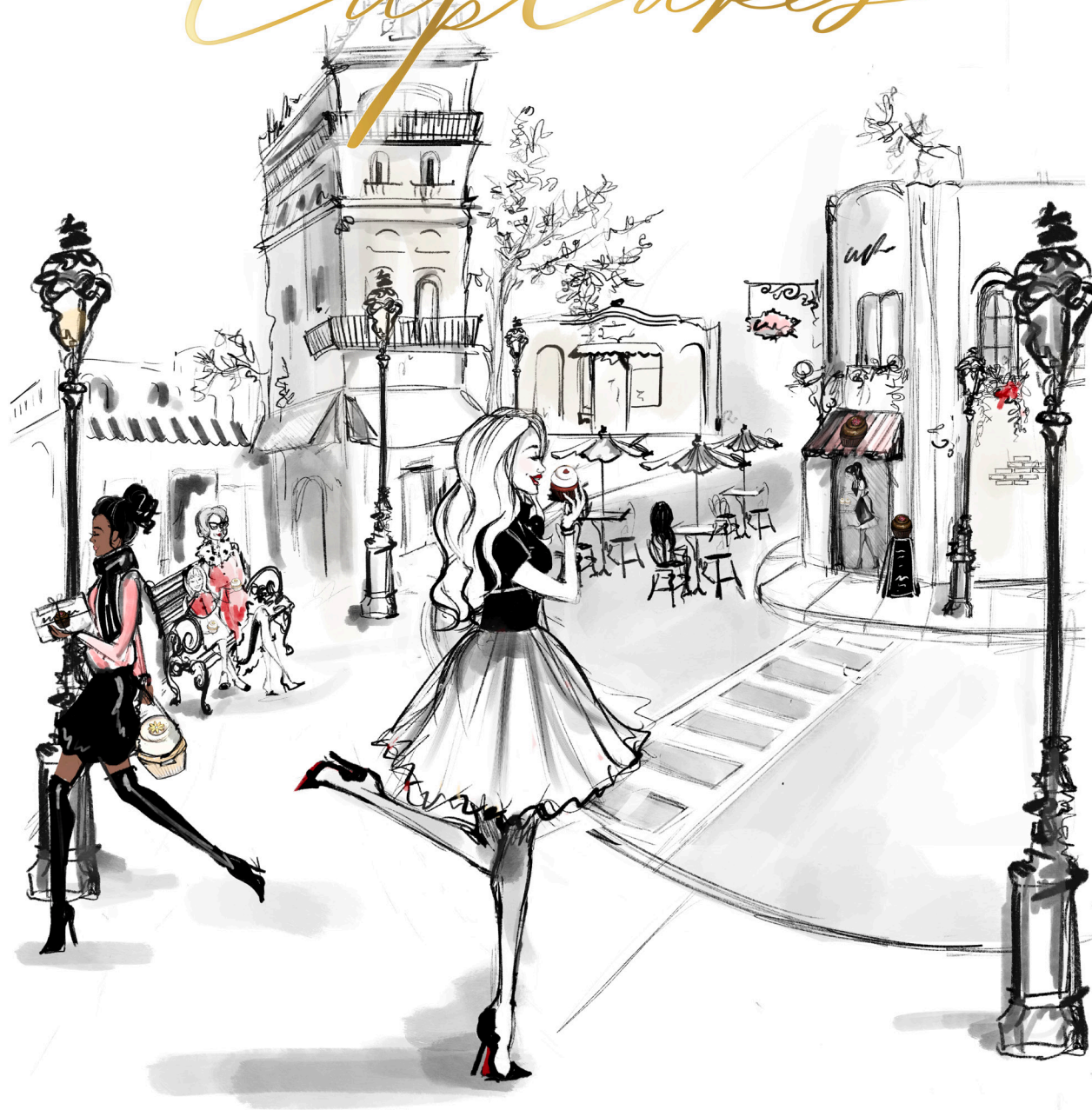


COOUTURE

CupCakes



Proposal

Creator: Elisha Covey

Stories: Kim Christin

Illustrations: Rachael Pisarcik
(collectively "The GirlFriends")

Genre: Cookbook

Sub-Genre: Coffee Table Book (30,000 words)

About The GirlFriends

Elisha Covey

Entrepreneur / Investor / Efficiency Expert

BIOGRAPHY

Elisha Covey is a powerful feminine force in every area she places her intention. She is the Co-Founder of Covey Holdings, an eight-figure business portfolio which she scaled 4,000% in less than five years. Covey Holdings and its subsidiaries continue to grow rapidly as Elisha leverages her negotiating, planning, and executing skill set to propel them forward in all their endeavors.

