

how to start an axe throwing business

How to Start an Axe Throwing Business: A Step-by-Step Guide

how to start an axe throwing business is a question many entrepreneurs are asking as this exciting and adrenaline-pumping sport gains popularity across the globe. Axe throwing venues have become the new hotspots for group activities, corporate events, and casual fun, creating a promising niche for business owners. If you've been considering diving into this unique industry, understanding the essentials—from legal requirements to marketing strategies—is crucial. This guide will walk you through everything you need to know to get your axe throwing business up and running smoothly.

Understanding the Axe Throwing Industry

Before jumping into the practical steps, it's important to grasp the dynamics of the axe throwing market. The sport has evolved from a rustic pastime to a mainstream recreational activity, attracting a diverse crowd from young adults seeking new entertainment options to companies looking for team-building exercises.

Why Axe Throwing Is a Growing Business Opportunity

The rise in popularity of axe throwing leagues and competitions has propelled the demand for dedicated venues. Unlike traditional bars or bowling alleys, axe throwing offers a unique blend of physical activity, competition, and social interaction. Additionally, the relatively low cost of entry and scalable business model make it appealing to entrepreneurs.

Target Audience and Market Research

Identifying your target market is a key step. Most axe throwing businesses cater to:

- Groups of friends and families
- Corporate clients for events and team-building
- League players and hobbyists
- Birthday parties and celebrations

Conducting thorough market research in your area can help you understand the competition, local demographics, and demand. This insight will guide your location choice, pricing strategy, and marketing efforts.

Setting Up Your Axe Throwing Business

Once you have a clear understanding of the industry, it's time to move on to the nitty-gritty of launching your venue.

Choosing the Right Location

Location is critical for the success of an axe throwing business. You want a space that's accessible, has ample parking, and enough room to safely accommodate multiple lanes. Industrial or warehouse spaces are often ideal because of their high ceilings and open floor plans. Additionally, consider proximity to nightlife areas or entertainment districts to attract walk-in customers.

Legal Requirements and Safety Regulations

Safety is paramount in the axe throwing business. You'll need to comply with local zoning laws, obtain the necessary permits, and ensure your facility meets all safety standards. This usually involves:

- Installing secure throwing lanes with proper barriers
- Providing safety equipment for customers
- Training staff thoroughly in safety protocols
- Securing liability insurance specific to recreational sports

Consulting with a legal professional who understands your state or city's regulations can save you from costly headaches down the road.

Designing the Axe Throwing Venue

Creating an inviting and functional space will enhance the customer experience. Thoughtful design includes:

- Multiple throwing lanes separated by sturdy dividers
- Comfortable waiting and party areas
- A bar or snack area if you plan to serve food or drinks
- Decor that fits the rugged, outdoor vibe of axe throwing

Investing in high-quality targets, axes, and equipment will also reflect positively on your business.

Building Your Team and Training Staff

Your staff will be the face of your axe throwing business, so hiring the right people is essential. Look for individuals who are not only enthusiastic about the sport but also skilled in customer service and safety management.

Staff Roles to Consider

Depending on the size of your venue, you might need:

- Certified axe throwing coaches or instructors
- Front desk and booking coordinators
- Event coordinators for parties and corporate bookings
- Bar or food service staff if applicable

Comprehensive training programs should cover axe throwing techniques, safety procedures, and customer engagement strategies.

Marketing Your Axe Throwing Business

With the operational side underway, your focus should shift to attracting customers and building a loyal client base.

Effective Marketing Strategies

A mix of online and offline marketing efforts can generate buzz and keep your lanes busy:

- **Social Media Presence:** Platforms like Instagram, Facebook, and TikTok are perfect for sharing videos of axe throwing, customer testimonials, and upcoming events.
- **Local Partnerships:** Collaborate with nearby bars, restaurants, and corporate organizations to offer package deals or co-host events.
- **SEO and Website Optimization:** Ensure your website ranks well for keywords such as “axe throwing near me,” “axe throwing leagues,” and “corporate axe throwing events.” A user-friendly booking system is also vital.

- **Community Engagement:** Hosting local tournaments or charity events can foster community goodwill and enhance brand visibility.

