

## Let Your Passion Pay the Bills: Start an Experience-Based Business in 30 Days

Kaori Becker  
July 19, 2019



Kaori Becker was just 27 years old when she started her own business. Nestled in their San Leandro kitchen, Kaori and her mother, Yukiko, began teaching friends and loved ones how to make mochi, a traditional Japanese treat molded by pounding glutinous sweet rice into a paste. What started as a fun side-hustle for a busy teacher expanded into Kaori's Kitchen, an experience highly sought-after by both individuals and corporations looking for hands-on team building activities.

What makes her business so successful? "People no longer want to buy stuff," Kaori explains. "These days, people are spending their money on memorable, meaningful experiences." By tapping into the experience-based industry and using her heritage as credibility, Kaori was able to share her creativity with the world.

Have you ever wanted to share your own talents with others, but wondered where to begin? Kaori believes that she can teach others to be successful experience hosts by following in the footsteps of her own business model. Her new book, *Let Your Passion Pay the Bills: How to Start an Experience-Based Business in 30 Days*, is a testament to the lessons she learned while turning her side hustle into a full-blown career. In her book, she walks aspiring entrepreneurs through everything from creating and developing an idea, to marketing successfully, and to finally bring the experience to corporations.

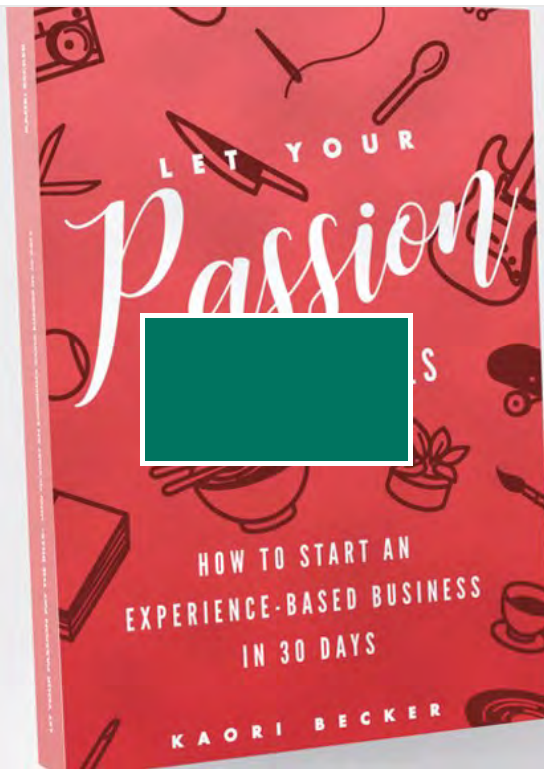
Kaori's road to turning her passion into a career began in college and graduate school. Kaori loved experimenting with food and learning to cook traditional Japanese dishes that her mother had made when she was growing up. Inspired to learn that her own grandmother had owned a ramen shop in Japan, Kaori decided to dive deeper into her roots. While still in school, Kaori taught herself how to make ramen from scratch and began teaching cooking classes on the side. After receiving her master's in education from Ohio State University, Kaori moved back to California and became a high school English teacher. While there, Kaori shared her love of cooking with her students, teaching them to make traditional Japanese dishes in her after-school club.



Kaori found her career as a teacher to be both challenging and rewarding. Still, she wondered if there was an alternative to the long, demanding hours. Besides, Kaori knew that her true passions were in the kitchen. With the inspiration of her grandmother and the encouragement of her husband, Kaori began advertising authentic Japanese cooking classes on Airbnb Experiences. In the beginning, she offered free classes to family and friends in exchange for reviews. Over the weeks and months, her business continued to spread, and employers began reaching out for private events.

Three years later, Kaori has quit her 9 to 5 job and now works full-time for Kaori's Kitchen, which offers mochi, ramen, and sushi classes. Today, Kaori brings in more profit annually than she ever made as a teacher. Her book is set to launch November 2019. To become a donor and secure your copy early, check out her Kickstarter [here](#).





## "Let Your Passion Pay the Bills" Book

How to Create, Market, and Sell your First Experience in 30 Days or Less and Use it to Grow a Successful Experience-Based Business



**Kaori Becker**

First created · 5 backed

More

**\$1,650**

pledged of \$4,000 goal

**33**

backers

**13**

days to go

Nonfiction

San Francisco, CA

Back this project

Remind me

All or nothing. This project will only be funded if it reaches its goal by Thu, August 1 2019 6:34 PM MDT.