At 20 years old, she was earning a six-figure income in the top 5% nationwide for AT&T Advertising and Publishing, where she honed her ability to connect and build trust with her clients, and guide them to achieve their business goals.

After helping so many others realize their dreams, she was able to identify her true calling: to become an entrepreneur. By the age of 25, she went into business for herself, founding a multi-unit bakery brand, La Bella CupCakes, where she developed and mastered system process and procedure creation and implementation.

Her talents have been featured in respected media outlets such as HardCore Closer, Bliss Champions, Genius Network, The League of Goddesses, and are sought after by some of the most experienced entrepreneurs. As a trusted advisor and consultant, she can help any aspiring or scaling entrepreneur break free of limiting beliefs to accelerate their business, create financial freedom, and attain their dreams.



PLATFORM

- Elisha Covey: Entrepreneur / Co-founder of multiple 7- and 8-figure companies, including:
 - CE Covey Holdings
 - LandVest Capital
 - LandVest Development

ONLINE PRESENCE

- Website: www.elishacovey.com
- Instagram: ElishaCovey
 - 2,500 followers

LEAGUE OF GODDESSES

- Role: President
- Monthly Goddess Gazette Newsletter
- Published January through June

LOG Organizational Documentation

The **League of Goddess Mentorship Program** is strategically planned to connect a mentor and mentee entrepreneur to increase the mentee's knowledge, build skills and assist with future goals and milestones.

Keynote Speakers Guidance and Information: The League of Goddesses guidelines to prepare a keynote speech for a presentation to the LOG members. It includes the event's agenda, time commitment, benefits, audience description, and expectations.

Kim Christin / K.C. Lenard

BIOGRAPHY

Kim Christin is a spiritual and inspirational writer committed to bringing more Light into the world through her thoughts, words, and actions. Her intention is to support others in their journey to true awareness and connection through her inspirational words.

She has always enjoyed the art of storytelling; the idea that an image or phrase can export her audience to another place and time. Kim has illustrated three children's musical books that were later made into DVDs.

Kim Christin also writes under the pen name K. C. Lenard. A historical fiction author who travels to foreign lands for inspiration. Her adventures have taken her to exciting corners of the globe, such as Madagascar, France, Thailand, Egypt, Ireland, and Peru. The intriguing storylines always include powerful women from history who surpass masculine boundaries, weaving a delicate web of feminine spirituality.



PLATFORM

- Kim Christin: Inspirational / Creativity Author

ONLINE PRESENCE

- Website: www.kimchristin.com
- Facebook: www.facebook.com/kimchristin.kc
 - 14,375 followers
- Instagram: www.instagram.com/kc_kimchristin
- Twitter: www.twitter.com/kc_kimchristin

NONFICTION PROJECTS

Be Thy Light: Daily Intentions for Mindful Living

- Self-published February 2019
- Paperback, 407 pages
- Retail Price: \$14.99
- ISBN # 978-0960016921
- Currently available in paperback and eBook formats

365 Intentions to Inspire App: Daily Words of Inspiration

- Published February 2017
- Retail Price: \$3.99
- Currently available in all app formats

Executive Editor, The Goddess Gazette

- League of Goddesses Monthly Newsletter
- Published January through June 2021

PLATFORM

- K.C. Lenard (Pen Name): Historical Fiction Author

ONLINE PRESENCE

- Website: www.kclenard.com
 - Facebook: www.facebook.com/KCLenard.kc
 - Instagram: www.instagram.com/kc_kclenard
 - Twitter: www.twitter.com/kc_kclenard
 - YouTube: www.youtube.com/user/kimclenard
- 187 videos

PLATFORM

- K.C. Lenard: Process Improvement & Technical Writing

ONLINE PRESENCE

- Facebook: www.facebook.com/kimclenard
- LinkedIn: www.linkedin.com/in/kim-christin-lenard-27604b1b

CONSULTANT COMPANY

- Sole Proprietor
- Process Improvement & Technical Writing Consultant: 2000–Present
- Domestic clients based in the Renewable Energy industry

Rachael Pisarcik

BIOGRAPHY

Rachel Pisarcik is the owner of Handmade Highlights, Babe Sketch, and Sport Sketches. Work has been featured on the finale of *Keeping Up with the Kardashians*, with a custom piece entered into their time capsule. Featured in *Brides* for celebrity model Tess Annique and NHL All-Star Sheldon Souray's wedding:

- <https://www.brides.com/exclusive-tess-annique-and-sheldon-souray-wedding-5210043>

Featured artist on iCanvas, a popular site that features leading artists to curate a deep selection for all styles of art.

