



WELCOME TO
LBU LIVE 2017

Systematize your business + get your products out into the world in a big way!

A pretty magical transformation is underway. An army of makers and artisans is changing the retail landscape. Apparel and accessory designers, jewelers and ceramicists, apothecary, houseware, gourmet and paper good companies are creating gorgeous products with intention and substance. A new generation of creative souls is celebrating the process by which these objects are made and launching microbusinesses in the process. They're building lives of their own design while providing for their families, creating community and putting more beauty out into the world. There's a revolution happening in the marketplace and that marketplace is hungrier than ever for businesses with a story to tell, those who are creating meaning as they generate income.

But building a successful and sustainable creative brand isn't for the meek or faint of heart. How in the world are those other businesses doing it? If you feel like you're stuck on an endless hamster wheel that's draining energy and you can't seem to build the business you imagine or get the attention of the buyers you need, then it's time to take a step back and look at your product collection, your presentation and your business systems with fresh eyes.

What would your business look like if you knew how to work smart, not harder?



What would it feel like if you had confidence + clarity around your work?

What kind of brand could you build if you knew where the pitfalls lay and had the know-how + athleticism to glide right over them?



HELLO, HELLO...

I'M LELA BARKER. IT'S NICE TO MEET YOU!

My name is Lela Barker and I'm a maker, too. **I launched my apothecary brand way back in 2003, just as this movement was beginning to pull itself together and a few years before Etsy was born.** I've since sold those products through more than 1400 shops and spas around the globe, earning \$10 million in revenue. My products + personal story have been featured in hundreds of publications and I've designed product collections for some of the world's largest hotel chains and several multi-million-dollar companies.

I launched my company as a single mom of two little girls and I've bootstrapped it into an internationally recognized luxury brand that's found in spas and high-end boutiques from LA to Dubai and New York to Nairobi. Today, my artisanal products are still made in small batches by my team in a 7500-square-foot workshop that's less than 3 miles from my South Carolina home.

A few years ago, I launched Lucky Break Consulting to share my wisdom and help other makers + product designers infuse their passion-fueled brands with smart business strategy. Wholesale strategy, in particular, is my jam. In the process of selling to those 1400 retail accounts, I've carefully designed, tested, and analyzed specific techniques that help creative brands stand out in densely crowded marketplaces. Strategies that capture attention, boost market traction and deliver results on even the most modest of budgets. **I'm especially skilled at taking complicated business strategies, distilling them down to their essence, and creating actionable plans that help product-based brands do more, with less.**

Want to hear how I bootstrapped + built my brand? I invite you to learn more about [my entrepreneurial journey](#). Fair warning: It's been a pretty wild ride!



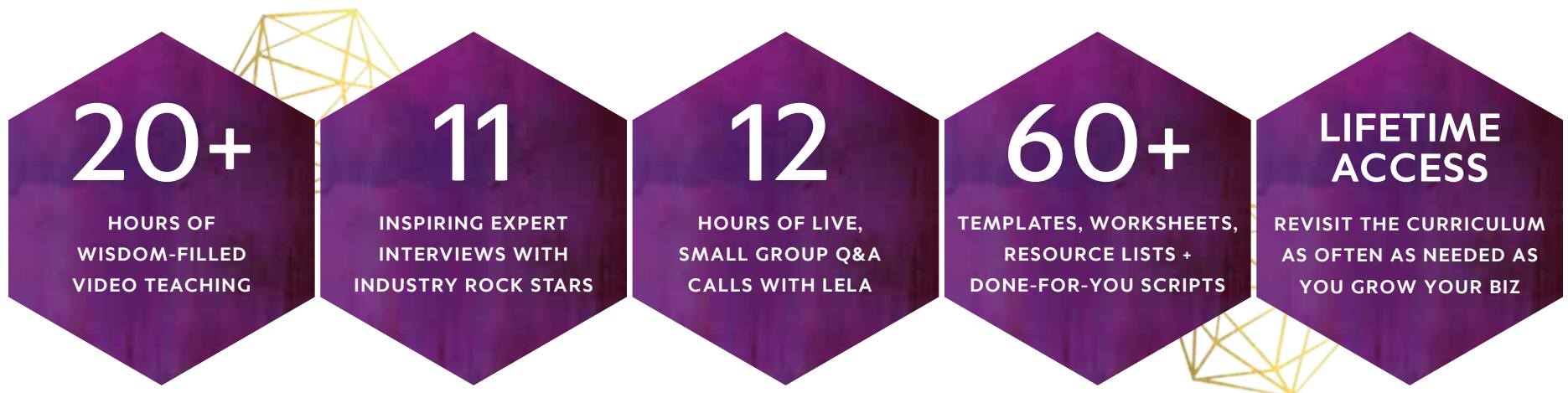
WHAT IS LBU LIVE?

My flagship teaching program, LBU Live is an intimate 8-week business accelerator designed to help you launch or refine a uniquely tailored wholesale program. Together, we pop open the hood of your business to analyze each piece individually with fresh eyes and new knowledge. We marry your newfound perspective with my decade of wisdom to infuse your brand with renewed energy, fresh techniques, a crisp air of confidence, and a kickass community of fellow creatives who are working alongside you.

LBU has successfully guided hundreds of brand owners through important mindset shifts. It's also increased their efficiency and helped them reconnect with the joy in their work. Most importantly, LBU has enabled participants to avoid the deep pitfalls that so many creative entrepreneurs fall into and spend months or even years clawing their way back out of.