Pricing Your Services

Pricing can vary based on location, amenities, and target clientele. Offering different packages—hourly throws, league memberships, private parties, and corporate events—can maximize revenue streams. Keep in mind that competitive pricing combined with excellent customer service often leads to repeat business.

Managing Growth and Customer Experience

Once your axe throwing business is up and running, maintaining high customer satisfaction is key to long-term success.

Gathering Feedback and Improving

Encourage customers to share their experiences through surveys or online reviews. Use this feedback to refine your services, improve safety protocols, and enhance the overall atmosphere.

Expanding Your Offerings

As your business grows, consider adding complementary services such as:

- Food and beverage options
- Merchandise like branded axes, apparel, and accessories
- Advanced coaching or league play for enthusiasts
- Special event hosting capabilities

Diversifying your offerings can help stabilize revenue and attract different customer segments.

Embarking on the journey of how to start an axe throwing business is both exciting and rewarding. With careful planning, a keen eye for safety, and a commitment to exceptional customer experiences, you can carve out a niche in this booming industry and create a lively space where people come to challenge themselves and have fun.

Frequently Asked Questions

What are the initial steps to start an axe throwing business?

The initial steps include conducting market research, creating a business plan, securing a suitable location, obtaining necessary permits and licenses, and investing in quality equipment and safety measures.

How much does it typically cost to start an axe throwing business?

Startup costs can vary, but generally range from \$100,000 to \$300,000, covering expenses such as venue lease or purchase, construction of throwing lanes, purchasing axes, safety gear, insurance, and marketing.

What safety measures are essential for an axe throwing business?

Essential safety measures include installing sturdy backstops, clear safety rules, staff training, proper lane design to prevent accidents, providing protective gear, and ensuring all participants sign liability waivers.

How can I market my new axe throwing business effectively?

Effective marketing strategies include leveraging social media platforms, hosting grand opening events, partnering with local businesses, offering group discounts, creating loyalty programs, and encouraging customer reviews and referrals.

What are the legal requirements for operating an axe throwing business?

Legal requirements typically include obtaining business licenses, liability insurance, adhering to local zoning laws, meeting health and safety regulations, and ensuring compliance with alcohol service laws if applicable.

How do I choose the best location for an axe throwing business?

Choose a location with high foot traffic, ample parking, easy accessibility, and minimal noise restrictions. Consider proximity to entertainment districts or areas with a young adult demographic interested in recreational activities.

What equipment is necessary to start an axe throwing business?

Necessary equipment includes high-quality axes, throwing targets and lanes, safety barriers,

protective gear, scoring systems, and furniture for waiting and lounge areas.

How can I train staff to run an axe throwing business safely and efficiently?

Train staff thoroughly on safety protocols, customer service, emergency procedures, equipment maintenance, and how to instruct and supervise participants during axe throwing sessions.

What are common challenges faced when starting an axe throwing business and how to overcome them?

Common challenges include ensuring customer safety, managing liability risks, standing out in a competitive market, and maintaining steady customer flow. Overcome these by implementing strict safety standards, securing comprehensive insurance, differentiating your brand, and using targeted marketing strategies.

Additional Resources

How to Start an Axe Throwing Business: A Professional Guide to Entering the Growing Market

how to start an axe throwing business has become an increasingly popular query among entrepreneurs seeking to tap into the experiential entertainment industry. This niche, blending recreation with social interaction, has seen rapid growth over recent years. Axe throwing venues are emerging across urban and suburban areas, attracting a diverse clientele ranging from casual enthusiasts to corporate groups. However, launching a successful axe throwing business requires careful consideration of safety, location, legal compliance, and market positioning. This article delves into the essential steps and strategic insights necessary for prospective business owners aiming to carve out their place in this dynamic sector.

Understanding the Axe Throwing Industry Landscape

Before delving into operational specifics, it is crucial to grasp the market dynamics surrounding axe throwing businesses. This sector falls under the broader umbrella of experiential entertainment, which includes escape rooms, virtual reality arcades, and indoor sports complexes. According to industry reports, the axe throwing market has witnessed a compound annual growth rate (CAGR) of approximately 20% over the past five years, propelled by increasing consumer demand for unique social activities.

One distinguishing factor of axe throwing venues is their dual appeal: they cater to both casual visitors seeking novelty and groups looking for team-building experiences. Competitors range from independently owned local facilities to franchise-based operations such as Urban Axes or Bad Axe Throwing. Understanding this competitive landscape is vital for positioning your business effectively.