PLATFORM

- Social media: Handmadehighlights (Handmade Highlights)
 - 40,300 followers



Why This Book?

Couture CupCakes will add beauty to your home. It enriches your dessert recipes with the finest ingredients, your kitchens and living areas with spectacular images, and stories that bring conversation away from the computer screens and back to the table.

The result of this stunning presentation is a delight to the eye and palate. Couture CupCakes will attract readers with its beauty, enrich with its many tales, and tantalize with the many exceptional desserts, in both presentation and taste.

Couture CupCakes intersects the world of cookbook and interior decorating genres. It has the potential to adorn both designer countertops of kitchens and coffee tables worldwide.

This book will catapult cupcakes from cute and sweet to drop-dead gorgeous, and we haven't even spoken about the authors' collaboration on this beauty. Three entrepreneurial women who span a triplet-generation, bringing their star power of talent and expertise to this enterprise. That is to say, we are the perfect trifecta to create and bring this book to the world.

The mastery of The GirlFriends shows in the five-star recipes, from classics to contemporary. The illustrations that exude beauty, glamour, and style. The stories that take readers to a sweet place of discovery. The enjoyment of creating and sharing with loved ones. And the ability for any home baker, at any level of experience, to make world-class cupcakes that will rival even the most elegant bakeries.

Target Audience

The *Couture CupCakes*' purchaser values quality and elegance. He/she may be a novice or an expert in the kitchen, but is conscious of the importance of the presentation of what is served to family and guests. His/her style, home, and all she purchases reflect that as a priority. She/he is a curator of all things beautiful.

- *Couture Cupcakes* will also appeal to those who may only try a few recipes. They'll purchase this book for the beauty, a decoration of design and fashion for the home, and a conversation starter for future gatherings.
- *Couture Cupcakes* buyers are women and men who love top-quality desserts and enjoy collecting cookbooks that include recipes with heavenly flavors appealing to a discerning palate.
- *Couture Cupcakes* will be treasured in kitchens worldwide to bring joy to baking for loved ones of all ages; bringing memories into the baking experience, and love into each unique cupcake shared with others.
- *Couture Cupcakes* has the potential to be marketed and used by professional chefs in fine-dining restaurants as a nonpareil dessert option for patrons.
- *Couture Cupcakes* will be promoted to entrepreneurial bakeries as tried and tested recipes for a specialized cupcake dessert option that can be produced on a large scale.
- The GirlFriends of *Couture Cupcakes* will be promoting competitions on social media to create new flavors with the *Couture Cupcakes*' classic bases, providing opportunities in the dessert world of bakers being recognized for their creativity.
- *Couture Cupcakes* is the perfect gift for the baker who has everything. This will be the latest present on all the social media lists of "Have to Haves" and "Unique Gifts for your Girlfriends".
- *Couture Cupcakes* will appeal to the celebrity and VIP elite. No one can deny its beauty and elegance, not even the rich and famous. *Couture Cupcakes* and all its glamour will be in future background video segments for reality TV and interviews for years to come.

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INTRODUCTION

The GirlFriends



The moment that you see *Couture CupCakes*, you cannot resist the urge to pick up this beauty. Is it a cookbook? Yes. Is it for your coffee table or your kitchen counter? The answer is yes and again yes! This creation is all this and more — a space where all of your senses will begin to whisper that you need a bit more beauty in your world.

Couture CupCakes envelops you with the quaint stories between glamorous images and decadent recipes as you flip through the pages. Are you a self-proclaimed baker extraordinaire or a novice in the kitchen? Either way, my friend, the CupCakes will inspire you to bring these visions into your reality and to share them with those you love.

This book is a magical space where one feels that the stars have aligned for something new to be born. It collaborates unique, yet extraordinary talents brought to the design table by three remarkable women: a dynamic trio that they graciously call, GirlFriends.

It is here that the relationships began to form; admiration and acceptance surrounded each conversation that brought unity, not competition. This brought the creative flow to the process that encompassed their genius to create a treasure to share with others.