The LBU program marries video workshops, rich resource lists, done-for-you templates + scripts, targeted exercises, weekly Q+A calls, a panel of seasoned experts, and a private Facebook community of brands-on-the-move to create a unique business incubator. I'll meet you right where you are and help make the journey to where you want to be shorter, leaner, smarter, and less painful... if you're ready to do the real + honest work of building a modern brand.

LBU LIVE INCLUDES:



LBU ALUMNI

I'm proud to have graduated 300+ creative brands from the program and even more proud to share that 100% of all LBU grads say that LBU Live proved to be a wise investment for their business. Creative brands blossom through this unique incubator program and today my alum are making serious waves in their respective product categories.

LBU GRADUATES ARE...

SUCCESSFULLY RAISING MONEY.

An Australian apparel designer raised \$10,000+ on Kickstarter, exceeding her fundraising goal. Several LBU alum have successfully closed crowdfunding microloan programs through Kiva Zip for as much as \$10,000. These funds are empowering them to make quantum leaps forward in terms of branding, packaging, and buyer outreach.

QUITTING THEIR DAY JOBS + EXPANDING THEIR WORKSHOPS.

It's rare that a week passes that I don't hear from an LBU graduate or two that they've quit their day job, finally moved their business financials solidly into the black or that they're expanding into a larger workshop space to accommodate growing demand for their products. Those are some of my very favorite emails to receive and I'm always cheering on my alum!

WORKING WITH HIGH-PROFILE RETAILERS.

I have dozens of LBU alum selling through some of today's highest-profile retailers, including: Anthropologie, West Elm, Urban Outfitters, Uncommon Goods, Whole Foods, Paper Source, TJ Maxx, and more. One alum just shipped 50,000 units to Anthro and another recently received a \$7,000 purchase order from Uncommon Goods! One of my apothecary brands just processed an order for 202,000 units and became the first beauty brand to debut at ModCloth and another shipped an entire pallet of greeting cards to a major national retailer. These LBU graduates come from the houseware, paper + gift, and apothecary categories.

BEING SELECTED FOR HIGHLY SELECTIVE, JURIED MAKER SHOWS.

LBU alum are routinely selected into some of the most selective makers shows in the country, including: Renegade Craft, Unique, Urban Craft Uprising, Jackalope Arts, Porter Flea Market, Indie Craft Parade, West Coast Craft, and Crafty Bastards. Through LBU, I encourage them to carefully edit their product collections so they're regularly chosen from among "the best of the best" and I teach them how to maximize wholesale opportunities at these shows, too.

SCORING JUICY PRESS.

You might have seen their work in *Vogue*, *Southern Living*, *Refinery 29*, *Food & Wine*, *Martha Stewart Living*, *In Style*, *Lucky Magazine*, *Every Day with Rachel Ray*, *The San Francisco Chronicle*, *Sunset Magazine*, *Daily Mail*, *Natural Health*, *House Beautiful*, *E!*, *Black Enterprise*, *Organic Spa*, *Wired*, *Vice*, *Les Nouvelle Esthetique* and dozens upon dozens of other magazines, blogs, and newspapers.

WINNING NATIONAL DESIGN + BUSINESS CONTESTS.

I'm thrilled to have more than a dozen LBU alum named as finalists in the Martha Stewart American Made competition (out of 14,000+ entries, no less!). LBU alum have been handpicked by Etsy's Wholesale Open Call coordinators as national finalists in both 2015 and 2016. Those winners flew to NYC to present their collection to major buyers + editors. My youngest alum, at just 16 years old, was recently named the top "kidpreneur" in America by Nickelodeon.



LBU DELIVERS REAL RESULTS

Upon completion of each semester, I ask the graduating class to complete a detailed survey to collect feedback and measure student progress. These are the combined results of the first seven semesters...



- 100%** of graduates believe that LBU was a wise investment
- 100%** say they had ample opportunity to have their specific questions answered
- 97%** developed a better handle on product pricing
- 86%** raised all or some of their prices post-LBU
- 100%** graduated with improved confidence when interacting with buyers
- 93%** changed their wholesale policies as a result of what they learned
- 100%** changed their pitching strategy while in LBU
- 90%** of grads say they're more likely to work with sales reps
- 76%** believe they're more likely to exhibit at a trade show

IF LBU CAN'T MOVE YOUR BALL FORWARD IN A BIG WAY, THEN I'LL REFUND YOUR TUITION



I'm fervently committed to ensuring that LBU is worthy of your investment. How committed? If you reach the half-way mark in LBU Live and feel as though it's not served you well, then I'll refund 100% of your tuition. Simply submit all of your completed coursework for weeks 1-4 and tell me why it's not working for you and I'll promptly return your moolah.

WHO IS LBU DESIGNED FOR?

I created LBU especially for makers + product designers who are interested in scaling their businesses and getting their products on the shelves of the stores they've been dreaming about. I work with entrepreneurs who don't shy away from challenge and those who are ready to get outside their comfort zones. People who are ready to roll up their sleeves and dive into a rigorous program to create such soulful objects and such buyer-friendly wholesale programs that stores are tripping all over themselves to get you on their shelves.

WONDERING IF LBU IS A SMART CHOICE FOR YOU? THIS SIMPLE CHECKLIST SHOULD HELP!

- ⬡ You have a tangible product currently in marketplace (or if you have a creative product that's already in the development process).
- ⬡ You're ready to stretch yourself as an entrepreneur by exploring new ideas + getting outside of your comfort zone.
- ⬡ You're committed to working hard. LBU is a phenomenal system, but it won't work itself!
- ⬡ You crave practical information + actionable advice.

