



TAMI STEGGELL RUBYSNAP BAKERY



Tami Steggell is the founder of RubySnap Bakery in Salt Lake City, Utah, where fresh cookies abound in creatively distinctive flavor combinations. She is originally from Arizona but spent much of her life in the Middle East and traveling Europe. Tami has a degree in architectural design from Brigham Young University and spent 15 years in that industry. She has been running RubySnap since 2008, which has steadily grown from year to year. Her mantra is: If it isn't wonderful, it doesn't belong in your mouth!

Tami has been a guest speaker on Harvesting Happiness for Hero's Talk Radio, American Underdog Radio, at the University of Utah, Westminster College, BYU Hawaii, LDS Business College, NuSkin, as well as various TV segments on topics such as: trademarking, branding, small business strategies, entrepreneurialism, passion, and social media.

I began RubySnap Bakery in the winter of 2008, during an unfavorable portion of a down economy. I have learned many valuable lessons during my journey as an entrepreneur. The lesson that rises to the top for me is to maintain truth and honesty in pursuit of building a brand. I have learned that creativity begets more creativity, but it could have been very easy to get off track from staying true to the integrity of the RubySnap brand.

I am prolific when it comes to creating ideas for RubySnap, as well as for other businesses, but RubySnap has grown because I didn't deviate from its core values of clean recipes using fresh fruits, veggies, nut butters, clean chocolates, hormone-free dairy, and from-scratch ingredients. I also focus on perpetual refinement of the RubySnap brand and creating proper cultural

alignments for growth and distribution. Here, I will share some guidelines I have used for building my brand.

First and foremost, you need to secure your trademark. To build a strong brand, you must lock in your brand and mark before traveling too far on your business adventure. Formerly known as My Dough Girl, RubySnap learned the hard way and had to start over after two years into our hard-earned endeavors. To represent your brand and help customers remember you, create a simple, uncluttered logo that is classic and lasting.

As you begin to create, develop, and refine your brand, there are detours and speed bumps that will tempt you off course, which will weaken the solidity of your efforts and stability of your branding. Create core values that are your

ultimate priorities. Make sure they are truly "forever goals" for both you and your company. Your priorities might change over time, but you should always defer to your original core values to evaluate whether or not to proceed with changes, enhancements, or trends. Trends come and go but good ideas last. Record your core values and refer to them often as your guidebook. If you can't establish them at the forefront, you are most likely not ready to launch.

Use your core values to write a mission statement. Do not fill your statement with the same old "blah, blah, blah" as everyone else. Mean what you say and say what you mean, and live it! Make the public want to read your mission statement, and prove to your employees that you live it by action, example, and follow-through.

RUBYSNAP ANNUAL PURCHASING STATS

On an average day, RubySnap Bakes 140 dozen cookies. On a busy day, we bake upward of 833 dozen. In addition, we sell, on average, 450 bags of take-and-bake cookies through local grocers. The following is what it takes to keep up with demand:

- Butter: 40,000 lbs./year
- White sugar: 43,000 lbs./year
- Brown sugar: 32,000 lbs./year
- Flour: 87,000 lbs./year
- Chocolate: 7,000 lbs./year
- Nuts: 2,000 lbs./year





THE RUBYSNAP MISSION STATEMENT

RubySnap has five core values: Genuine, Fresh, Destination, WOW, and DIY. What do we mean by all this? We strive to be honest with our innovations and creative process while lifting spirits and bringing forth good choices in the edible and buying experience. Our objective is to create a destination event, a vacation for the palate and soul, and our passion is to give the gift of WOW! If it isn't wonderful, it doesn't belong in your mouth. The RubySnap pursuit is to create products of exceptional merit that can be baked fresh in the home as well as enjoyed at retail stores. We aim to be steadfast and immovable, always abounding in good works by conducting our actions with a light heart, meticulous structure, and active engagement, while delivering happiness. In so doing, we seek to enrich and serve the communities in which we live and work through integrity, smart products, donations, and charitable service. Let us live it!



"... COME
WHAT
MAY AND
LOVE IT!"



As you establish your business, it will be beneficial to have trusted peer mentors who are not members of your company. It may take time to find these individuals, but they will come along your path as you build your business. My mentors are: my graphic designer, because he is smart and fab-tastic at simplicity; a friend who is the founder of an already successful multi-billion-dollar company that started private from similar humble beginnings and has since gone public; my equipment supplier who is well-versed in my industry and associates with like businesses of epic proportion, and whose wisdom is beyond measure; a money mentor who has led and grown brands such as Vivant Solar and who can lead me to investors should I ever want to grow in leaps and bounds; and an owner of a successful bath-and-body products company who has vast knowledge in marketing and sales.

With your core values and mission statement in place, you can train your employees thoroughly on the importance of your brand, standards, and ethics, and teach them to have the courage to protect your brand. Success or damage to your brand starts at customer interaction. As a company, we provide the following to maintain our standards: daily fast facts; monthly team meetings; quarterly individual SWOT's reviews; a company handbook with all the how-to's and answers; hands-on training and peer shadowing so no employee begins working until well-trained in their expertise, whether decorating, baking, retail, or warehousing; required reading on customer service; a happy and clean family-style work environment; and the privilege to make mistakes, because we believe there is no such thing as a mistake, only learning opportunities.

With a staff in place that is ready to sell, you must know who you are selling to: Who exactly is your customer? Determine this with certainty while sticking to the culture of your brand. You do not have to mean all things to all people — pleasing everyone does not create focus. Life is full of variety and choices, so make your company the best choice for the culture you are targeting. For example, RubySnap only sells cookies made with non-bromated unbleached wheat flour. Yes, we know how to make gluten-free and vegan cookies, but we would rather be amazing at what we do super rather than be the master of all things half-heartedly. We also know that our typical customer is characteristically a working professional who prefers quality over quantity, is discretionary, is willing to make a destination purchase, is not a coupon shopper, and is decisive.





Know your value and do not apologize for the standards you have set. RubySnap cookies cost more because we use clean ingredients; every cookie has its own recipe, meaning we do not use a basic dough; and our dough is made fresh daily. And boy do our cookies taste awesome! Accordingly, we do not apologize for our pricing structure because we are not selling a mainstream-variety cookie. Your customers will respect you for that. Do not be afraid to value your quality because it protects your brand.

The most important part of business is to keep learning! The more you learn, the more empowered you are. It is OK if you do not know everything from the get go. If you do not know your industry terms, protocols, vendors, etc., just ask! Remember, potential mentors hide in lovely places and they enjoy imparting their knowledge. Every possible struggle and failure is already a success because you have chosen a path that most would not dare attempt. After all that you have done, come what may and love it!

Where Women Create BUSINESS would like to thank Tami Steggell for her involvement in our spring issue. To learn more, visit rubysnap.com and contact heyruby@rubysnap.com.

Photography by Justin Hackworth. Learn more in Traveling Companions on page 138.