## About

"At last something new! Here's a brilliant strategy for starting a business where you get paid to teach others your passion. Kaori leads you by the hand into a thriving new marketplace where customers are waiting in line to give you cash to teach them what you love doing. This book is a business-in-a-box, a guide to experience-based hosting that may well be the path to your economic freedom."

–Hal Elrod, international best-selling author of *The Miracle Morning* and *The Miracle Equation*

Hi there! My name is Kaori (like Mowry, but with a K) Becker, and I own a cooking school called Kaori's Kitchen. I teach mochi and other Japanese cooking experiences throughout the Bay Area.



**COOKING CLASS**

**Make Japanese mochi with an instructor**

San Leandro  
2 hours total  
Food  
Offered in English

This is popular! Over 760 people have booked it.

**About your host**

I have always been passionate about teaching guests how to make delicious, fragrant dishes from my Japanese heritage. I came from Fukushima, Japan to I learned how to cook traditional Japanese meals and desserts from my mother, who ran a ramen shop in Fukushima, Japan. I learned how to make mochi many years ago and have been making it for more than 20 years. In 2016 my daughter Kaori and I... More

Yuko  
Contact host

## Support

Make a pledge without a reward

\$ 10

Pledge \$5 or more

Contributing Donor

Your name in the book as a donor and you'll receive updates throughout the campaign.

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Nov 2019

0 backers

Pledge \$15 or more

Ebook + Mention in Book

Get the entire book in PDF form + Your name mentioned as donor.

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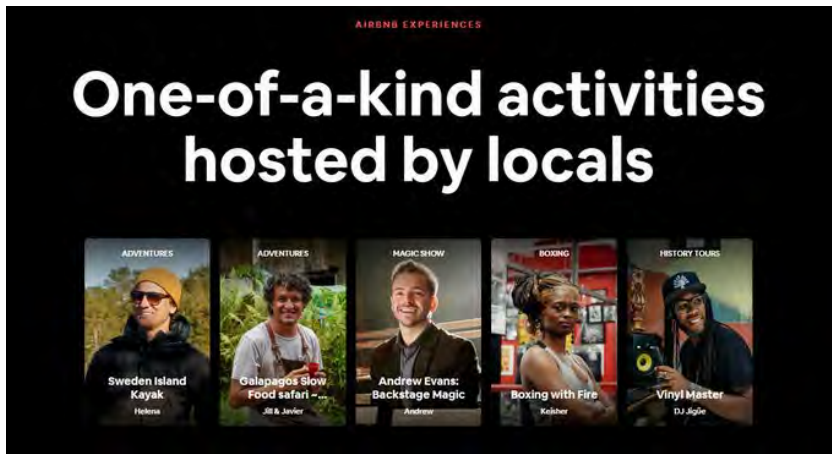
What we'll do

In this fun class, you will learn how to make five different mochi dishes! We will start class by hand-pounding glutinous sweet rice into authentic mochi! Next, you will enjoy a savory mochi soup, and a sweet version: fresh mochi filled with sweet red bean and fresh strawberries!

My mother Yukiko and I host our Mochi-Making Experience together

I started from \$0 three years ago and created an experience-based business that continues to generate \$80,000 a year...AND SO CAN YOU! I have many friends who have taken their talents and skills and transformed them into workshops where guests get hands-on and experience/learn something new, like going on beautiful trail hikes, how to do block printing, how to make Challah bread, and so many more unique talents!!

Through hosting cooking classes, I discovered a new, fast-growing economy--*the Experience Economy*. Airbnb Experiences and other experience platforms are BOOMING.



[airbnb.com/experiences](https://airbnb.com/experiences)

You will learn how to go from \$0 to SUCCESSFUL EXPERIENCE HOST in my new book:

**LET YOUR PASSION PAY THE BILLS:  
HOW TO START AN EXPERIENCE-BASED BUSINESS IN 30 DAYS**

Limited (297 left of 300)

3 backers

Pledge \$25 or more

The Book + Ebook

The actual physical book, all 150+ pages + Ebook + Your name mentioned as donor.

ESTIMATED DELIVERY Nov 2019 SHIPS TO Anywhere in the world

Limited (187 left of 200)

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Pledge \$35 or more

Signed Book + Ebook + Free Shipping

The actual physical book, all 150+ pages, signed by me w/ a special message for YOU

+ the Ebook + Your name mentioned as a contributor + Free shipping (for U.S.).