I recommend taking a pass for now if you're unable to commit 8-10 hours per week for two months in order to infuse your brand with wisdom + strategy. The LBU Crew are people of action and we move through the coursework as a group. The real magic happens when we work in unison, so please be ready to roll up your sleeves and get busy with an active tribe of serious entrepreneurs!

If you don't yet have your brand on lock, then I have a program that's likely a better fit. [Brick House Branding](#) is my 8-week brand development accelerator and it's a special kind of awesome. LBU Live is designed to pour gasoline all over a product collection + brand that are ready to level up. If you feel like you have some brand development work left on your plate, then I strongly suggest working through my Brick House Branding program before diving into LBU.

Finally, it's important to note that the program isn't designed for service-based businesses. But makers + product designers? *Oh, yes.*



WHO IS LBU DESIGNED FOR?

I've had the honor of working with a small army of makers and product designers on-the-move: jewelers, stationers, ceramicists, apparel + accessory designers, apothecary brands and some of the best damn gourmet food companies on the planet. These are a few of my favorite brands I've had the privilege of working with through LBU Live...

JEWELRY + APPAREL

The Smallest Tribe

The Glitsea Gypsy

Cultural Detour

Bead For Life

French Bailey

Dear Edna

Kate & Moose

Wee Rascals

NIBBLES

Waxing Kara

Coconut Baby

APOTHECARY

Rachel's Plan Bee

Cloud Nine Soap Co.

Zandra Beauty

Zweena Bodycare

Tilvee

Bonblissity

Todos Organics

Oille Organic Skincare

Pure Thoughts UK

Stewart & Claire

Naiad Soap Arts

More than Enough Apothecary

True North Beauty

STATIONERY + GIFT

Happee Monkee

Print Therapy

Smudge Ink

Sparklefly Candle Co.

Southern Elegance Candle Co.

Handcrafted Honey Bee

Wholesome Soul

CERAMICS + HOUSEWARES

Unique PL8Z

Elizabeth Benotti

Unurth

The incredible LBU community really amazed me. No other program can deliver that!

JENN ROMERO OF UNURTH
CERAMICS • CALIFORNIA

LBU has been foundational for our business. We had just enough knowledge in lots of areas to get us started but this class helped refine, and- in some cases- revolutionize plans for growing our business. I felt supported, encouraged, challenged, and kicked-in-the butt and it was all just perfect. Thanks to LBU, I feel more empowered and am taking myself seriously as a business owner!

PATTY MANWARING OF FRENCH BAILEY
JEWELRY • COLORADO

I really have come so far. I didn't even freak out this morning when I called three total strangers. Two weeks ago, if you had told me I could do that, I would have rolled my eyes. Instead, I'm making a list of who I should call tomorrow. I mean, that is CRAZY progress! This week alone, I have gotten over \$1k in sales and a lot of it is because of what I learned in LBU.

DANIELLE VINCENT OF OUTLAW TRADING CO.
APOTHECARY • CALIFORNIA

This course has done more for me than just better my business; it's made me connect with something inside myself that had gone missing.

DYAN REEVES OF CULTURAL DETOUR
APPAREL • JAPAN

I have been in business for over 10 years (and doing wholesale for almost as long!), and believe me when I say that even if you think you already know it all... I was already selling 6 figures consistently year after year, but now I can see 7 figures in my future. I feel unstoppable right now!

MICHAELAZORE OF SEQUOIA
APOTHECARY • QUEBEC

I cannot say enough about what this course has saved me... money, time, blood, sweat and tears! The coursework is outstanding and taught me so much about things I didn't even know I didn't know. Not to mention the things that I thought I knew, but didn't. The referrals and resource guides have helped me in every aspect of starting a business and have given me the confidence to move forward.

CHRISTINE BURNS OF WISHBIRD
PAPER + GIFT • NORTH CAROLINA

The structure of LBU walked me from chaos and disorder to “F*ck this, I give up!” to “Look at me go... I'm going to rule the world!” The worksheets and tools made it so easy to actually take action.

KATHRYN GREEN OF THE SMALLEST TRIBE
APPAREL • AUSTRALIA

LEARN TO BUILD AN EMPIRE IN YOUR PAJAMAS (WITH A COCKTAIL IN HAND)

LBU is designed to fit conveniently into your lifestyle + calendar:

- **Curriculum Videos + Expert Interviews are available 24/7 at the LBU Virtual Classroom**- learn at your own pace any time of day or night. That classroom is accessible anywhere in the world and from virtually any mobile device. Watch videos while parked in the carpool line, while riding the subway, while strolling through the grocery store, while sweating it out on a treadmill or while watching soccer practice from the sidelines.
- **New curriculum modules drop on Saturday mornings**, enabling you to dive in on the weekends or work in the evenings. Either way, you'll be prepared for the Office Hour call at the end of each week.
- **The schedule for all eight Office Hour Calls is published months before the semester begins.** You're able to plan ahead + join me as often as possible throughout the semester.
- **Office Hour Calls are recorded** + uploaded to the LBU Virtual Classroom as MP3 files, so you can catch the action, even if you can't join the live call.
- **I have local dial-in numbers for more than sixty countries** to minimize the cost of participation for international students. The program includes two "Implementation Weeks" - opportunities to catch your breath and put into action all the awesome things you've been learning.
- The program includes **two "Implementation Weeks"** - opportunities to catch your breath and put into action all the awesome things you've been learning.

