

GDL Candace Nelson

Welcome Welcome back to Good Day Live I'm Michelle Murat If you're just tuning in and I'm here with the lovely Candace Nelson Thanks for having me So funny When I hang out here all the time I would love for you to hang out here all the time Are you kidding I am literally I'm fan girling hardcore I Yes I am I right back at you I think that's so sweet No Um I I have to tell you uh I mean one this book is so cool um that you're sharing your story and you know sharing that it can be sweet success because uh like I said earlier to Kyle so many people told me before I moved out to L A that like it's not gonna be easy it's gonna be horrible It's gonna be hard it's gonna be this it's gonna be that and like in injecting that into my brain about like how difficult it's going to be B can you tell me about your sweet success I hold this book Yes Yes I can relate to that so much I can't tell you how many times people said that will never work that will never work When I first opened Sprinkles in 2005 It was the height of the low carb diet It was the first ever cupcakes only bakery And by the way people in L A they don't have a reputation for eating cupcakes to begin with So everyone said what are you doing You've left the corporate world you've left a high paying job in investment banking And then I went to work for a tech company in the dot com boom But two things happened what happened I lost my job in the dot com bust And then shortly thereafter 9 11 happened and just overnight it became very clarifying you know in the wake of 9 11 like was I doing what I really wanted to be doing with my life The answer was no and everything is so fleeting It's like you need to be doing what you love you need to be going after your dreams And for me I'd always loved to bake So instead of going to business school I decided to go to pastry school That's so much So that was your aha moment It was just you I mean it's incredible how tragedy and these like events that happen in our life just can create so much joy and and so much intuition and inspiration And um ok so all right so you you decided to go to school for baking and then what happened after that walk Me through Well I I still was a business person at heart So I combined this idea this creative side with my business side and decided to reinvent the Lily cupcake It's hard to imagine now because cupcakes are so bougie But back in the day they were they were not they were just like I remember that like getting the plastic container like bring it to school and like being like yeah my mom didn't make these or like host his cupcakes right And they just were a kids' snack and everyone loved them because they were nostalgic but they weren't

chic they weren't elegant And so you know I set about to reinvent something that we all already loved in this country and make it fabulous in chic and you know on par with a beautiful bouquet of flowers to give us a gift to enjoy at a dinner party And so I opened Sprinkles in 2005 Everybody said it wouldn't work And then within weeks you know stories of the lines down the block or all over the media and that So you sold something like 2000 cupcakes your first week or something It was and it was only because I could only make that many cupcakes We people were showing up we didn't have enough cupcakes to feed them So it was in the heart of Beverly Hills and the very beginning of our journey And of course you know I went on to build and it was all bootstrapped You know So my husband and I he was my co-founder and partner in the business We you know compiled all of our life savings and bet it all on this business that everybody said wouldn't work But we had passion we had purpose And I think you know now just in terms of you know what people are going through with the pandemic it's very similar to this aha moment I had in the wake of 9 11 they're having pandemic epiphanies and then what's the purpose What brings me joy is I'm getting goose bumps just like talking to you Yes very true And we spend so many hours of our life working of course you want to have and find meaning in what you do And for me entrepreneurship has been so fulfilling and I know there's so many women out there that want to do it but they don't know how they don't have the mindset They don't have the tools I've been mentoring them I've been investing in female founded businesses but I finally am able to during the pandemic I had a little time and I was able to sit down and reflect on the lessons I've learned and write this book This is so great I love it so much I I love I love your energy You can see it like exuding from your eyes how happy you are You can tell that you're in such joy like doing what you love and it's palpable and and I mean for the pandemic for me or 2020 I have to say uh I had a lot of loss Um and but I did stop by a cupcake at ATM I had a moment where like things were shut down but the ATM was open ATM was always open 24 hours a day I got a I the chocolate one I don't know with the official name of it Um Dark chocolate There you go Got the dark chocolate And I was it is kind of kind of like a movie in my brain I was sitting in my apartment eating this cupcake and I was like what do I want to do I always thought it was acting and I always thought it was like performing and then as I was eating your cupcake it came to me it was communicating and sharing stories and telling stories and connecting with people And all I kept hearing was host host host find had to host like well after eating your