ESTIMATED DELIVERY Nov 2019 SHIPS TO Anywhere in the world

Limited (191 left of 200)

9 backers

Pledge \$55 or more



## My Story

I moved to California in 2016, and started a cooking school business after 1 stressful but rewarding year as an English teacher. I started teaching Japanese cooking experiences/classes.

When pretty large checks of around \$1,000–\$2,000 started coming in the mail from groups and companies for one-day experience events, I learned that, YES, people will ABSOLUTELY pay you to teach them what you are passionate about.

People no longer want to buy "stuff". These days, people are spending their money on memorable, fun, photogenic events, meaningful "Experiences".

Every day we get more requests for cooking experiences...and so can you (with any type of skill/talent you have--hiking, knitting, cooking, your name it!).

Here's what a typical daily email

2 Physical Books +  
Tote Bag + Audio

2 actual physical books, all 150+ pages, signed by me w/ a special message for YOU  
+ the Ebook + Beautiful "Experience Host" Tote Bag designed by professional graphic designer + Audio Book + Free shipping (for U.S.).

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Limited (199 left of 200)  
1 backer

Pledge \$55 or more

3 Physical Books + Ebook + Audio Book

Get 1 copy for yourself and 2 extra for 2 people you want to inspire!  
Plus the Ebook + Audiobook + Free Shipping on your books (U.S. for free shipping)

\*\*\*An audio book version of the book will be added to all rewards \$35 and up!

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Limited (99 left of 100)  
1 backer

# looks like:

You've just received a new submission to your [Contact Form](#).

## Submitted Information:

### Name

[REDACTED]

### Email

[REDACTED]

### Inquiry

Hello. I would like to book a private event for about 14 people for mochi making class in late April / early May 2019.

What dates and times do you have available for the weekends in late April / early May 2019?

Thanks,

[REDACTED]

I charge \$75 per person for a mochi class...add up those numbers!

Running my own cooking experiences on various platforms and for companies such as Facebook, LinkedIn, Google, and more for the past 5 years, I've learned the ins and outs of how to become a successful Experience Host.

What is an Experience Host? You take your passion and turn it into an experience for customers!

Imagine, for a moment, making WOW-worthy money through sharing your passion/skills with others, having a flexible schedule, being less stressed, and being able to

Pledge \$125 or more

Book + Ebook + Webinar + Tote Bag

Signed Book w/ message + 4-Week Live Webinar Series by Kaori to Kickstart your Business (\$250 value) + Beautiful "Experience Host" Tote Bag + Ebook + Unlimited email coaching + Your name mentioned as donor in book + Free shipping.

ESTIMATED DELIVERY **Dec 2019** SHIPS TO **Anywhere in the world**

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2 backers

Pledge \$125 or more

7 Beautiful Books For Christmas Gifts!

7 signed, physical copies of the book. Keep 1 for yourself, give the others as gifts!  
+ Ebook + Your name mentioned as donor in book + Free shipping in U.S.

ESTIMATED DELIVERY **Nov 2019** SHIPS TO **Anywhere in the world**

Limited (100 left of 100)  
0 backers

spend quality time with those you love. This kind of life can **TOTALLY** be your reality! As a busy mom, I really appreciate that about this business!

I truly am very excited to see how this book will add value to your life!!

You won't have to make the same mistakes I did to be successful--my book will **SPEED** you through the process of becoming an experience host, quickly and successfully.



## ***WHAT'S INCLUDED IN THE BOOK:***

### ***How to Create Your Experience from Scratch***

- Analyze your skills/talents to create an Experience
- Study+ Choose an Audience to Determine which of your Experiences will be Successful
- Win the Competitive Edge by Hosting a Unique Experience
- Add Value or Put Your Twist on Similar Experiences

Pledge \$500 or more

Book + Ebook + Webinar + Coaching

Signed Book w/ special message + Ten 30-minute skype coaching calls to kick-start and assist your business moving forward + 4-Week Live Webinar Series by Kaori to Kickstart your Business (\$250 value) + Beautiful "Experience Host" Tote Bag + Unlimited email coaching + Ebook + Your name mentioned as donor + Free shipping.

ESTIMATED DELIVERY Nov 2019 SHIPS TO Anywhere in the world

Limited (9 left of 10)  
1 backer

Pledge \$2,000 or more

I will fly to you and do a book signing!

