



A Wicked Good Idea: How we Succeeded in Building a Successful Brand in Spite of Ourselves

Tracey Noonan, Dani Vilagie, Whitehall Publishing Whitehallpublishing.com

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Have you ever wondered what it must be like to be a contestant on the hit ABC show, Shark Tank? Well, Shark Tank success story Tracey Noonan and her daughter Dani Vilagie share their story in the new book, A Wicked Good Idea. Co-founders of Wicked Good Cupcakes, Tracey and Dani started the company as a way for mother and daughter to spend some time together. Little did they know that one wicked good idea could turn into a multi-million dollar enterprise with the help of success guru, Kevin O'Leary guiding along the way. The combination of Kevin's wisdom and guidance, along with the dedication, tenacity and hard work of Tracey, Dani, Scott and the rest of the Wicked Good Cupcake family created this amazing story of success. However, that journey was not without plenty of nail-biting moments and you will find yourself taking that journey with the Wicked Good Cupcake family as you read, A Wicked Good Idea. This is the perfect gift for anyone in your life who dreams of having their own business someday or for anyone you know who already owns a business and is struggling. REVIEWS "When I called my dad and asked him how to start a cake business, he said, 'sell a cake.' Best advice I ever got. Now when people ask me how to start a business, I can say, 'sell something and read A Wicked Good Idea.' There's a million ways to become an entrepreneur and a billion mistakes to make. Tracey Noonan takes you on that journey with all its ups and downs. A Wicked Good Idea is an inspirational journey by a team who has walked the path and lived to tell the tale." Chef Duff Goldman, Owner of Charm City Cakes, <http://www.charmcitycakes.com/>.

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