cupcake So I think this is super serendipitous on so many levels I'm I'm blown away I'm so touched that my cupcake had something to do with your a moment That's your cupcake Beautiful I was very I was feeling so down and the cupcake brought me up and while I was eating the cupcake I was just thinking you know like having this conversation to myself I was like what is the one thing I cannot do on a daily basis And it's connection and stories and and for me like I love people so much and having you sit here is an out of body experience for me right now Truly so really beautiful And I just first of all I can't imagine you doing anything else because you were made to do this And I think I think it's so beautiful when you are in alignment right With your purpose it just is it has a multiplier effect It's like you know starting a business is never easy But if you are doing what you are meant to be doing and you have that passion it's infectious and everyone is rooting for you everyone just like rallies around you and says you can do this and I feel that way about you like we're vibing like I feel like I'm gonna cry so much I'm feeling all the feels it's just so inspiring and and um and again like just putting out this positive like uh you know like book into the world about you can do it It takes you know you have takes belief in yourself and and the unshakeable mindset that you can do it And I love that you did this with your husband That is so sweet And and what like I mean that is such I mean that's just a testament of your your marriage and your union It's just like wow I'm I need that in my life You will find it You I I don't I I'm not I don't know what your status is but if it's single it won't be for long Um but no I'm very lucky to have my husband as my co-founder But regardless of your situation I think it's just really important to find your people right In in any endeavor your tribe the people who are going to root for you when you're you have your successes but pick you up off the floor when you're down And there were moments I mean my husband and I rolled up aprons and slept on the bakery floor I love that I mean I love that you did that together for I love that you had to do that I know we hated it at the time but it does make for a great story great movie I hope you make this into such a rom com Right R are you listening I know your friends That would be I mean even like when I heard the title I was like I can totally see the movie and like it being a huge blockbuster and all that stuff Well you know there's that that scene in bridesmaids where Kirsten Wiig is like has that moment like two in the morning when she's decorating that one single cupcake That was me because it's it to me like it's interesting I say that everybody needs to quote unquote take off their and step into their personal brand when they're an entrepreneur

which I did But it was very reluctantly because for me baking was really about having sort of a Zen moment quiet moment to myself It wasn't really about stepping publicly into this um as a face Um But when I did obviously it amplified the brand so much and I think we all know personal brand is now a no dub But at the time you know for me to come out from behind the kitchen dust off my powdered sugar on my face and get in front of the camera was kind of a leap And I see that too these days with a lot of my friends who may be you know uh not not think their camera ready right And they they don't want to get in front of a camera and and do their part but just do it Yeah they got a voice to be used and to be shared just just do it just put yourself out there People love that that authenticity they love the authenticity Um OK you also have So I mean like you're also part of Pizana are your co-founder of that And then um what's this show It's the best do OK walk me through There's so much going on so much going on A creative mind is never at rest as we already discussed and I think we have a clip Is this the clip for uh pizza Uh so this was taken a coup was it When was this taken Ok We're just gonna watch it Ok We're just gonna watch it I was excited All right All right Take a bite I gotta say two things It's really really thin and it flops a little little bit but the back is so nice and light It's not dark and burnt There's a little bit of oil on top which is OK But uh yeah she like the grease She likes the grease This pizza is delicious That dough is unbelievable It's so thin I don't even know how it stands up Look how thin that is That is unbelievable It's delicious and they what they do is they don't put too much gravy so you can taste the other components to the pizza gravy sauce gravy sauce from Iowa They call it sauce the pasta they call noodles in the Bronx We call it pasta and gravy different worlds but the same meaning it's still love Anyway this pizza is delicious Actually the dough you could taste the dough because it's not soaked in gravy I would give this What is it 1 to 10 1 to 7 I'm gonna say this is 6.8 I think this is delicious It even smells it smells insane That dough is unbelievable All right That's it That's a review like a couple of years ago last year This is last year that um that actor has been on Sopranos He's like a big pizza dude Um yeah apparently they like a while ago and they tried so tell me about well let me say pizza inner Italian let me channel in it But talk about another situation where they said this would never work bringing great pizza to L A Not something L A has been known for in the past Right Agrees with that And so to have a New Yorker give us high works like that I'm telling you that's that's a big deal So yes I found my co-partner Danielle Uit who was originally from Naples Italy and he'd come