Key Considerations When Planning an Axe Throwing Business

Starting an axe throwing business is not simply about acquiring axes and renting a space. There are multifaceted components that require strategic planning:

- **Safety Protocols and Liability Management:** The nature of axe throwing involves inherent risks. Implementing robust safety measures—including certified instructor supervision, protective barriers, and clear participant guidelines—is essential. Additionally, securing comprehensive liability insurance is a non-negotiable element to protect against potential accidents.
- **Legal and Regulatory Compliance:** Local zoning laws, fire safety codes, and alcohol licensing (if applicable) must be carefully navigated. Many venues incorporate bar services to enhance customer experience, but this adds layers of regulation and responsibility.
- **Location Selection:** Accessibility and visibility are paramount. Urban centers or entertainment districts with high foot traffic typically yield better customer acquisition rates. However, rent costs and competition levels need to be balanced against potential revenue.
- **Equipment and Facility Design:** Investing in quality axes, targets, and lane dividers ensures both durability and safety. The facility layout should accommodate multiple lanes, spectator areas, and waiting lounges to maximize capacity and comfort.
- **Staff Training and Customer Service:** Employees must be trained not only in safety procedures but also in delivering engaging customer experiences. This includes instructing first-timers, managing group bookings, and fostering a welcoming atmosphere.

Step-by-Step Guide: How to Start an Axe Throwing Business

1. Conduct Market Research and Feasibility Study

Comprehensive market research is the foundation of any successful venture. Analyze demographic data to identify your target audience's preferences and spending habits. Survey existing axe throwing venues in your region to gauge competition, pricing models, and service offerings. This research will inform your business plan and help determine if the concept is viable in your chosen location.

2. Develop a Detailed Business Plan

A well-crafted business plan outlines your operational strategy, financial projections, marketing

approach, and growth objectives. It should include:

- An executive summary emphasizing the unique value proposition of your axe throwing venue.
- Market analysis highlighting customer segments and competitive advantages.
- Operational plan detailing facility layout, staffing, safety protocols, and supplier partnerships.
- Financial forecasts covering startup costs, revenue streams, break-even analysis, and funding requirements.

This document is critical not only for internal guidance but also for securing financing or investor support.

3. Secure Financing and Budget Appropriately

Startup costs for an axe throwing business vary widely, ranging from \$150,000 to \$500,000 depending on factors such as location, size, and amenities. Expenses include leasehold improvements, equipment procurement, staffing, marketing, and insurance. Potential funding sources include small business loans, private investors, or personal capital. Meticulous budgeting helps avoid cash flow issues during the crucial launch period.

4. Find and Prepare the Right Location

Selecting a venue involves balancing accessibility, space requirements, and cost. The ideal space should offer:

- Adequate square footage to accommodate multiple throwing lanes (typically 6-8 lanes minimum).
- High ceilings and soundproofing to minimize noise disturbances.
- Facilities for alcohol service, if planned, and sufficient parking.

Building relationships with commercial real estate agents familiar with entertainment venues can expedite this process.

5. Design and Construct the Throwing Lanes and Facility

Professional construction of throwing lanes is vital for both safety and customer satisfaction. Lane

specifications generally adhere to industry standards: approximately 12–15 feet in length and 4 feet wide, separated by sturdy dividers. Targets are usually made from hardwood, such as poplar or pine, to withstand repeated strikes.

Facility design should also consider:

- Waiting and lounge areas with comfortable seating.
- A reception desk and retail space for merchandise sales.
- Accessibility features compliant with the Americans with Disabilities Act (ADA).

Partnering with companies that specialize in axe throwing venue design can streamline this phase.

6. Obtain Necessary Licenses and Insurance

Operating an axe throwing business requires compliance with a range of regulations:

- **Business License:** Register your business entity and obtain local permits.
- **Alcohol License:** If serving alcohol, acquire the appropriate state and local permits.
- **Liability Insurance:** Essential for protecting against claims related to injuries or property damage.
- **Fire and Safety Inspections:** Pass all municipal inspections prior to opening.

Consulting with an attorney familiar with recreational businesses can ensure all legal bases are covered.

