book is released the page will include the following:

- A free, full PDF copy of one of the main projects in the book
- An online recipe calculator to help you determine how many mixes of cake or ganache are required for cakes of various sizes
- Downloadable and printable template files – these are included in the book for photocopying, but for most people it's easier to download and print them
- If required, a notes page for any corrections to issues discovered after printing
- A list of stores worldwide which will offer the book for sale locally

### **I'd like to stock the book, how do I do this?**

Please email us at [creations@sharonwee.com.au](mailto:creations@sharonwee.com.au) and let us know your name, location, and estimated quantity. Please note that all sales are final – as we are self-publishing we cannot accept returns for unsold merchandise since we lack the capacity to handle this.

### **Do you offer discounts in bulk?**

We are willing to discuss discounts for bulk orders, please mention it when you email me your details as above.

### **Can Sharon visit our store for a book signing or launch party?**

This depends on availability but Sharon is happy to attend a book signing, demo, or launch party if it's located in Australia or she is already travelling nearby. Reimbursement for expenses may apply, depending on the size of your order. Please contact us with your details so we can discuss this.

### **Could you explain Kickstarter please?**

Kickstarter is a website that connects creators and inventors with everyday people. "Backers" will donate some money towards a project, receiving a reward once the project is completed. Often this is a copy of the product itself (in this case the book) as well as some other unique enticements. Backers should also receive frequent behind the scenes updates on the progress of the project.

Sharon received a great response to her project. She set her original goal at \$5000 and was certain she'd have to wait the whole two weeks to find out if she'd make it. She reached her goal by 3pm that day and exceeded it greatly as you can see on the site.

You may see Sharon's project page at <https://www.kickstarter.com/projects/1099792312/sharon-wee-creations-adorable-cakes-for-all-occasi/> but it is no longer active due to the Funding Period expiring. The page has the full list of rewards and her original post about the book.

You may also read the main Kickstarter page for more details on how it works.

### **Why is postage so expensive?**

Unfortunately when sending single items we can only really use Australia Post – international couriers are even more expensive! Australia's international postage rates were apparently agreed upon some time ago – we are just passing the cost on directly. The book has been discounted in our online store slightly to lessen the impact, but we understand it is quite expensive for some foreign countries.

Sea mail is an option for some – it's much cheaper but can take much longer to arrive.

### **Are there any other details about the book – such as images of the projects?**

You can visit the following locations online to see more details that have been released to the public.

- Kickstarter page at <https://www.kickstarter.com/projects/1099792312/sharon-wee-creations-adorable-cakes-for-all-occasi/>
- Sharon's Facebook page at <https://www.facebook.com/Weelovebaking>
- Sharon's Blog at <http://weelovebaking.com/>
- The main Sharon Wee Creations website at <http://sharonwee.com.au/book.html>