SCHEDULE FOR THE SPRING 2017 SEMESTER

THE WEEK OF APRIL 29

Preparing Your Product Collection for Wholesale

THE WEEK OF MAY 6

Pricing for Profit + Finding Your People

THE WEEK OF MAY 13

Implementation Week 1

THE WEEK OF MAY 20

Designing Your Wholesale Playbook

THE WEEK OF MAY 27

The Art of Woo'ing Wholesale Buyers

THE WEEK OF JUNE 3

Implementation Week 2

THE WEEK OF JUNE 10

Expanding Your Reach With Sales Reps

THE WEEK OF JUNE 17

Mastering the Trade Show



TAP THE MINDS OF ENTREPRENEURIAL POWERHOUSES

When you reserve a seat in LBU Live, you enjoy the opportunity to tap some of today's brightest business minds. Each week, I introduce you to another superstar in my entrepreneurial circle and together we roll up our sleeves and dive deep into their area of expertise. These in-depth, exclusive video interviews support and expand key areas of the curriculum, providing inspiration, information, and fuel for your business journey.



Adina Grigore S.W. BASICS • **Padraic Ryan** RYAN DESIGN STUDIO • **Helena Swyter** SWEETER CPA

Cherilyn Swenson REP GIRL CHER • **Erin Austen Abbott** AMELIA • **Caitlin Bacher** SOCIAL MEDIA STRATEGIST • **Justin Renfro** KIVA

Abbie Ellis + Jennifer Philbrook STITCH METHOD • **Mary Berry** TEXAS BEAUTY LABS • **Jolie McKay** ETSY WHOLESAL

Together, we'll tackle a myriad of strategies, ideas, and struggles that cause anxiety and create stumbling blocks for creating entrepreneurs. From building an effective e-commerce website to creating more traction on social media. From whether or not to outsource the creation of your products to successfully managing a growing team of employees, we'll roll up our sleeves and dive in together!

MODULE 1

PREPARING YOUR PRODUCT COLLECTION FOR WHOLESALE

Mastering the wholesale marketplace involves much more than selling your product collection at half off retail. In this introductory module, you'll come to understand the mindset shifts and business systems which hold the keys to sustainable success in the world of wholesale. We'll explore the process of refining your internal processes so they can scale effectively. Your brand's self-awareness will increase as we work to define its context in the larger marketplace and hone in on your competitors to unearth vulnerabilities and discover market opportunities. Through a series of thoughtful exercises, you'll build a language toolkit to confidently and succinctly communicate the value of your brand to buyers.

THROUGH THIS CURRICULUM, YOU'LL...

- Understand what it takes to succeed in wholesale
- Edit your product collection for maximum brand cohesion + market traction
- Effectively package + merchandise your products for the wholesale market
- Discover how to communicate your brand value in a compelling 20-second pitch
- Implement business systems that position your company to scale up
- Determine if you need UPC codes (and- if you do- you'll know the smartest way to secure them)

SUPPORT MATERIALS:

- Module 1 Progress Tracker (manages workflow)
- Fill-in-the-Blank Workbook (simplifies note-taking)
- Reference >> Roadmap to Wholesale
- Reference >> Wholesale Ordering Wish List
- Worksheet >> Wholesale Readiness Checklist
- Worksheet >> Brand Positioning Mad Lib
- Worksheet >> On My Radar: A Competitive Analysis
- Resource List >> UPC codes, printing + packaging resources, email newsletter services



THIS WEEK'S SPECIAL GUEST EXPERT:

I'll introduce you to Adina Grigore of S.W. Basics, a bustling apothecary brand hailing from Brooklyn. Her skincare philosophy is "simpler is better" and each of her natural formulations contains just five ingredients or less. The products that Adina originally launched from her kitchen table have become darlings of the media and can now be found in boutiques and retail chains all over the world, including your neighborhood Target. Adina will share why she eventually chose to outsource the production of her products, how she manages a rapidly expanding creative brand and what it's really like to work with a retail giant like Target.

BONUS: MY LIST OF ROCKSTAR APPS + TECH RESOURCES

This is my go-to list of apps + tools designed to boost efficiency, maintain sanity and get your tentacles wrapped around oversized workloads. This collection of more than 100 recommendations includes: social media management, DIY graphic design apps, smart blog plug-ins, free SEO tools, financial management, customer management software, intellectual property management, and heaps of fun tools to improve your customer's experience and make your workday fly by.

MODULE 2

PRICING FOR PROFIT + FINDING YOUR PEOPLE

As we dive deeper into LBU, it's time to put your product pricing under the microscope. We'll walk through pricing expectations and develop strategies for clearing handsome profits while selling your work at price points that attract buyers like bees to honey. Need to adjust your prices? We'll tackle how to do that without tears or tequila and in a way that protects your brand equity. One of the most fundamental components of wholesale success is the synergistic partnering of brand + buyer, and our exploration of the differences you'll encounter when working with various store types will illuminate the way forward. You'll emerge with clarity around the types of wholesale accounts you want to pursue, the tools to vet those accounts to ensure they're a good fit for your brand, and a system for discovering new buyers you're eager to work with.

THROUGH THIS CURRICULUM, YOU'LL...

