



WHOLESALE

matchmaker

BY LUCKY BREAK CONSULTING



## A's TO YOUR FREQUENTLY ASKED Q'S

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### How does Wholesale Matchmaker work?

In a nutshell: Wholesale Matchmaker help makers + product designers build wholesale programs that attract buyers like bees to honey, and then we connect those brands with stores who are most likely to be interested in their work. Think of the Lucky Break team as Patti Stranger (of *Millionaire Matchmaker*) for your smart, creative brand! My development team has designed a snappy online portal to help you manage the outreach to those stores, track orders, follow up when necessary, and set goals for your wholesale program.

I've been entrenched in the maker community for almost fifteen years, and my team + I have been helping artisan brands build smarter, more successful businesses since 2012. I've heard over and over again that introducing your work to retailers is overwhelming and intimidating, and I've noticed that too many of the brands I work alongside take a passive approach, hindering their company's growth. So I set out to build something that's beautiful, practical, and motivating. And that's the story of how Wholesale Matchmaker came to be...

Members enjoy wisdom-infused wholesale training and fresh rounds of store matches each month, along with wholesale Q+A calls with yours truly, and customer-relationship management software to streamline all of your wholesale communications.

1. Wholesale Matchmaker helps get your wholesale program into fighting shape.
2. Wholesale Matchmaker connects you with new stores each month that actively scout design-centric brands with great stories.
3. The Wholesale Matchmaker crew stands in your corner and cheers you on, helping troubleshoot any issues and keeping you motivated for the long haul.



## What kinds of stores will Wholesale Matchmaker pair me with?

My team has searched from coast-to-coast to discover the hottest boutiques on the block. Through more than a year of focused research, we're proud to have built a portfolio of 2600+ store profiles- each and every one of them carefully hand-cultivated by the Lucky Break team- and we continue to build profiles for 200 new stores each month.

These stores specialize in selling beautiful:

- Apparel + Accessories
- Ceramics + Tabletop Products
- Men's Products
- Candles + Diffusers
- Bath + Body + Beauty Products
- Stuffed Animals + Toys
- Jewelry
- Stationery + Art Prints
- Furniture + Housewares
- Children's Products
- Food + Candy + Spirits

These shops are- generally speaking- either local stores with a single door or locally-managed stores with multiple locations. Wholesale Matchmaker doesn't build store profiles for grocery chains, drugstores, spas, or department stores. That's an area that I might choose to pursue at a later date, but not one that I'm pursuing at the moment.

These specialty shops offer high quality, carefully curated products, and they tend to build vendor relationships with deep loyalty. They're fairly easy to secure shelf space in and they offer shorter transaction times than larger corporate accounts, which is precisely why I prefer them.

Also worth noting: at present, all store profiles are built around shops located within the United States. I have my eyes set on several other countries for future development, but Wholesale Matchmaker will prove most helpful (at least at the moment) for creative, product-based brands looking to expand their store reach within the U.S.

## What information do I receive with each match?

Short version:

Everything you need to successfully introduce your work and follow up on pitches.

Long version:

- Store name
- Store website
- Full mailing address
- Buyer's name
- Buyer's email address
- Each of the store's social media accounts (hyperlinked so you don't have to look them up)
- A succinct summary of the shop's vibe
- 3 images of the store itself (a picture truly is worth a thousand words)
- Any specific pitch requests the store has shared with us
- Three other brands the store is selling- all conveniently hyperlinked- so you can get a solid feel for the existing product mix and price points

## How up-to-date is the store information?

It's true that stores come and go, buyers change, and product mixes evolve on the regular. Ever tried buying a store list? Those ridiculously expensive, horribly outdated compilations of stores that are usually most effective as a firestarter? (*Read here: not worth the paper they're printed on*)

As you can see, I'm not a particularly big fan of those! In contrast, every single Wholesale Matchmaker store is diligently audited and updated 1-2 times per year, which means that these matches are ridiculously fresh and delightfully effective.

## How do you ensure that I'm properly matched to stores?

When you jump into the dating pool with Wholesale Matchmaker, I slip a Dating Profile into your hot little hands. It collects key information designed to help my team better understand your brand, your wholesale experience, and your business goals.

By committing just a few minutes to completing that Dating Profile, you'll share with the Lucky Break team what kinds of products you sell, what geographical regions you'd like to sell to, how long you've been in business, whether or not your products are considered all-natural or eco-friendly, etc. The team then begins studying your website and social media to ensure that we have a deep understanding of where you are now and where you'd like to head next.