to the A to America with like \$200 in his pocket and a big dream And I said let's do something together So we created this incredible pizza concept He now is a head pizza judge on a hulu show called Best In Do which I helped co create and produce It's just been so fun to you know go continue on this food journey now on the savory side although I do the desserts at pizza it and we're expanding the restaurants We're now shipping our pizza frozen nationally So there's a lot going on It's incredible A busy mind creative a creative mind not busy creative mind never I am that person too I'm always creating ideas and and the whole point of this show is to focus on good and to continue to put out all the good and have the fun and it looks like you're just having so much fun and and all the good that it's coming your way well deserved it You so wonderful Um I mean like to go back to the person in 2005 Did you ever see any of this happening for you Did you ever like think you were gonna be co creating a show like any of that Absolutely not You know it's funny because back in college I was a theater person I almost I almost made you and I ended up majoring in economics because guess what My theater and uh professor said to me it wasn't gonna work He said if there's anything else you can do that do that to me at theater school you know what I realize that is And I was like oh he's telling me I'm no good OK moving on But you know what he was doing He was testing my resolve and I the resolve wasn't there for me on that front So I went to my plan B and but with sprinkles and with pizza you could you were testing my result People were testing my resolve all day long and there was no plan B I knew I had to do it I couldn't I couldn't stop thinking about these ideas Right And so if you have an idea like that sweet success We'll show you the way That's awesome That's awesome Um You mentioned that uh entrepreneurs should be on Tik Tok Why is that Well Tik Tok is exploding and you know for a while I was really tiktok was my enemy because all I saw were my kids with their faces up against their phone and just from one to the next and then I got on the platform because I like to know you know what I'm dealing with here and I am just sunk I mean it is so fun because it's so raw it's so authentic and really that's what consumers are craving these days They want some like transparency with brands they want to be able to trust their brands and what better way than to show up with no makeup and show all the messy behind the scenes of your life building your business So I've really found a great you know community on tiktok I just love it I think it's super fun It is fun We just we just got on tiktok too I think we have like 13 followers I'm going to follow you Let's do it It's all you now have 14 followers We do all the behind

the scenes Um This book comes out in November November 8th eighth Yes
Um Everyone that's watching they can get it now for preorder on Amazon
Um So so so excited isn't And then you're also giving a gift when they get a
preorder right Yes So you can I'm not sure where to send you for that but yes
I'm doing a pie course which is gonna be perfect for the holidays that you
will have access too when you buy a hardcover copy of my book And you
guys just so you know preorders are so important to authors they really
signal to the retailers whether yeah this is a book that they want to pick up or
not So if you're thinking about it at all I encourage you to preorder Yes
Preorder pre pre order Perfect for the holiday So perfect for the holidays and
for anyone that has a dream which I know all of us do We all have we all and
it doesn't have to be just if you're considering a business I mean most of the
book is about personal brand and mindset which is foundational to any goal
or any dream that you want to get after Yeah Yeah So just to piggy back off
of that And so ok I just have to know were you always like this Like just like
so excited so full of life Like or did you like study books or like when you
you know when kind of fell apart but yet fell into place Did you just know
that like you just knew the next No no Oh God no no Are you kidding me
There was so much time where I was like what is what am I gonna do What's
my thing I felt like I was searching you know I knew what it wasn't I knew it
wasn't gonna be finance I knew that the you know the tech industry kind of
spit me out And for so long I've been following this track where you know I
went to the school I got the prestigious job I did everything I was supposed
to do because I thought if I did that and I followed that path success would
follow And there I was out of a job with not knowing what I was going to do
with my life It was a myth And so it really took a long time to kind of
deprogram myself from that I spent a lot of hours on the couch watching
Martha Stewart and Oprah Winfrey Get out What are you so much Oh my
God I was training I was training I was training but here's the thing there's so
much inspiration these days you know podcasts and great shows And I mean
there's always been books but I I just feel like back in that day where was I
going to find stories of women you know going after their dreams and and
surmounting obstacles and challenges and and making it happen There
weren't that many places to in those stories Oprah Winfrey was one place
and Martha Stewart was actually a living example of a strong woman who
had embraced you know domestic arts and was building a big business So
she was very inspiring to me as well Um well you're very inspiring to me and
I know to so many people that already know you Um I don't know if you're