- Analyze anticipated wholesale pricing expectations
- Learn strategies for clearing healthy profits on wholesale margins
- Study how to see your product pricing in "3D"
- Understand the types of relationship support wholesale buyers need
- Discover the nuances of working with independent shops vs. corporate accounts
- Explore new ways to connect with "best fit" wholesale buyers

SUPPORT MATERIALS:

- Module 2 Progress Tracker (manages workflow)
- Fill-in-the-Blank Workbook (simplifies note-taking)
- Sample Script >> Product Discontinuation
- Sample Script >> Price Adjustment
- Worksheet >> Pricing Backwards
- Worksheet >> Product Pricing Audit
- Worksheet >> Store Synergy Checklist
- Worksheet >> My Top Ten
- Resource List >> Open-see's and designer casting calls, entrepreneurial networking groups, connecting with potential buyers, corporate vendor compliance manuals



THIS WEEK'S SPECIAL GUEST EXPERT:

I'll introduce you to Padraic Ryan of Ryan Design Studio, an ecommerce expert who's built more than 500 websites.

Over the years, he and I have collaborated together on five different sites and he's my "go-to guy" for all things ecommerce, thanks to his encyclopedic knowledge in online commerce and his ability to stay on the cutting edge of the rapidly evolving world of SEO. In this interview, Padraic details what to look for in an ecommerce platform + how to design successful wholesale and retail-oriented websites.

BONUS: FREE WEBSITE REVIEW + ACTION PLAN

Enjoy a complimentary website review by Padraic Ryan with actionable plan to boost SEO, increase conversion rates and improve the user experience. You'll also receive a checklist designed to streamline the process of building an ecommerce site which elegantly serves wholesale buyers while creating efficiencies in your internal processes.



MODULE 3

DESIGNING YOUR WHOLESALE PLAYBOOK

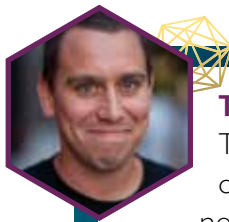
It's not especially challenging for wholesale buyers to spot a newbie in the crowd... the wholesale policies and product presentations typically betray them right out of the gate. In this module, we'll discover the core components of evolved wholesale policies that elegantly serve both you as the brandowner and the buyer. We'll build some strategic protections around your operations by drafting a uniquely tailored set of policies that play to your company strengths. Finally, you'll discover the art of building swoon-worthy line sheets and order forms so you're armed + ready to put your best foot forward when presenting your work.

THROUGH THIS CURRICULUM, YOU'LL...

- Establish smart order minimums that maintain your profitability while attracting buyers
- Learn why wholesale contracts are a thing of the past (plus: a better way to protect your tush)
- Understand the when + why + how of offering trade credit to wholesale buyers
- Minimize lead times for wholesale orders
- Develop effective sample programs that lure buyers (while protecting your wallet)
- Discover how to design compelling line sheets + order forms

SUPPORT MATERIALS:

- Module 3 Progress Tracker (manages workflow)
- Fill-in-the-Blank Workbook (simplifies note-taking)
- Reference >> Sample Order Form
- Reference >> Sample Line Sheet
- Worksheet: >> Build a Better Order Form
- Worksheet >> Build a Better Line Sheet
- Worksheet >> Building My Wholesale Policy Set
- Template >> Credit Application
- Template >> Trade Reference Request
- Resource List >> Explore a sneak peek at the marketing materials of more than a hundred of today's top creative brands, including: jewelry, apothecary, paper + gift, apparel + accessories, gourmet food, housewares, and more. Prepare for your inspiration cup to runneth over!



THIS WEEK'S SPECIAL GUEST EXPERT:

There's no way around it: Growing a brand requires an expenditure of resources. Which is my gentle way of saying "you're going to need to cough a small pile of cash at some point." Many of us are running our business on a shoestring budget because we don't qualify for traditional funding or because heading to a bank for a business loan is intimidating as hell. I feel you, which is precisely why I asked my friend Justin Renfro to sit down for a chat about non-traditional funding. As the Senior Program Manager at Kiva, Justin leads the non-profit's work to fund entrepreneurs in the United States. He'll share how we can secure an interest-free business loan that requires no personal credit check. No joke... unicorns might not exist, but those loans totally do and he'll tell you precisely how to score one!

BONUS: PRODUCT PHOTOGRAPHY AUDIT

My product photography workshop helps you understand the type of imagery needed to present your brand in the very best light. We'll examine various image types and review examples of compelling product shots. I marry that video workshop with a rich resource list of DIY photography tutorials, suggested lightbox studios, referrals to professional product photographers, and links to dozens of creative brands with exceptionally beautiful photography.

MODULE 4

THE ART OF WOO'ING WHOLESALE BUYERS

Want to be successful in business? If so, you can't be shy. While we always want to remain grounded, the simple fact remains: you have to put your work "out there" in order for it to get noticed. But pitching that work can leave you feeling terribly vulnerable. Are you saying the right things? Approaching buyers in the right way? Is your product presentation as strong as it can be? In this module, I'll demystify the art of buyer etiquette while giving you the tools you need to feel deliciously confident about that pitch (and the tools you need to hit it out of the park!). We'll also explore how to keep buyers happy after the sale and discover specific strategies that help them move through the ordering process with ease and keep them coming back often.

THROUGH THIS CURRICULUM, YOU'LL...

- Learn how to confidently present your work to new buyers
- Understand the fatal etiquette mistakes that make buyers run in the opposite direction
- Discover best practices for pitching your work by mail, phone, email and in-person
- Build product bundles to simplify ordering + increase revenue
- Explore strategies for delighting stockists after the sale + netting quick reorders
- Examine product release cycles to ensure that your launches are always timely

SUPPORT MATERIALS:

- Module 4 Progress Tracker (manages workflow)
- Fill-in-the-Blank Workbook (simplifies note-taking)
- Template >> Sample Pitch Email Script
- Project Dossier >> Creating Shelftalkers
- Project Dossier >> Creating Branded Postcards
- Project Dossier >> Featuring Stockists on Your Blog
- Resource List >> Peek at the shelftalkers of more than a dozen creative brands!