A partnership of collaboration has brought many masterpieces into the world. We know when the spark of creativity has been given flight into a fully encompassed flame. We feel, see, and hear it. Our senses tune in to the magic that has taken place. This space is where *Couture CupCakes* was born.

Let me introduce you to the GirlFriends.

We will begin with **Elisha Covey**. Our exotic dark-haired beauty is the creator of every recipe you will encounter through the pages. Each CupCake design was created, perfected, and shared with thousands of individuals at her bakeries in Fort Worth, Texas. She had a vision of how these recipes could be rebirthed, made in the kitchens of women across the globe, and shared at gatherings with friends and family.

She saw the path where 'glamour meets CupCakes'. With this vision, Elisha intertwined creativity with business. She finds an empowering space of beauty and femininity. Everything she touches is with the Intention of Excellence. Her taste buds bring clarity and expertise to each CupCake creation. She will bring your tasting experience into a moment of utopia with every bite. We are blessed to call her, GirlFriend.

We move on to the uber-talented **Rachael Pisarcik**. She is the creator of the illustrations that envelop you to pick up *Couture CupCakes*. Every stroke of her pen is precise; her play with color is sophisticated and fun. You know you are in the space of brilliance when viewing her work.

Every image that she creates on the page exudes a chic style. Her artistic method has a bit of an edge to each of the designs. One could say that they are not

in a fairytale dress of two dimensions, but they are in the latest couture designs in a 3D world strolling down a high fashion runway.

She comes from a family of artists, and she began sketching before she even knew the word. Her talents have placed her images among the elite of Hollywood. She is in high demand to bring her chic illustrations to items that we may consider ordinary. Rachael has a way of making all things extraordinary.

The GirlFriends are blessed with her talents and friendship. She is our talented golden-haired lovely that brings authenticity to each and every conversation with her presence.

We wrap up this trio with our lady of words, **Kim Christin**. She will take you to places that will appear familiar even though you have never been there. You will hear the faint sounds that she describes and smell the lingering scents that grace the pages. Each CupCake is brought to life through the experiences she encompasses in the weaving of a story. The words encourage and entice you to explore your own creativity and to see the beauty that lies deep within you. What can you create in your kitchen and bring to your piece of the world?

In a world of communication, she is our storyteller of *Couture CupCakes* and will keep you turning the pages even when you aren't in your kitchen. Her words will linger as you tell your closest friend about this new book that she has to have.

Kim wraps up this trio with copper-red hair and a smile that lights up the room. She has brought her dancing words to pages across the land. We love how the creative muse works through this talented girlfriend.

The GirlFriends are creators, artists, entrepreneurs, and together they have created a taste of heaven. May the images, words, and recipes bring joy to your home and all of your future gatherings. Sending you a bit of glam and sparkle to your day.

The GirlFriends

The image shows three handwritten signatures in black ink. From left to right, they are: Elisha Covey, Kim Christin, and Rachael Pisarcik. The signatures are written in a cursive, flowing style.

Prologue

The GirlFriends are excited that you are here and want to welcome you to the world of *Couture CupCakes*.

We had the vision to create a book like no other. A cookbook and coffee table artistic masterpiece, where beauty and glamour exude from the pages as you explore the CupCake recipes in your kitchen. May the lyrical stories and sophisticated images bring a bit of indulgence into your life. *Couture CupCakes* is a poetic wonderland for you and your loved ones to enjoy.

The GirlFriends want to ensure that your baking experiences are consistent with what we have perfected in the bakeries and our kitchens. We have provided detailed information and guidance through our Goods, Gadgets, and helpful instruction recommendations.

Whether you read *Couture CupCakes* from beginning to end or choose to go directly to the recipes, we have organized the chapters to accommodate your needs and skill level.

The Goods will provide the details on our must-have baking staples. We have tested many, and these are the ones we love. Your pantry essentials will bring each recipe to its full potential.

The Gadgets are the baking products we adore and want to share with you. The technology assists in

making your experience more efficient and consistent. This allows for your talents and creativity to shine.

The Classic CupCakes are our traditional and timeless recipes. They are everything familiar and have stood the test of time for generations. This is where you go when Grandpa's favorite flavor is Red Velvet, or you have been requested to bring Vanilla CupCakes to the bake sale. The Classic CupCakes bring excellence into everything familiar.

