

The LBU Curriculum is supported by a variety of handouts that put the wisdom into immediate action, empowering you to build a winning wholesale program for your brand. I don't simply share what you should do, I tell you how to do it + help you tailor the information to your specific product collection + business model.

When I teach about branding + ideal customers, I put the worksheets in your hands that prompt you to dig deep + pull out key insights that enable you to market more effectively on a tighter budget. If you find yourself in need of a professional designer to polish up your brand, My Resource Lists are there with recommendations. Need to raise your prices? My Price-O-Matic software crunches the numbers for you, and then I slip a script into your hands that gives you the language which takes the sting out of the process. Every module is accompanied by a fill-in-the-blank workbook which follows the video trainings to capture key insights and minimizes the need to take notes.

I've made absorbing this knowledge blissfully easy. And putting into action? Even easier.

★ PRE LAUNCH ★

Software: Price-O-Matic

Worksheet: Imagining My Empire

★ MODULE 1: ★

Product Development + Pricing

Workbook: Module 1

Reference: Module 1 Progress Tracker

Reference: Module 1 Resource List

Reference: Twenty Tips for a Kickass Website

Reference: Rockstar Apps + Tech Resources

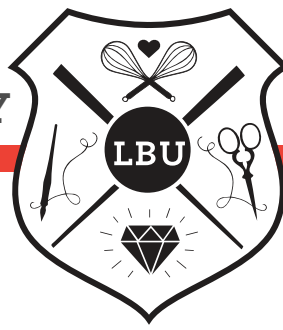
Worksheet: On My Radar

Worksheet: Product Pricing Audit

Worksheet: Wholesale Readiness Checklist

Script: Notice of Price Adjustment

Script: Notice of Product Discontinuation



★ **MODULE 2:** ★

Brand Differentiation + Ideal Customers

Workbook: Module 2

Reference: Module 2 Progress Tracker

Reference: Module 2 Resource List

Reference: Big Book of Branding Resources

Worksheet: Building My Brand Story

Worksheet: Refining My Brand Personality

Worksheet: Leaner, Meaner "About" Page Checklist

Worksheet: Brand Identity Review

Worksheet: Identifying My Ideal Customers

Worksheet: My Ideal Customer Avatar

★ **MODULE 3:** ★

Designing Your Wholesale Playbook

Workbook: Module 3

Reference: Module 3 Progress Tracker

Reference: Module 3 Resource List

Worksheet: My Top Ten

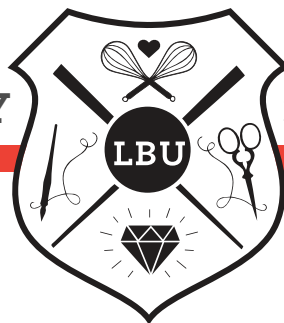
Worksheet: Twenty-Five Words Or Less

Worksheet: Designing My Wholesale Playbook

Worksheet: Store Synergy Checklist

Template: Credit Application

Template: Trade Reference Request



★ **MODULE 4:** ★

The Art of the Pitch

Workbook: Module 4

Reference: Module 4 Progress Tracker

Reference: Module 4 Resource List

Reference: Line Sheet Template

Reference: Order Form Template

Worksheet: Build a Better Line Sheet

Worksheet: Build a Better Order Form

Spreadsheet: Track That Buyer

Script: Introducing My Brand to Buyers

Case Study: Anointment Skin Care

Case Study: Cupcakes for Clara

Case Study: Ginger

Case Study: Knot & Bow

Case Study: Merriweather Council

★ **MODULE 5:** ★

Next-Level Wholesale Strategies

Workbook: Module 5

Reference: Module 5 Progress Tracker

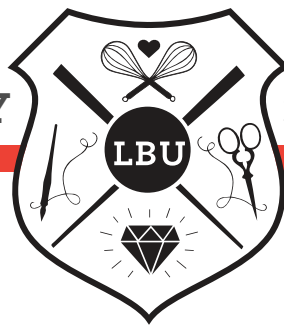
Reference: Module 5 Resource List

Reference: 25 Strategies to Make Stockists Swoon

Worksheet: In Search of a Stellar Sales Rep

Worksheet: Building Wholesale Product Packages

Template: Sales Rep Agreement



★ **MODULE 6:** ★

Mastering the Art of the Trade Show

Workbook: Module 6

Reference: Module 6 Resource List

Reference: Trade Show Packing List

Reference: LBU Trade Show Directory

Worksheet: Trade Show Fit or Flop

Worksheet: Designing a Trade Show Budget

Worksheet: Building a Trade Show Timeline

Worksheet: Before, After, During: My Show Strategy

★ **GRADUATION GIFTS** ★

Worksheet: My Stop Doing List

Worksheet: Identifying My Core Strengths

Worksheet: No Guts, No Glory

Reference: Independent Contractor vs. Employee