



Personal Chef vs Private Chef

What exactly is a Personal Chef? You already know this, **but a lot of your potential clients may not.**

A Personal Chef:

- owns their business
- makes policies
- earns income from a variety of clients
- sets their own schedule
- works from a home office base



The media has never helped working Personal Chefs such as yourself. TV, newspapers and virtually all media outlets call the chef who works for Oprah a "Personal Chef". The reality is that chefs hired into a single setting (Oprah) are Private Chefs. Movie stars, athletes, CEO's, etc. who are in the very upper class as far as wealth goes will hire a Private Chef. The media talks about Oprah's Personal Chef – and then you promote yourself as a Personal Chef. People who are not in the know (and there are a **LOT** of them) automatically think \$\$\$ when they hear that you are a Personal Chef and quickly dismiss you as being far beyond their budget range or need. So, as well as starting your business you also will be educating your potential clients. This can work in your favor. In most cases a person who equates a Personal Chef with Oprah, then learns about what you do and the vast differences can soon be much more receptive to your service and flexibility.

And for the record, a Private Chef:

- Is an employee and not the boss
- Works the hours the client instructs them to
- Prepares not only the evening meals, but perhaps all the meals
- May very well travel with the client on extended trips

And unlike a Personal Chef where your clients are proud to brag about you, Private Chefs almost always work under secrecy and a non-disclosure agreement, in many cases they cannot even tell others who they work for. And that client isn't spreading the word about their Private Chef because they don't want someone else stealing you from them.

Monetarily speaking, a Personal Chef (you) can open their business for under \$1,000 easily.

A Private Chef (unless already trained) must spend thousands of dollars to attend an 8 week school learning exactly how to be a servant worthy of a high wage.

Personal Chefs typically earn \$65,000 - \$99,000 a year. A Private Chef starts at \$150,000 a year and goes up from there. Many Personal Chefs do earn a 6 figure income, but that does not happen until years of experience and being able to cook at a commercial kitchen.

So, if you want to make a lot of money, be an employee, be on-call all the time and be expected to pull a rabbit from the hat when your boss informs you at 4 pm that there will be 6 for dinner tonight instead of the usual 2 – then maybe being a Personal Chef isn't for you. If you want to be the boss, set your schedule and earn decent money doing what you love to do – then you've come to the right place.