The Contemporary CupCakes are chic and the space where your creativity will thrive. Are you looking for something you have never tried before or want to be inspired? Excitement will fill the air as your creativity flourishes in the kitchen. The endless CupCake possibilities will satiate your taste buds with joy and delight.

The Frostings are listed alphabetically. We have recommendations of our frostings to CupCake recipes, but we encourage you to be creative by mixing and matching. Enjoy yourself and invite those you love to bake with you.

The world of *Couture CupCakes* was not designed to be ordinary but to bring out the extraordinary in all that you create. The GirlFriends desire for you to have an exemplar experience in the kitchen and for you to fall in love with everything... *Couture CupCakes*!





Ladies, can we discuss one of our favorite subjects? You know the one... chocolate. It comes to mind often and today is no exception because every moment is a bit better with our partner in crime.

What doesn't go with chocolate? Wine, fruit, nuts, or all by its lonesome, we adore it in all of its forms.

This dark substance has been assisting us for over 150 years. A glorious soul back in the day had an idea to begin grinding cocoa beans between heavy stones. Voilà — cocoa powder was born and paved the way for our divine creation to exist. Dare we ask, what did the ladies do before this moment?

A small reminder that not all chocolate is the same, and we have a recommendation for your chocolate buying needs. We adore Cacao Di Pernigotti's unsweetened cocoa powder. If we could have an affair with chocolate, this would be our choice! We recommend this to you because we want your experience to be the same as the one we are having in our kitchen.

Needless to say, chocolate has many fans and even has a national holiday, the 27th of January. Who knew there was a Chocolate Cake Day? It was news to us as well, and we feel a heavy responsibility to tell all those willing to listen.

If you were looking for a reason to make Chocolate CupCakes, here it is. Gather all ingredients below, bake these beauties and devour as you see fit.

If it isn't the national holiday, please do not let that deter you from making this mouth-watering recipe. These decadent beauties are going to make your home smell divine.

Yes, you have our permission to have them for breakfast, lunch, dinner, and of course, dessert. They are perfect for every occasion.

Yield: Approximately 24 CupCakes
Oven Temperature: 300° F
Bake Time: 15 min

Base Ingredients

0.43 lbs Flour
0.18 lbs Cocoa
0.63 lbs Granulated Sugar
1.5 tsp Baking Soda
3/4 tsp Baking Powder
3/4 tsp Salt

Wet Ingredients

2 Medium Eggs
6 oz Buttermilk
3 Tbsp. Vegetable Oil
1 tsp. Vanilla
6 oz Warm Water

Directions

- 1** Add warm water, buttermilk, eggs, vanilla, and oil to a mixing bowl. Beat on low speed until combined.
- 2** Add 1/2 of base ingredients, and beat on medium speed until combined. Scrape down the sides of the bowl.
- 3** Add in the remaining base ingredients and beat on medium speed until combined and there are no lumps. Scrape down the sides of the bowl.
- 4** Scoop batter with A8 size scoop into tins and bake for 15 minutes, rotating the baking pan at 7 minutes 30 seconds. A toothpick inserted in the center of the CupCake should come out moist, not dry.

Recommended Frosting

- Chocolate Frosting (recipe on page 124)

Suggested Toppings

- Pink Fondant Flower with White Pearl

Strawberries n' Champagne



Ladies, let's celebrate! Bring out the gorgeous shoes and everything that sparkles in your jewelry box. Make a day of it with a mani, pedi, and facial because you and your closest friends are going to be dancing the night away.

You get to choose why and what you are celebrating, but The GirlFriends have the perfect CupCake for that evening of glitz and glamour.

The Strawberries n' Champagne CupCakes recipe is going to defy all expectations. The strawberries are soaked overnight in champagne!

We love everything that shimmers and has bubbles. The Brut champagne is the perfect balance between sweet and dry for the CupCakes of celebration. The champagne immersed strawberry pieces are heavenly in the golden CupCakes. A swirl of Champagne Buttercream Frosting adorns the base with a delicate pink fondant flower.

The beauty of this CupCake can only be surpassed

by the delectability that your tastebuds will witness one bite at a time.

Now, if you think you have nothing to celebrate for even one moment, stop adulting right now, pause all of the busyness of life's happenings, and embrace all of **you** and your many accomplishments.

The GirlFriends have become aware that we often forget to celebrate all we bring across the finish line.

Ladies, it is vital to create these moments of honor. Let us become conscious of the milestones in our lives and celebrate our achievements. When we don't recognize the steps in our journey, it can lead to a half-empty cup.

