

GROWING MY RICE CAKE BUSINESS

I wanted to send my son on a mission, but selling one kilo (2 lbs.) of *bibingka* (rice cakes) a week wasn't enough to be able to support him on a mission.

My son helped the family financially and was too worried about our financial condition to feel comfortable leaving. It was a constant struggle for our family to make money. I was proud of my 25-year-old son for his righteous desire to serve the Lord, but I realized that we would need some kind of miracle to make his dream of serving a mission come true.

I joined a self-reliance group. By being proactive and exercising my faith, I knew that my family would be blessed. During one meeting, I was prompted to go to a public market. There, I saw many women selling native snacks. I made a deal with one woman. I told her I would leave my products in the morning for her to sell and collect the profits at the end of the day. The arrangement was beneficial to both of us. I soon found more sellers. My business grew to 10 sellers during my time in the self-reliance group.

I learned to separate my personal money from my business money and pay myself a salary. I learned to stop spending time making products that didn't sell and focus instead on what was profitable. I also learned about marketing with social media. My action partner from the self-reliance group helped me create a Facebook account. From there, we learned about branding and packaging. My business eventually grew to the point that my husband could quit his physically