We then search for thoughtful store matches, carefully balancing your desires and experience level with the store's product mix and aesthetics to ensure that there's a heap of potential synergy between you two. We thoughtfully double-check every potential match before adding them to your store list.

The Lucky Break team boasts several seasoned wholesale strategists, and we spend the first ten days of your membership doing careful research on your brand and building a detailed dating profile for your business. We release your first batch of stores on day eleven.

Worried about twiddling your thumbs on days one through ten? Not a chance! You'll be busy working through my Speed Dating Series: ten days of whip-smart, blissfully easy-to-digest lessons to help refine your wholesale program and put your best foot forward on upcoming first dates.

## I'm not sure that I'm ready for wholesale. How will I know?

Your first ten days of membership will be spent working through my Speed Dating Series: ten wisdom-infused-but-deliciously-succinct workshops designed to get your product collection and wholesale program into fighting shape before you begin introducing your work to buyers. Through these professionally-produced videos, you'll learn about wholesale pricing, ordering systems, product photography, wholesale policies, line sheets, pitch emails, and more.

Keen on having me personally review your wholesale program? That just-so-happens to be my specialty! Reserve a [one-on-one session](#) so that we can roll up our sleeves and dig through the nitty gritty together in absolute privacy.

Interested in a more detailed mentorship where you and I explore the development of your wholesale program in fine detail? Grab a seat in the next semester of [LBU Live](#) and we'll work together in a small group setting over the course of eight weeks to create a customized wholesale roadmap developed especially for your brand.

## **I need help managing relationships with current wholesale partners. Whatcha got?**

Your Wholesale Matchmaker membership includes two monthly Q+A calls. All current members are invited to pow-wow with yours truly twice per month for sixty solid minutes each time, whereupon I roll up my sleeves and do my level-best to keep your retail train on the tracks.

- Is a buyer making a request you're not sure how to handle?
- Are you securing a series of first orders but failing to get re-orders?
- Would you like tips for better supporting your wholesale partnerships?
- Need help vetting a new wholesale opportunity?

I've been a full-time maker since 2003 and a consultant + business strategist for hundreds of successful creative brands since 2012. I'm transparent about my experience and dedicated to helping you avoid the pitfalls while building a sustainable business that rewards you both financially and mentally. I'd welcome an opportunity to stand in your corner and cheer you on as a Wholesale Matchmaker member!

Even better: Wholesale Matchmaker also includes a customized monthly Action Plan, prompting you to follow up when necessary and helping track leads and interactions. You'll never again need to search for the Post-it Note upon which you scribbled a reminder to yourself. No more searching through hundreds of emails to discover when you were supposed to get back to that buyer. No more crying jags or curse words when you learn that you were supposed to get back to them... two weeks ago.

You'll be more confident, delightfully organized, and deliciously strategic thanks to Wholesale Matchmaker. When I say that you'll save time, save money, and enjoy more success... I mean it. When you see the majesty of what I've created for you, you're going to want to run through it like a kid sucking a popsicle runs through a sprinkler in their bathing suit on a hot July day.

Seriously.

## What benefits do I enjoy as a Wholesale Matchmaker member?

I know how hard makers + product designers work, and I enjoy spoiling my clients a wee bit rotten. Related: I also pride myself on creating knock-your-socks-off experiences that genuinely propel your business forward.

Wholesale Matchmaker members enjoy:

- A fresh round of store matches each month- selected especially for your brand- including a comprehensive profile + buyer contact information for each of the shops we recommend. The Lucky Break team will curate either 15 or 30 stores for you per month, depending on your chosen membership level.
- A personalized monthly action plan to manage your outreach + followup efforts.
- The ability to launch personalized emails to buyers with the click of a few buttons via the proprietary customer relationship management (CRM) software I designed from scratch especially for artisan brands who need to track orders, launch regular followup, and set goals for business growth.
- Two 60-minute Q+A group calls with me each month to troubleshoot your wholesale woes, keep you motivated, and ensure that you're always working ahead of the curve.
- The opportunity to send my research team out on reconnaissance missions to unearth buyer information for stores you discover on your own and want to know more about. We'll build profiles for five stores of your choosing per month for standard members, and 10 shops for premium members.
- Access to my Speed Dating Series: ten quick-but-juicy video workshops to get your wholesale program in tip-top shape, so you can put your best foot forward with retailers.
- Access to my Little Black Book, brimming with generous discounts from some of my favorite peeps. Think: printing services, graphic design, product photography, web developers, and more. Each month brings a fresh opportunity to save serious moolah!