Pick up the phone and text your besties. Make a plan to celebrate everything **you!** We are never at our best with a cup running on empty. We are stronger and wiser when cheering our girlfriends to the top of that mountain. A toast... to the beauty of you and all women celebrating one another!

Yield: Approximately 28 CupCakes
Oven Temperature: 300° F
Bake Time: 15 min 30 sec

Base Ingredients

0.72 lbs Flour
0.74 lbs Sugar
2.5 tsp Baking Powder
1/4 tsp Salt

Wet Ingredients

0.25 lbs Butter
2 Whole Egg
1 Tbsp Vanilla Bean Paste
9 oz Whole Milk

Fruit

0.38 oz Strawberries, Diced, Soaked Overnight in Champagne, and then Drained

Directions

- 1 Add vanilla bean paste to milk, and set aside.
- 2 Put butter in bowl and beat until smooth.
- 3 Add base ingredients and mix on low speed until combined.
- 4 Add eggs and mix on low speed until combined.
- 5 Add in 1/3 of milk and beat on low speed for one minute.
- 6 Add in 1/3 of milk and beat on low speed for one minute.
- 7 Add in 1/3 of milk and beat on high speed for 45 seconds.
- 8 Add fresh fruit and gently mix by hand.
- 9 Scoop batter with BI size scoop into tins and bake at 300°F for 15 minutes 30 seconds, rotating the baking pan at 7 minutes 45 seconds. A toothpick inserted in the center of the CupCake should come out moist, not dry.

Recommended Frosting

- Champagne Buttercream (recipe on page XXX)

Suggested Toppings

- Pink Fondant Flower

Cherry Bomb



Sometimes more than others, a girl needs to be surrounded by pretty things. That may look different to each lady out there, but the Cherry Bomb Cupcake is a creation of all things delightful. We could have called this beauty 'Pretty in Pink,' but she is not only gorgeous; she may completely steal your heart, much like your first love.

Her dark chocolate surrounded by cherry frosting is a match made in heaven. We couldn't stop there, though. We rolled her in large coconut flakes to bring pretty to the princess' birthday party or for your Valentine's Day dessert.

The Cherry Bomb Cupcake is a show stopper, and it is why we gave this beauty her name. She will bring back the memory of your first kiss and inspire you to wear more pink!

Someone once compared her flavors to an Almond Joy topped with a maraschino cherry. Yes, we nod in agreement. That description is accurate for this lovely lady.

We are obsessed with this chocolate, cherry, and coconut relationship. The coconut adds a touch of flavor as well as a textural experience to every bite. We know you will love experiencing this beauty. Cherry Bomb CupCakes bring utopia to sweetness, creating a new world we call Sweetopia.

Yield: Approximately 28 CupCakes
Oven Temperature: 350° F
Bake Time: 15 min

Base Ingredients

0.43 lbs Flour
0.18 lbs Cocoa
0.63 lbs Sugar
1.5 tsp Baking Soda
3/4 tsp Baking Powder
3/4 tsp Salt