7. Recruit and Train Staff

Staff members are the frontline representatives of your brand. Hiring experienced instructors or providing comprehensive training programs is critical. Training should emphasize:

- Safety protocols and emergency procedures.
- Customer engagement techniques and conflict resolution.
- Knowledge of equipment and maintenance requirements.

Well-trained employees enhance customer confidence and contribute to positive reviews.

8. Develop a Marketing Strategy

To attract and retain customers, a multi-channel marketing approach is advisable. Effective tactics include:

- Local SEO optimization to capture searches such as "axe throwing near me" or "urban axe throwing venues."
- Social media campaigns showcasing events, leagues, and special promotions.
- Partnerships with corporate clients for team-building activities.
- Hosting tournaments and leagues to build a loyal community.

Leveraging user-generated content and positive testimonials can amplify credibility.

Evaluating the Pros and Cons of the Axe Throwing Business Model

Understanding the advantages and challenges helps set realistic expectations.

Pros

- **Growing Market:** Experiential entertainment is expanding, with axe throwing gaining mainstream popularity.
- **High Engagement:** The activity is interactive and appeals to a wide demographic, including millennials and corporate groups.
- **Recurring Revenue:** Opportunities exist for leagues, memberships, and merchandise sales.

Cons

- **High Initial Investment:** Startup costs can be substantial due to facility and safety requirements.
- **Liability Risks:** The physical nature of the activity necessitates stringent safety protocols.
- **Seasonality and Competition:** Business may fluctuate with seasons and local competitors.

Weighing these factors is essential when considering long-term sustainability.

Innovations and Trends Shaping the Future

Axe throwing businesses are continuously evolving. Some venues incorporate technology such as digital scoring systems and augmented reality experiences to enhance customer engagement. Additionally, mobile axe throwing setups allow operators to cater events and festivals, reducing overhead while expanding reach. Staying abreast of these trends can provide competitive advantages and diversify revenue streams.

Creating a successful axe throwing business involves a blend of strategic planning, operational excellence, and customer-centric marketing. By thoroughly understanding the industry nuances and addressing potential challenges proactively, entrepreneurs can position themselves to thrive in this exciting and growing market.

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how to start an axe throwing business: The Ultimate Entrepreneur's Utopia- Startup Growth Hacking Techniques Nafeez Imtiaz, Are you ready to turn your startup dreams into

reality? Dive into the chaotic, exhilarating world of entrepreneurship with *The Ultimate Entrepreneur's Utopia* - your no-nonsense guide to navigating the startup landscape. Forget dry theories and outdated advice. This book is a treasure trove of real-world strategies, hilarious anecdotes, and battle-tested growth hacking techniques straight from the trenches of startup life. Author Nafeez Imtiaz has chased down, cornered, and occasionally bribed successful entrepreneurs to bring you their unfiltered wisdom and game-changing insights. Inside, you'll discover: • Guerrilla marketing tactics that won't break the bank (or the law... mostly) • The art of the perfect pivot when your first idea flops spectacularly • Creative problem-solving techniques for when resources are scarcer than parking spots in Silicon Valley • How to build meaningful connections in a world obsessed with networking • Strategies to maintain your sanity (and sense of humor) when everything goes sideways But this isn't just another business book. It's a rollercoaster ride through the highs and lows of startup life, packed with stories that will make you laugh, cringe, and nod in solidarity. Whether you're a seasoned entrepreneur or just dipping your toes into the startup waters, *The Ultimate Entrepreneur's Utopia* offers a refreshing, honest look at what it really takes to succeed in the fast-paced world of business. So, buckle up, grab your favorite caffeinated beverage, and get ready to hack your way to startup success. Who knows? By the time you finish this book, you might just be on your way to building the next unicorn - or at least a very respectable pony.