down for it but uh would you be open to playing a game with us Yeah I'm terrible at games But as long as you're fine with that Yeah No we're we're like we're just down to have fun I want to bring Kyle back in here Where's Kyle So Kyle's over there we'll be right back and we're just gonna set up Kyle to get in on the fun after this So welcome Welcome back to Good Day Live You're just tuning in I'm Michelle Murad along Kyle True Blood back in the flesh and a lovely Candace Nelson That's our Oprah I like that and you deserve it You deserve the Oprah from Michelle for sure Thank you The cupcakes the book Uh Just the overall mindset Fantastic Thank you Um First question favorite chapter of the book What was the like the the part where you're like oh my gosh this is really working on me That's such a good question No one's asked me that before You know what I'm gonna go back to take off your apron because I do really believe in the power of personal brand and I mean you guys have that nailed but most people don't they think of themselves as entrepreneurs they think of themselves as product first and they don't know that they need to come out from behind the you know the back the kitchen like I did and show up as the founder of the brand show the behind the scenes people want that people want to know like how they're doing what they what they do and they want to understand the people behind the brand What is that What what what makes people so confident about their brand But then when it comes to showing it they're just like they're behind the scenes still What is that You know I think for a lot of women that are my age in particular they don't feel like they can show up unless they're camera ready and I just encourage them to sort of try to get rid of that mindset because it's a whole new world I mean tiktok is all about being raw and authentic and behind the scenes showing up without makeup and and that's what actually helps with the trust factor right Consumers are so skeptical these days they want to know that what you're saying you stand for you actually do and when they have a human connection with the person behind it it just goes so much further Yeah definitely profound Definitely I think one of our most viewed um videos on tiktok is me like in a hat and a sweatshirt no makeup on I'm like this is behind the scenes I'm making a TV show and I'm on the elliptical and like my hair is a mess and it has like 300 views for like maybe it's 2 30 I don't know what it is but for 11 followers or 12 you have to keep the keep all it takes is one viral video which I feel like you guys are literally days away from given the amount of the energy that's going on in here Yeah No Away from the coffee one went like 3 to 4000 views and like two days old OK Where are you from Oh that's a long story I