Wet Ingredients

2 Eggs
6 oz Buttermilk
3 Tbsp Vegetable Oil
1 tsp Vanilla
6 oz Warm Water

Directions

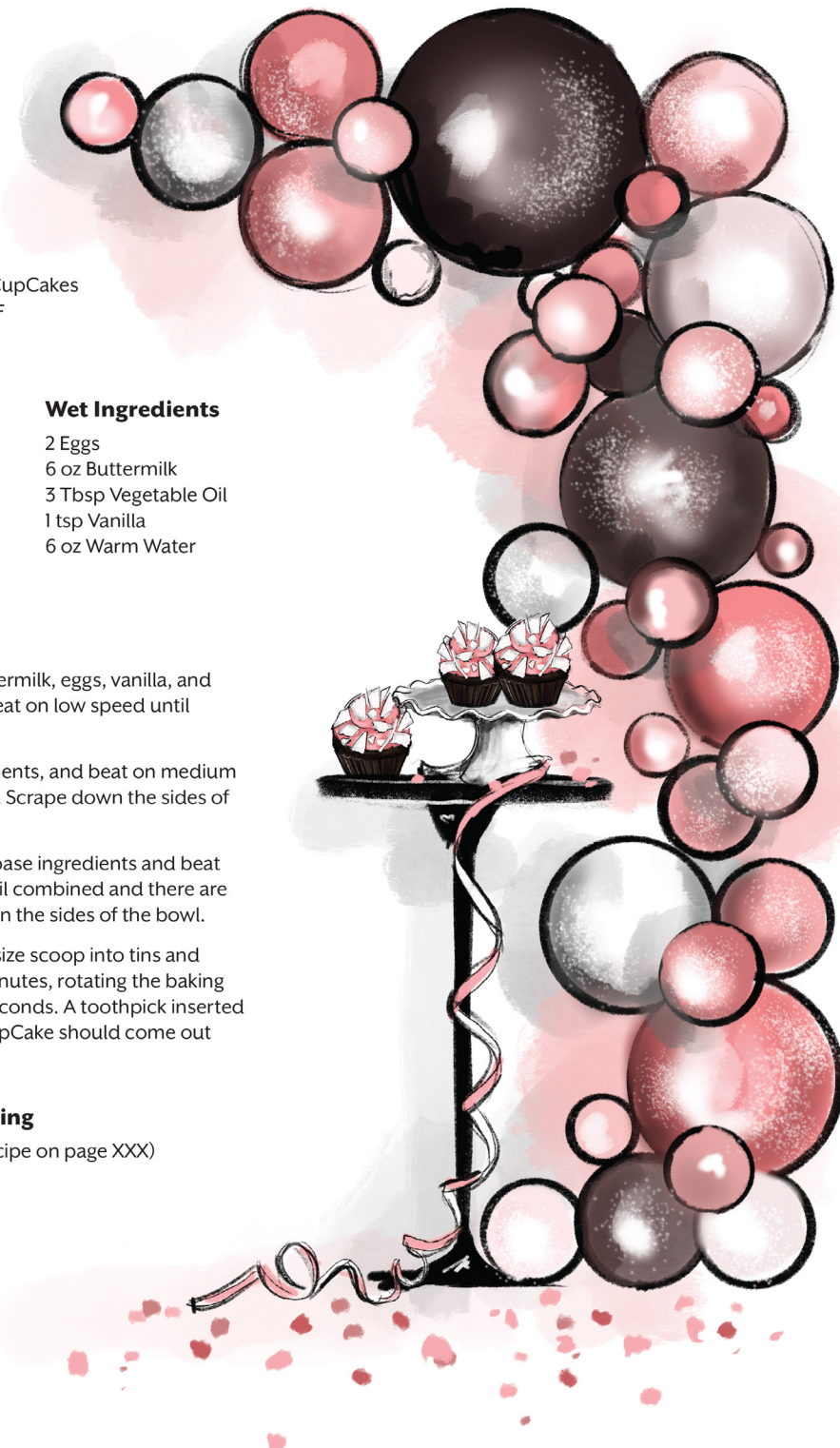
- 1** Add warm water, buttermilk, eggs, vanilla, and oil to a mixing bowl. Beat on low speed until combined.
- 2** Add 1/2 of base ingredients, and beat on medium speed until combined. Scrape down the sides of the bowl.
- 3** Add in the remaining base ingredients and beat on medium speed until combined and there are no lumps. Scrape down the sides of the bowl.
- 4** Scoop batter with A8 size scoop into tins and bake at 350°F for 15 minutes, rotating the baking pan at 7 minutes 30 seconds. A toothpick inserted in the center of the CupCake should come out moist, not dry.

Recommended Frosting

- Cherry Buttercream (recipe on page XXX)

Suggested Toppings

- Roll in Coconut Flakes



peppermint

The Holiday Season always brings to mind the traditional colors of red and white and the cool sensation of peppermint. It is the perfect ingredient to get everyone in the spirit.