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how to start an axe throwing business: *Ultimate Guide to Influencer Marketing* Eric Butow, Stephanie Garcia, 2024-05-07 Leverage the power of influencer marketing for your business. *The Ultimate Guide to Influencer Marketing* is a comprehensive resource that equips small business owners with the knowledge they need to effectively connect with influencers. This book covers crucial aspects of influencer marketing, offering practical advice and actionable strategies. Learn more about: The importance of investing in influencer marketing for your business Identifying the right type of influencer for your brand and product Working with micro-influencers that are niche specific and budget friendly Organizing and running your influencer marketing campaigns Analyzing the results of your campaign to maximize your ROI Leveraging influencer relationships to grow your business *Ultimate Guide to Influencer Marketing* is an essential tool for small business owners looking to harness the power of influencer marketing.

how to start an axe throwing business: *In Bloom* Kat Jackson, 2023-10-01 Nicole Callahan is certain she has endured the worst heartbreak possible, and she's in no hurry to dive back into the tumultuous waters of love. She insists that she's absolutely fine being alone, but a part of her still wonders... To Avery Pullman, owner of a flower shop filled with thorns less prickly than her exes, the idea of love is just a disaster waiting to happen. She sees no reason to invite pain in, especially when she's still tending to fresh wounds on her heart. Neither expects—nor wants—the tiny spark that ignites the moment their eyes lock. If they get too close to it, they might each have to face an uncomfortable truth—that they've never really known true love before. And that might be more

terrifying than any heartbreak.

how to start an axe throwing business: *Kiss My Cupcake* Helena Hunting, 2020-08-11 As two neighborhood shop owners battle for business, they prove opposites attract in this deliciously sweet and savory new romantic comedy (USA Today bestselling author Abby Jimenez). Blaire Calloway has planned every Instagram-worthy moment of her cupcake and cocktails shop launch down to the tiniest detail. What she didn't plan on? Ronan Knight and his old-school sports bar next door opening on the very same day. He may be super swoony, but Blaire hasn't spent years obsessing over buttercream and bourbon to have him ruin her chance at success. From axe throwing (his place) to frosting contests (hers), Blaire and Ronan are constantly trying to one-up each other in a battle to win new customers. But with every clash, there's also an undeniable chemistry. When an even bigger threat to their business comes to town, they're forced to call a temporary time-out on their own war and work together. And the more time Blaire spends getting to know the real Ronan, the more she wonders if it's possible to have her cupcake and eat it too. *Kiss My Cupcake* is a laugh-out-loud romance full of charm, wit and magic. Ronan and Blaire will have you fall in love with their story from their very first encounter. A thoroughly delicious read. --LJ Shen, USA Today bestselling author With a sweet, sassy heroine and a deliciously sexy hero, *Kiss My Cupcake* is romantic comedy perfection! --Melanie Harlow, USA Today bestselling author Library Journal Best Romances of 2020

how to start an axe throwing business: *Creating Marketing Magic and Innovative Future Marketing Trends* Maximilian Stieler, 2017-01-06 This volume includes the full proceedings from the 2016 Academy of Marketing Science (AMS) Annual Conference held in Orlando, Florida, entitled *Creating Marketing Magic and Innovative Future Marketing Trends*. The marketing environment continues to be dynamic. As a result, researchers need to adapt to the ever-changing scene. Several macro-level factors continue to play influential roles in changing consumer lifestyles and business practices. Key factors among these include the increasing use of technology and automation, while juxtaposed by nostalgia and "back to the roots" marketing trends. At the same time, though, as marketing scholars, we are able to access emerging technology with greater ease, to undertake more rigorous research practices. The papers presented in this volume aim to address these issues by providing the most current research from various areas of marketing research, such as consumer behavior, marketing strategy, marketing theory, services marketing, advertising, branding, and many more. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the *Journal of the Academy of Marketing Science* (JAMS) and *AMS Review*. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

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how to start an axe throwing business: *The Achiever's Code* Jack B. Ott, 2023-10-19 "The Achiever's Code is a fast-paced, structured approach to life planning and an ideal curriculum for a mentoring relationship. It's about ownership of purpose, service to others and building legacy." A blueprint for your life of achievement. In a world that defines success as a mad scramble for money, fame and power - where bumper-stickers declare "Whoever dies with the most toys wins" - The Achiever's Code invites you to calm down, take time to reflect and focus on what really matters to you. Author Jack B. Ott presents a 12-step process to help you break free from the cycle of frantic striving and start living on your own terms. The book is full of real-world examples, stories and powerful action steps. It shows you how to seize control of your future and live your own life of achievement. An ideal curriculum for a mentoring relationship.