THIS WEEK'S SPECIAL GUEST EXPERT:

Erin is the founder + owner of one of the most coveted indie shops in the United States. She sifts through more than 600 product pitches per week to discover new cards, prints, jewelry, housewares, and gift items for her beautifully curated shop in historic Oxford, MS. In 2017, Chronicle Books will be releasing her new tome *How to Make it: 25 Maskers Share the Secrets to Building a Creative Business*. We're honored to have Erin join us to pull back the curtain her process for scouting new work. She'll also tell us how brandowners can rise above the market noise to capture buyer attention!

BONUS: BUILDING A MEDIA KIT

Getting your product featured in blogs, newspapers, and magazines inevitably drives both retail + wholesale interest in your collection. In this week's bonus, I'll offer a detailed handout which walks you through the process of building an effective media kit so you can score free coverage. Even better? I'll share a few dozen media kits from beloved creative brands to get your wheels turning.



MODULE 5

EXPANDING YOUR REACH WITH SALES REPS

Do you loathe the task of selling? Or perhaps you prefer to focus more of your efforts on designing and creating your products? If so, sales reps might be an answered prayer. These seasoned professionals connect your brand to new buyers, facilitate ordering and help support stockists after the sale, to secure reorders and engender brand loyalty. Unfortunately, these elusive creatures can be difficult to locate and harder still to charm. You and I will roll up our sleeves to understand how reps work, how they benefit your brand, how they impact profitability and how you can ensure that you're connecting with passionate pros who can radically increase your brand exposure and help your business scale at a rapid clip.

THROUGH THIS CURRICULUM, YOU'LL...

- Understand the pros + cons of working with sales reps
- Discover the criterion that indicate you're ready to begin working with reps
- Learn the difference between showroom reps + independent "road" reps
- Determine how to vet potential sales reps to ensure they're a good fit
- Know how to attract reps + stir their interest in your brand
- Gain the tools to successfully manage sales rep relationships

SUPPORT MATERIALS:

- Module 5 Progress Tracker (manages workflow)
- Fill-in-the-Blank Workbook (simplifies note-taking)
- Worksheet >> Vetting a Sales Rep
- Worksheet >> Independent Contractor vs. Employee
- Worksheet >> Identifying Your Core Strengths
- Template >> Sales Rep Agreement
- Reference List >> Discover some of the best rep groups in the U.S.



THIS WEEK'S SPECIAL GUEST EXPERT:

I'll introduce you to veteran sales rep Cherilyn Swenson. She's enjoyed virtually every seat at the table: she's owned a retail shop (meaning she's been a buyer herself), she's served as an in-house rep for a cosmetic brand and she's currently a showroom rep for several major rep groups in the housewares, jewelry and paper + gift categories. She'll give us the "inside scoop" of what reps are really looking for and elevate our understanding of how to successfully work with these savvy salespeople to get the task of selling off your plate!

BONUS: LEARNING THE ROPES OF BEING AN EMPLOYER

As you scale your company and add team members, this week's bonus video training (and accompanying handout) will clarify the difference between company employees and independent contractors, empowering you to correctly distinguish between the two and stay on the right side of the law.



MODULE 6

MASTERING THE TRADE SHOW

Let's be clear: trade shows are no joke. These wholesale opportunities amplify your brand recognition, garner media attention and can net a flurry of wholesale orders in the span of a few days. But they're serious commitments and I've heard from more than a few makers who have devoted months of their lives and invested substantial sums of money in a show, only to walk away exhausted, jaded, and searching for the nearest bar. Trade shows done well can put a brand on the map in a big, big way. Trade shows done poorly make for intensely painful (and expensive) lessons. This module is dedicated to getting you in fighting shape so you can run with the big boys and dance home pleased as punch (and busy as hell fulfilling orders!).

THROUGH THIS CURRICULUM, YOU'LL...

- Know how to vet potential shows to ensure they're a good fit before you spend a penny
- Design a realistic trade show budget
- Understand what to do pre-show to drive traffic to your booth
- Learn post-show strategies for following up + closing orders
- Explore compelling booth design: walls, flooring, signage, displays, lighting
- Recognize where to spend + where to save + what to take with you

SUPPORT MATERIALS:

- Module 6 Progress Tracker (manages workflow)
- Fill-in-the-Blank Workbook (simplifies note-taking)
- Reference >> Trade Show Packing List
- Worksheet >> Trade Show Fit or Flop
- Worksheet >> Designing a Tradeshow Budget
- Worksheet >> Building a Trade Show Timeline
- Resource >> The LBU Trade Show Directory
- Resource List >> Where to purchase all the essentials (walls, flooring, signage, displays, lighting)



THIS WEEK'S SPECIAL GUEST EXPERT:

I'll introduce you to Kristen Ley of Thimblepress, a smokin' hot stationery brand featured in hundreds of shops from NYC to Australia and in some "lesser known" retailers, too... like Anthropologie, Nordstrom, Paper Source, Urban Outfitters and a few other mom + pops. *wink* Kristen will give us a behind-the-scenes peek at what it's like to participate in some of today's largest trade shows and we'll talk show awards, pre-show mailers, booth placement strategy and more. She's delightfully Southern, incredibly savvy and passionate about sharing her knowledge with up + coming brands.