grew up a lot of my early years in Southeast Asia Actually my family moved around every few years And so that's actually one of the reasons why baking became so important to me is I missed home I missed America and so in particular as a little girl I missed all those treats right Chocolate cookies brownies and I couldn't get them at the corner store in Indonesia So I had to learn to bake them myself That's good Yeah Yes Indonesia Singapore Hong Kong Bangkok Thailand Yeah Yeah And then a little bit of time in the upper Midwest California Obviously it's all just a mish mash So here can you play my accent Yeah I can like a non diction There you go There you go Um What was the main thing Was it cupcakes when you were in Indonesia and over there like was it like a specific taste You could just like sugar Was it like well sugar is always important when you're a child It's it's a it's a core food group No but I really love those American classic desserts So rice crispy treats sheet cakes cupcakes brownies chocolate chip cookies These are all really innately American treats And you don't realize until you go other places and they're like what what's a rice crispy treat right But it would just remind it was my connection to home because these were pre internet days right How do I connect to my home It was through food and so food has always been that connection point for me and that's why I just go from one food business to the next again It it brings you so much joy in the people that I'm telling you when we stopped by yesterday just at Sprinkles and just like the people that worked there were just so happy to be there and like they felt so like they just the positive vibes and they love their job And um I know I know you like sold sprinkles but like just the legacy lives on And when you I I truly believe this when you love what you do it vibrates even after you left or gone somewhere or like moved on to something else like that is so palpable and everything to me is vibration and I feel it And um so yeah that that's a testament I couldn't agree more I never thought I could have worked longer hours than I did in investment banking But I did when I started my own business But it was so much easier because it was like pushing a boulder downhill instead of uphill because I just was I was unstoppable Right When you're in your alignment when you feel your purpose when you're passionate about what you're doing you are truly unstoppable I was gonna piggyback I mean uh selling sprinkles you probably have a culture instilled that was probably not going to move which is why it's so sellable to begin with I saw a cut of her at Sprinkles and the employees were so happy I couldn't tell so happy and like it was too there's sugar and there's also Michelle Michelle's like sugar Like every time people get around her they're

just like very happy But I could tell that it was it was like there was like something else there as well I was like wait I think there's a culture in sprinkles you can tell And I think that's a that's a very big statement for uh for an establishment Thank you so much and and you know mission based right We're definitely trying to inject these points of joy and delight into our customers day So we would see people come in on a bad day like maybe they broke up or lost their phone We make their day better We'd see them on celebrations You know we were even involved in some engagements and you know people come in with the ring and put it on the cupcake Some of the most intimate moments of people's lives were involved in red velvet Always a red velvet That's why red velvet is on the cover of Sweet Success It is our number one best selling cupcake No matter where we open it's always been red velvet Wow What is it about the red velvet Isn't it just chocolate You know it's so interesting I agree with you It's actually not my favorite flavor And when I was growing up and I had red velvet cake I was always a little disappointed because there wasn't much flavor to it But when we were opening my husband who's from Oklahoma said you gotta have red velvet on the menu I said I don't like red velvet cupcakes He goes no we got to I'll be laughed out of my state It's like you know so I said fine I'm going to make a good one So I sort of bumped up the cocoa co and I use a really good Belgian chocolate I made a really tangy like luscious cream cheese frosting and I made a red velvet that even I would like I think it's the name that really attracts us to the original red velvet It sounds exotic Um No I think you already answered this My big belief is we know as kids what we want to do That's like my biggest thing because I used to host my own talk show in my dad's basement Of course you did is all making so much sense to me I would sit in front of well not only that I'd also like create TV shows and like with my Barbies and then like I film them I had no friends other than my brother but and and then my mom and my dad but um but I would sit in front of my camera and my dad's camcorder would be like welcome to the show show And I would do that for hours and hours and hours And then you know as I grew up I was like I don't think that's a possible thing because you have to go to broadcasting school and I went to theater anyway You said that you uh turned to baking to feel connection to home when you were little Did you ever feel like baking Was it for you Like did you ever have that moment of like whenever anybody asked you what you wanted to do was it baking I don't know that I ever actually said that because I wasn't sure it was could be a career path You know I came from a family that was my dad was a lawyer