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2021-04-06 We are where we've been and what we've read, aren't we? Where else do we get the experience we need to evocatively live? At once a memoir, a reading journal, and a novel, *Fragments of a Mortal Mind* is a daring, contemporary commonplace book. Donald Anderson, critically acclaimed author of *Gathering Noise from My Life and Below Freezing*, shows us how the disparate elements of our lives collect to construct our deepest selves and help us to make sense of it all. Anderson layers his personal experiences and reflections with those of others who have wrestled with inner and outer social, cultural, and political memories that are not as accurate as history might suggest but that each of us believe nonetheless. He challenges the reader's sense of memory and fact, downplaying the latter in explaining how each of us crafts our own personal histories. As Anderson weaves his voice among numerous other voices and ideas that rest upon other ideas, we are faced with larger issues of human existence: war, memory, trauma, mortality, religion, fear, joy, ugliness, and occasional beauty. What we have here is a meditation on living in America. We are shown how the world we consume becomes us as we metabolize it. How we, as humans, through our own fragments of memories, influences, and experiences become our true selves. By charting fragments of thoughts over a lifetime, Anderson exposes a way of thinking and perceiving the world that is refreshingly intuitive and desperately needed. *Fragments of a Mortal Mind* is a powerful masterpiece that closely resembles our lived experiences and is a vivid reflection of our time.

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how to start an axe throwing business: *Paradise Estate* Max Easton, 2023-10-01 The new novel from the author of *The Magpie Wing*, longlisted for the Miles Franklin Literary Award. It's 2022 and Helen is starting again. Newly single, adrift in a hostile rental market, she finds a four-bedroom house flanked by apartment blocks that stare into the yard. Despite the lack of privacy, she fills its rooms with an unlikely group of residents looking for communal belonging: a zine maker working on a punk music archive; an activist writing about Australian anti-communism; a research scientist striving to put down roots; and a part-time rugby league player who has one chance to play for his country before retirement. Each is looking to build a future, each is haunted by their recent past. But if a rented house in Sydney could ever promise salvation, it would come with a coating of black mould. Against the backdrop of pandemic and war, of climate and housing crises, *Paradise Estate* finds its residents struggling against generational confusion, political indifference and social malaise. When isolation and atomisation are all we've been given, what can be made from building common ground? Written with ironic wit and an eye for contemporary events, Max Easton's second novel sets the pessimism of its times against the optimism of the will. Praise for *The Magpie Wing*: 'An original, exceptional novel.' — The Guardian 'An anxious novel about anxious characters in anxious times. It seeks to register this anxiety in all of its contradictions and complexities, but thankfully does not want to resolve it.' — Sydney Review of Books 'A moving portrait of a city and region undergoing enormous change, told through the perspectives of three unique, sympathetic and vulnerable characters.' — Books+Publishing

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and loving it. Fate, however, has a different plan with a younger man for every last one of them. *Makin' Bacon* ~ At forty-two, divorcée Tate Madison is looking for a sperm donor and nothing more. Her younger brother's best friend, Big Jim Cochon, is happy to oblige the old-fashioned way for a chance at forever with his lifetime crush. He'll have to convince her happily-ever-after is worth the risk. *The Farmer Takes a Husband* ~ Riley Fenniman is happily single at forty-seven until a health scare forces her to find a husband in order to save her legacy. Deacon Jeffries jumps at the chance to marry his favorite client and give his daughters a mother. Love might not be enough when he discovers her secret. *The Butcher and the Baker* ~ After six broken engagements, forty-three-year-old butcher Petra Lochsley wants nothing to do with men and romance. Baker Auggie Hofmeier didn't mean to fall in love with or accidentally marry the butcher, but his heart seems to know what it's doing. Unfortunately, the conniving retired candlestick maker threatens their happily-ever-after. *When Harry Met Wally* ~ Fifty-year-old widow Wallis Danforth has found jerks and perverts during her misadventures in dating. Harry Kreiger never believed in love at first sight until he witnessed his Princess Charming putting her rude date firmly in his place. Now he has to convince her he isn't too young to give her happily-ever-after. *And Baby Makes 2½* ~ Forty-five-year-old family law expert Georgina Swofford knows marriage and children aren't in her cards. Oscar Banyan needs her help to gain guardianship of his newborn nephew, even if she represented his ex-wife during a brutal divorce five years ago. Their sparks produce fire of an unexpected sort.

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