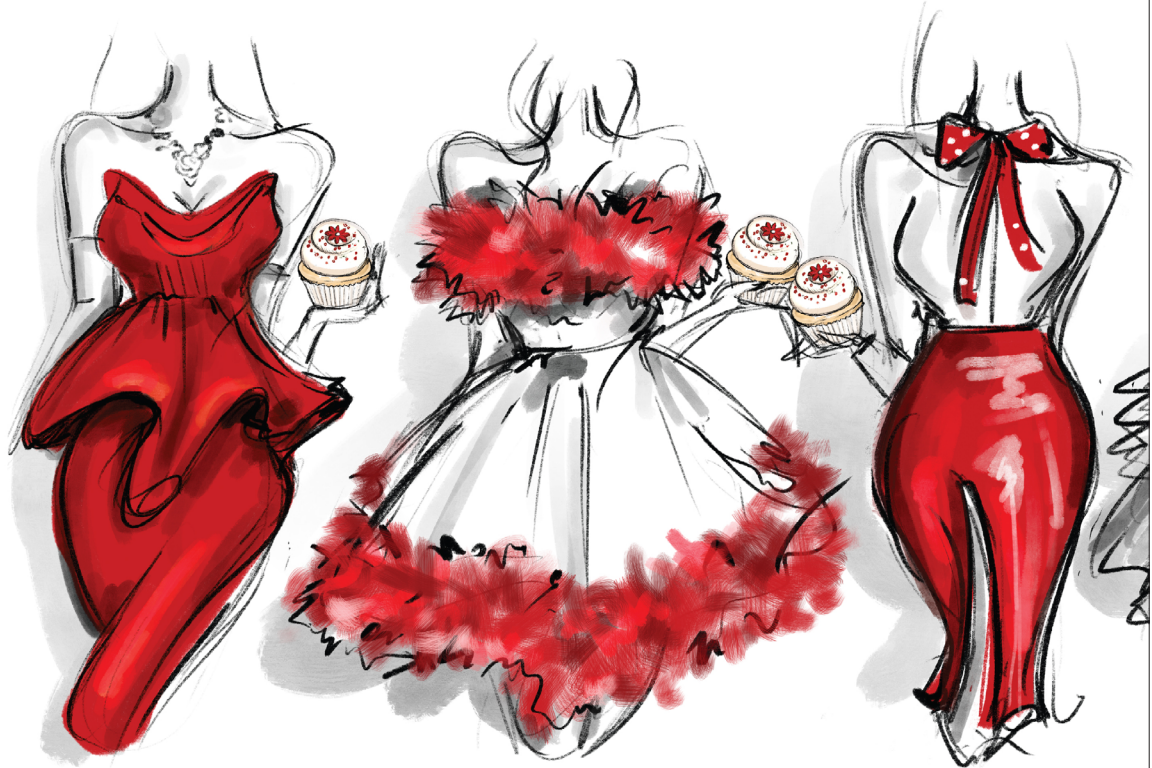
The GirlFriends agree that peppermint is the perfect ending to reset your palette. It invigorates your tastebuds after the rich flavors of your meal, leaving you and your guests refreshed after a holiday meal.

Peppermint has a long history, and has been written about as far back as 1550 BC in an ancient Egyptian medical text. It was highly valued in Egypt and was used as a form of currency.

Can you imagine going to the grocery store carrying a basket of mint to exchange for all the items needed for dinner? My, how times have changed.

What hasn't changed is our love for this flavor. Our Peppermint CupCakes are going to delight your guests. The Mint Frosting has sprinkled crushed candy canes and a red fondant flower on top of the golden vanilla base with peppermint extract.

This peppermint beauty is a fun recipe to make with your girlfriends and bring the flavor of Christmas to your holiday parties. It will assist in decorating your table of desserts with all of its colored festivity, and it will become one of your favorite desserts for years to come.



Yield: Approximately 28 CupCakes
Oven Temperature: 300° F
Bake Time: 15 min 20 sec

Base Ingredients

0.79 lbs Flour
0.73 lbs Sugar
1 Tbsp + ½ tsp Baking Powder
½ tsp Salt

Wet Ingredients

0.43 lbs Butter
1 Whole Egg
4 Egg Whites
1.5 tsp Vanilla Bean Paste
1.5 tsp Peppermint

Directions

- 1 Add vanilla bean paste and peppermint extract to milk, and set aside.
- 2 Put butter in bowl and beat until smooth.
- 3 Add base ingredients and mix on low speed until combined.
- 4 Add eggs and mix on low speed until combined.
- 5 Add in 1/3 of milk and beat on low speed for one minute.
- 6 Add in 1/3 of milk and beat on low speed for one minute.
- 7 Add in 1/3 of milk and beat on high speed for 45 seconds.
- 8 Scoop batter with BI size scoop into tins and bake at 300°F for 15 minutes 20 seconds, rotating the baking pan at 7 minutes 45 seconds. A toothpick inserted in the center of the CupCake should come out moist, not dry.

Recommended Frosting

- Mint Buttercream (recipe on page XXX)

Suggested Toppings

- Crushed Candy Cane
- Red Fondant Flower