you know And so really yeah that's super weird We're all best friends so well over here But I do still remember a moment in childhood where I was first introduced to Mrs Fields She had just started rolling out to the malls and someone brought me a Mrs Fields cookie and I was forever changed I was like this is the most delicious thing And who is this man magical woman this woman behind this big business That was my first indication that this could possibly be a career path I was probably nine at the time Um And it just was I couldn't get it I was like first of all I need another one that was delicious And look at me how did she do that How did she make a business out of something that's so magical You are so magical I I just II I love it all and um and everyone should get this book Um Just to get just a like if they you know can't be sitting across from you Um Just get a piece of the magic in this book Um Since you're so fun we have a game we love playing games Our show is all about finding the fun Like if there's so many shows where it's like there's the news and there's the this and there's that our show is we focus on the good and we find the fun We are so aligned That is also the impetus for for starting Sprinkles It was like finding a place of connection where people could get away from all the dissension like all of the crazy stuff that was going on in the world I wanted just a place of joy Oh my God I literally feel well And that's why Yes this is so fun Let's play let's play it Ok Um so uh this is called Pencil Nose Got it yesterday Um not too far from the original Sprinkles Cupcakes Um so this is how this works You're going to wear and you're such a trooper for doing this So you wanna race this How do you how do you do it Ok so this we just opened this So you're gonna put this on your face Ok we're a big family but I have never played pencil nose So you what do you guys play that It's a it's a good game We also do a little Scrabble Um I've stopped playing Monopoly because my husband just cheats mercilessly He actually he doesn't anymore He's now it's my my son he's just always got to be the banker and win Watch watch the watch the marker Ok Wait is it 00 yeah so see behind us this is how it goes Um this is Tara Yeah this is Tara at the best gift store ever Um and uh and that's me guessing Amazing Ok She looks she looks serious serious serious and I was like we have to get the game I'm a little too much money I need to get serious Ok So here's your serious um what I don't even know what we call the and you get to pick Ok the cards are a little messy but just you know fix the cards up really Organize a few for you Yeah Ok I need to get up and stretch and you know we don't read the direction direction when it comes to your game I just like I'm a guy so I'm not going to read the directions I'm not it's not in my blood So Yes Ok

Ok You're going to pick a card and then what did you do You just picked the first word on that I just picked the first word Yeah Oh there we go We got Rocky So any any card Ok Thanks bye And I look and you don't love it so I can do any of these Anyone would you think that you could do it Yeah Yeah Yeah Yeah Get that go Apple Uh B uh uh Spider Hey nice That was good Oh yeah we should compete Yeah Yeah for sure I get smoked Every time I try to compete with Michelle I get smoke in games all the time I love the last score was 15 to 4 because you're actually not wearing a pencil Very very pulling it off Really Well you pull it off Super super well Ok All right Um ok Ok So so this is me Kyle Uh I get one I have one and you're um ok No no Per well yeah Yes All right Um all right Ready to go Ok Ok Ready set go Uh oh my gosh Batman a TV Uh a robot Oh my gosh Um I don't know Uh oh yeah Yeah Uh cupcakes Uh bricks a fire escape No I don't No Nice Nice Now I understand Ok Ok I'll take it from you You want to know what the first one was Yeah I got a dice but I didn't get it Yeah Yeah Yeah It's tricky because I had to take this off if you want You want to do one more round No I feel like we did We did really good She always dominates She always love I love game Oh my gosh This is so funny looking It's so funny How crazy is my hair Ok I don't care Ok There we go No you're pulling it off Thank you Ok All right I'm gonna let you guess I can't see from this angle Ok Wait No no no no no no no no Ok Oh boy How do you do this Yeah Ok I like that Wilson Spence A lemon a pea pod A bug and antlers A deer 00 a butterfly 00 you did it That's right And from the side and well done we're really enjoying this I'm gonna have to add this to my game cabinet right This is So wait do you want to do it You didn't get a chance to talk more Yeah you gotta feel the power Let me get let me get behind the power on this one Ok Ok Oh let me let me choose let me choose one Ok Ok And what um wait um ok Ok Yeah Uh A skeleton in a pumpkin elephant Uh an alien a pineapple a strawberry Ok Right Good We're a bunch of smart people on this show I'm gonna wrap the show with the song for sure It's all about the hair clip You're awesome You're awesome too Uh Thank you for being here Uh This is your camera right there Club Away so they can find you they can get the book and all that stuff You can follow my escapades at Candice Nelson on tiktok and Instagram And please preorder my book sweet success on Amazon 26 says it was an absolute sweet wonderful time hanging out with you and playing pencil lo make sure make sure make sure preorder this now it's hot hot hot Um And you're gonna love it and wherever you are staying whatever you're doing I hope you find the good in your day and you can spread it off

whoever you know Thanks for stopping by