BONUS: A WALKING TOUR OF THE NY NOW SHOW

I took one for the team (I give + give, don't I?) and flew to Manhattan to take you on a little walking tour of NY Now, the mother-of-all-gift-shows. In this detailed video, I highlight great booth design, innovative display ideas, and interesting signage to jumpstart your mental engine. This insider's look at what does (and doesn't work), will enable you to step into the world of trade shows with confidence, poised for success and certain that you're making a smart investment.

BONUS INTERVIEWS

IMPLEMENTATION WEEKS

LBU Live is a rigorous program and I've designed two intentional pauses in the workflow to help you stay on top of life + business. No new core curriculum is released during these "implementation weeks" but I'm always happy to introduce you to another entrepreneurial powerhouse through my Expert Interview series. We'll also gather for our usual Office Hours call on Fridays, when I make myself available to answer specific questions, review coursework and ensure you're moving in the right direction.

IMPLEMENTATION WEEK 1



THIS WEEK'S SPECIAL GUEST EXPERT:

I'll introduce you to Helena Swyter of Sweeter CPA. She's a seasoned accountant who works with small businesses to teach financial skills and implement systems that keep creative brands safely in the black. Those numbers that drive you to drink? They make Helena's toes tingle! With a Masters in Taxation and a career that included a stint at accounting powerhouse Deloitte & Touche, she has heaps of wisdom to share. In this interview, we'll dive into various business structures and their financial implications before learning simple financial organization tips that can save dollars (and sanity).

IMPLEMENTATION WEEK 2



THIS WEEK'S SPECIAL GUEST EXPERT:

I'll introduce you to Caitlin Bacher of Little Farm Media, who spends her days helping entrepreneurs create profitable social media strategies. She's particularly adept at growing followings via Instagram and Pinterest and she'll be joining us to talk about how we can manage social media without losing our minds. We'll explore the unique characteristics of popular social media platforms, discuss the unique audiences congregating in each of those nooks and then we'll play with some strategies designed to grow your followers + boost engagement.

MORE BONUS INTERVIEWS



JOLIE MCKAY ETSY WHOLESALER

Jolie brings ten years of experience in the wholesale industry to the table as she serves as the current Business Operations Manager for Etsy's wholesale division. This new division of Etsy brings together more than 20,000 retail buyers and connects them with artisan brands through the Etsy portal. I'm thrilled to have her join us for an insightful tour of Etsy's wholesale program and a frank discussion of how modern makers + product designers can ensure that their work captures the wholesale attention they're hoping for.



ABBIE ELLIS + JENNIFER PHILBROOK
STITCH METHOD

This powerhouse duo helps build fashion empires from their Chicago offices. They both hold fancy fashion degrees and boast impressive resumes, but their primary focus these days is helping independent startups crack the fashion code. They've gathered together a community of pattern makers, sample sewers, technical designers, and cut + sew manufacturers that take emerging fashionistas from ideation to finished product. We sit down for a revealing interview about what it's really like to work with domestic textile factories. We're talking tech packs, minimums, realistic timelines, the vetting process and more!



MARY BERRY TEXAS BEAUTY LABS

In 2003, Mary launched an apothecary line known as b.pure. Within a few years, the products had found a home in 200+ stores, while Mary continued creating private label products for various clients. In 2007, she discontinued her own line to pursue a dream of creating a manufacturing facility designed to produce smaller runs for artisan brands. Today, she manufactures 180,000+ products per month in a 16,000 square foot facility for indie brands from coast-to-coast. Mary joins me for a far-ranging discussion about the pros, cons, and logistics of handing off the creation of your personal care products to a professional lab.

LBU IS A SMART INVESTMENT IN YOUR BUSINESS

Because I want to ensure that LBU Live is within your reach, participants may elect to spread the tuition over four monthly payments. Reserve your spot with a deposit today and I'll bill your final three payments through PayPal's recurring billing program. Claim a V.I.B. (Very Important Brand) spot and the payment plan is complimentary!

The spring semester of 2017 is enrolling now and I can only guarantee seats through Friday, February 3. The semester kicks off on April 29 and graduates on June 23, but now is the time to save your spot!



My normal hourly consulting rate is \$299, but LBU Live students enjoy...

- 20+ hours of video teaching
- 12+ hours of small group coaching by phone
- 11 Expert Interviews with industry powerhouses
- 60+ handouts, templates, exercises + scripts
- A supportive community

...for a fraction of what working together one-on-one would cost.



If I were to deliver LBU to brands one-on-one, the program cost would top \$9300. By assembling a small-but-mighty collection of makers + product designers who are able to work through the program together, I can group-teach and keep the investment deliciously low without sacrificing the efficacy of the curriculum or the value of the experience. **And I reserve my very best pricing on other Lucky Break products + services, especially for LBU participants.**

Please note that my [Price-O-Matic product pricing system](#) is required for participation in LBU. Already have a copy? Fantastic! Don't yet have your hands on the best product pricing tool in the universe? No worries. We'll get you squared away after registration... and at a very special price, too. Price-O-Matic is just \$99 for my LBU peeps.