I will fly to you and do a book signing at your local bookstore or shop, or library. Before or after the book signing, I can help you with taking photos and assisting with your first hosted experience, and/or have an in-person chat about your experience-based business. We can arrange the details.



- and more...

## *Designing Your Experience*

- Create your Experience Procedure, and Instructor Script
- The Demo Experience with Photo Shoot
- and more...

## *Setting up the Logistics of Your Experience*

- Finding a Venue
- Cafe Collaborations
- Working with Existing Companies or Organizations as an Instructor
- The Best Days of the Week to Host an Experience
- Insuring and Paying Taxes On Your Business
- and more...

## *How to Market Your Experience Successfully*

- Build Your Business Website
- Start Your Business Page on Yelp.com
- Experience Platforms in the United States and Abroad (Airbnb, TripAdvisor, Verlocal, Groupon, etc...)
- Post Your Experience on a Platform
- Ticketing Platforms: Eventbrite and Brown Paper Tickets
- and more...

## *How to Set Financial Goals for Your Experience-Based Business*

- How to Price Your Experience
- How Much Money to Invest into Your First Experience
- How Much Money Experience Hosts Typically Make
- and more...

My flight will be included in this reward. Plus all of the above rewards, of course! (This award only applies to U.S.)

ESTIMATED  
DELIVERY  
Jan 2020

Limited (100 left of 100)  
0 backers

Pledge \$5,000 or more

Book Signing +  
Private Cooking  
Class

I will fly to you and host a special mochi, ramen, or udon class for a group of up to 20 people. I will also do a book signing at your local bookstore or shop, or library. We can arrange the details. My flight will be included in this reward. Plus all of the above rewards, of course! (This award only applies to U.S.)

ESTIMATED  
DELIVERY  
Feb 2020

Limited (5 left of 5)  
0 backers

## *10 Interviews from Successful Experience Hosts in the U.S. and Abroad*

- with tons of tips and tricks that'll help boost your success

## *How to Prepare to Host Your Very First Experience for Customers*

- How to Prepare Materials for Your Experience
- How to Build Credibility and Share Your Story through Your Introduction
- How to Facilitate Guest Introductions
- How to Lead Your Experience
- How to Hire Assistants for your Experience
- and more...

## *How to Get Reviews for Your Experience*

- A very simple and easy way to get reviews
- Create a Following with an Email List
- and more...

## *The REAL Money Maker—Corporate Team Building*

- The Benefits of Corporate Team Building
- How Word-Of-Mouth Works in the Corporate World
- How to Get Insurance for Your Company
- How to Start Hosting Corporate Team Building Experiences
- What Does it Look Like to Get Team Building Requests?
- How to Create an Invoice for Your Experience
- and more...

## *---> AND...The 30-Day Experience Host Success Challenge!*

A 30-DAY Step-by-Step Challenge that will allow

you to build your Experience-Based Business from scratch!

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**BUT--what if I have NO IDEA what kind of experience I can host?**

*I am going to show you, step-by-step, how you can turn the projects/hobbies/skills you are passionate about, into experiences that will sell. I will guide you through how to create a popular experience, through pairing your skills with experiences your target audiences will buy. You will learn how to get your experiences onto high-selling experience platforms, how to write enticing experience descriptions that will have your classes selling out in no time, and a lot more (all content detailed below). You will learn how to get your business listed on Yelp, how to start your own business website, and much more.*

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***Why do I need funds to launch this book?***

I've already written 90% of the book, and I need funds to get a professional editor for the book, a designer for the book cover (front, back, and spine), a narrator to make it into an audio book to, as well as a Kindle book creator. I plan to launch my book on Amazon as well as Audible. I will also be doing a few book signings, and will need funding for travelling and supplies for

those.

I need your support right now, to make this happen, so that we can get my book into your hands, as soon as possible! Together, we can get *Let Your Passion Pay the Bills* out into the world! Thank you so much for your support!!

Check out my website here-->  
<http://www.kaoriskitchen.com/>

Check out my and mother Yukiko's Airbnb Mochi Experiences here:  
<https://www.airbnb.com/experiences/99509>

## Risks and challenges

The delivery of the book is set for November and I strongly believe that I will have all of the copies printed by then, since I am already 90% done writing the book. The webinar will start 30 days after the book is sent to all of the donors who bought books in the webinar-award-tier. This will give you a chance to read and absorb the book before we begin implementing it in the webinar.

[Learn about accountability on Kickstarter](#)

Questions about this project? [Check out the FAQ](#)

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