

Secrets to Wholesale Success is my premier mentoring program, designed for beauty entrepreneurs, ceramic artists, stationary girls, jewelry makers, cupcake bakers and apparel designers who are ready to step up their game and crack the wholesale code. Over the course of seven short weeks, we'll work together to transform your business. You'll evolve from "I have no idea what shopkeepers want" into an agile + armed wholesale artist. You'll be the talk of your next networking event and the envy of your entrepreneurial peers!



WEEK 1: The Foundation of Wholesale Success: Products + Pricing + Process

- Pricing products for profitability
- "Sweet spot" margins that make shopkeepers swoon
- Creating products that attract wholesale buyers
- How to secure UPC codes for your products
- The one thing your wholesale stockists will insist upon
- Implementing efficiencies that save time and money

WEEK 2: Who Are You?: Building a Compelling Brand

- The mechanics of building your brand story
- Secret strategies for understanding how your brand reads to buyers
- Positioning your products to stand out from the crowd
- Three simple steps to identify synergy with wholesale buyers
- Developing smart + persuasive product photography
- How to convey the essence of your brand in 16 words or less

WEEK 3: Wholesale Terms: Designing your Playbook

- Why good wholesale terms

will save your sanity

- The formula for establishing order minimums
- Trade credit to wholesale buyers: should you or shouldn't you?
- Tips for designing incentives that drive sales
- One policy that makes buyers weak-in-the-knees
- The most common mistake that spells doom for wholesale relationships

WEEK 4: Implementation Week

Week four is our "Implementation Week" – a week to rest + catch up on the first half of the course. We'll still gather for Office Hours, so dive in, gather your queries and meet me on Friday for a spirited Q+A.

WEEK 5: Armed + Ready: Catalogs + Linesheets + Order Forms

- Hallmarks of a drop-dead fabulous linesheet
- How to build an order form that makes purchasing a breeze
- Catalogs vs. Look Books
- Pros + cons of email, phone and in-person pitches
- Strategies for luring the stores

you're dying to work with

- 6 case studies for a behind-the-scenes peek at amazing marketing materials

WEEK 6: Welcome to the Big Leagues: Sales Reps + Trade Shows

- The benefits of sales reps and where to find them
- 19 questions to ask when interviewing a potential rep
- Four secrets your rep won't tell you
- How to know when you're ready for trade shows
- Building a trade show booth that pulls in buyers
- Seven trade show tips that will save you thousands of dollars

WEEK 7: Growing Your Empire: Scaling Business + Assessing Risk

- 25 strategies that keep wholesale stockists happy + ordering
- Three cost-effective methods for delivering product training
- How to know when + who to hire
- The secret to getting it all done at the end of the day
- Ten strategies for managing mono-sized deals
- My method for determining when a risk is worth it

REGISTRATION OPENS MAY 27, CLAIM YOUR SEAT AT:

LUCKYBREAKCONSULTING.COM