LBU alum also enjoy an invitation to join my special coaching community to continue learning and building a network with laser-focus and accountability. Upon graduation, you're welcome to hop into the coaching program to enjoy "sneak peek" access to new LBU curriculum as it's developed, along with two monthly Office Hour calls, access to a panel of experts, a private Facebook group with alumni from all previous semesters, and very special pricing on every independent-study project in my Resource Library. Together we'll implement pieces of the LBU curriculum and focus on timely tasks to keep your business moving forward. Through this coaching group, I continue adding new tools to your entrepreneurial toolbox long after you graduate from the core curriculum. **This is the most cost-effective option for working directly with me in a sustained fashion and the only way into this exclusive coaching community is through LBU.**

THE EARLY BIRD REALLY DOES GET THE WORM

I've designed a very special gift for the first 15 people who reserve a seat in the upcoming semester of LBU Live. My crackerjack design team has created a series of sleek line sheet + order form templates and I'll share a complimentary copy of the entire series! What can you do with those bad boys?

In a nutshell: I've designed 11 different line sheet layouts + a gorgeous, user-friendly order form + eight different tidy, branded cover sheets. Together, they're all the components of a compelling brand presentation for prospective wholesale buyers. Customize to your heart's content: I've included a series of fonts, icons, and design elements so you can truly make these documents your own.



I'll deliver these tools to you at the start of the semester in two different formats: InDesign and Illustrator. If you have either of these software platforms, then you can design your own branded marketing materials for wholesale and change them up as the brand evolves. Don't have InDesign or Illustrator? No worries- pass these templates to any professional graphic designer and they'll be able to produce swoon-worthy marketing materials in a snap! **Thanks to the templates, you'll have the confidence of knowing that your Buyer's Packet represents best practices in the design of these highly specialized documents. Bonus? The templates will speed up the design process, saving you major moolah.**

The first fifteen brave entrepreneurs to secure their seat in the LBU Live program will receive the complete template series (a \$149 value) for F-R-E-E with my gratitude for stepping out in a big way for your brand and tagging me into the entrepreneurial ring with you. I recommend acting swiftly--- those fifteen seats won't linger for long.

[Claim your seat in LBU Live.](#) As soon as all 15 "early bird" seats have been reserved, this offer will be history. I'll make an announcement on that same webpage. Keep an eye out!

ARE YOU READY TO MAKE A QUANTUM LEAP FORWARD?

Each semester, I make just a handful of V.I.B. (very important brand) spots available, for serious brands-on-the-move who are poised to make a quantum leap forward. Those V.I.B.s enjoy a host of special benefits, including...

- Three 45 minute one-on-one sessions with me at the beginning, middle, and end of your LBU semester. These private sessions enable us to dive deeper into your business and work with sustained focus on your individual needs. Many LBU participants choose to work on brand developments projects in tandem with working through the LBU wholesale curriculum.
- V.I.B.s enjoy 6 months of complimentary participation in my Alumni Coaching Community for sustained access to small group coaching and regular masterminds with savvy, action-focused entrepreneurs.
- I deliver awesome gifts direct to your doorstep. I kickoff the semester with a fun package of custom swag and conclude it with a special talisman for good luck as your brand moves forward.
- Enjoy a complimentary payment plan to stretch your tuition over four months... the longest available payment plan that I offer.

Think the V.I.B. program is a good fit for you? I carefully hand-select the brands whose ball I'm confident I can move forward in a big, big way and the application process is blissfully simple!

Once I receive your application, I'll review it and be in touch within 48 hours. This semester, there are just 5 of these coveted V.I.B. spots available and they'll quickly be claimed. Each V.I.B. seat is \$2500, paid in four equal monthly installments of \$625 each.

**CLICK TO START
YOUR V.I.B. APPLICATION**





Lela's energy is contagious! She's informative, uplifting, and REAL. I highly, highly recommend this course for anyone who wants to take their business to the next level.

NICOLE O'BRIEN OF UNIQUE PL8Z
HOUSEWARES • NEW JERSEY

Although I've been selling wholesale for a few years, going through the LBU coursework is giving me confidence and helping me focus my time. Lela's level of activity in the Facebook group and her dedication to answering questions on the call every week was a huge surprise. She's seriously dedicated to helping us grow -- above and beyond what I'd expect from an online course.

APRIL MAY OF EVERYTHING LITTLE MISS
PAPER + GIFT • MASSACHUSETTS

I can't tell you how many hours, DAYS even, that I've spent online trying to gather the information that's now conveniently grouped together on all these lovely resource lists. I've gained so much clarity! I'd been flying by the seat of my pants and getting my advice from my entrepreneur friends and researching on my own for a good number of years. Now I feel like I have foundational knowledge that I truly lacked before.

FAHEEMA CHADHURY OF UNICORN CRAFTS
JEWELRY • CALIFORNIA

I feel like I've learned more in the past 8 weeks than in the last 3 years I have been working on starting my line.

SARA RUNSER OF LILY DE MAI
APOTHECARY • NEW YORK

The biggest surprise of LBU was the number of changes and improvements we were able to implement in such a short period. With the direction and tools, we were able to knock things off our list that we've been trying to figure out for years.

CAROL HOLDEN OF PROVENANCE SOAPWORKS
APOTHECARY • MISSOURI

Finally, I'm not spinning my wheels on things that don't matter! Now I have the confidence and drive get out there and get selling! It's like I'm following directions or a map - do this and this, and then do this.

NANCY IHLEFELD OF IHLE BAGS
ACCESSORIES • NORTH CAROLINA

I knew that LBU would be chock full of information that would bolster me enough to move forward, but I was surprised about how much more attached this made me feel to my brand and the confidence and love it filled me with to go forward.

MELISSA WERT OF PRINT THERAPY
PAPER + GIFT • MASSACHUSETTS