Dare I say that this is going to be one of your best business investments in the history of... ever?

**Wait. I get fifteen custom store matches, a detailed outreach plan, a system for tracking my leads + interactions, ten juicy wholesale workshops, two monthly Q+A calls with direct access to Lela, an accessible-anywhere dashboard to keep me on track, and generous discounts from a host of brilliant service providers who'd love to support my business for \$79 a month. Has Lela been drinking? Who came up with this?**

'Tis true!

No, I haven't been drinking. But I have been digging in the entrepreneurial trenches as a maker myself for the last fifteen years (1400+ wholesale accounts and counting!). And I have spent the last four years immersed in the support of other makers and product designers, carefully studying your biggest headaches and devising ways to help solve them. And I do realize how carefully you have to watch those pennies and I sincerely want to do a helluva job for you.

Would you like to buy me a glass of vino for coming up with this bit of brilliance? Very well then, please make it a Malbec. Are we drinking the hard stuff? Alright then, make it a Moscow Mule. *\*wink\**

### **Are the live calls with Lela recorded?**

How did I know you'd ask? Indeed, they are. Call dates + times are announced at least two weeks in advance so you can plan ahead. I accept questions on a rolling basis throughout the month, enabling me to answer your query live on the call, even if you can't make it. Each call is recorded and fully transcribed in case you prefer reading over listening. The transcripts + mp3 audio recordings are tucked into Wholesale Matchmaker so that you can enjoy them at your leisure: while sitting in carpool, while riding the subway, while cooking dinner, or while running on the treadmill.

*Side note: A recorded call is the probably only way you'll ever get me on a treadmill. But gold stars and bonus points for taking me along on your workout!*

### **What kind of monthly workshops are offered?**

Each month, I release another independent-study workshop for members. Past projects have included: designing shelftalkers to increase in-store sales, creating compelling postcards to mail to wholesale buyers, strategically announcing price increases, and more. These independent-study projects are always optional, priced between \$25-99 each, and there's never any pressure to join.

Between 15-25% of each workshop fee is donated monthly to support entrepreneurs in the U.S. and around the world via microloans through Kiva. You'll never have to wonder who we're supporting each month- that information is attached to the workshop and monthly donation reports are posted on the main dashboard you see each time you log into the platform

The Wholesale Matchmaker community is empowering people around the globe who are building their dreams, and we'd love for you to join us, too. In the first six months since our launch, we've donated more than \$2,000. I've set a personal goal of loaning funds to 100 more entrepreneurs, enabling them to move one step closer to fully funding their Kiva loans in 2017.

## Can't I just find stores myself?

I freely concede that there's no magic here: it's quite possible to connect with shops and introduce your work outside of Wholesale Matchmaker. So why hop into the wholesale dating pool with me?

- You'll save yourself countless hours of research... *I've done the legwork for you.*
- You'll connect with the highest caliber stores... *I've made certain of that.*
- You'll enjoy greater traction through your outreach efforts... *my team hand-selects each shop, especially for your brand.*
- You'll gain confidence... *thanks to a robust series of educational videos.*
- You'll avoid costly mistakes... *because you have regular access to a seasoned wholesale strategist.*
- You'll save money... *stop blindly mailing catalogs + samples to buyers who are unlikely to be interested.*
- You'll more effectively manage wholesale accounts... *custom followup plans ensure that no one falls through the cracks.*
- You'll be supported... *building the kind of mental momentum that drives business growth.*

Spending hundreds of hours Google'ing your heart out is tragically 2009. There are much better ways to invest time in your business!

## **I've tried introducing my work to shopkeepers on my own with very little success. How will this be different?**

There's an art to creating a wholesale program that attracts buyers like bees to honey, and I know it like the back of my hand. My ten-part Speed Dating Series (offered free as part of your membership) will show you the basics, putting various facets of your program under the microscope so you can tighten things up as needed.

Hit a roadblock? Hop on one of two monthly group calls with me and I'll troubleshoot right alongside you. I've personally cultivated 1400+ wholesale accounts for my brand, and I've helped hundreds of smart makers cultivate thousands of their own, too. I'm refreshingly transparent and I'd welcome an opportunity to support your journey.

One other thing to consider: there's a better-than-even chance that you haven't been focusing your energy on the right kind of stores for your brand. Through Wholesale Matchmaker, my team pairs you with carefully researched stores that we're confident are a good fit for you. If all you want to date are hot thirty-somethings with a medical degree, a deep love of red wine, a ridiculously good sense of humor, and an appreciation of their mamas BUT you keep chasing twice-divorced fifty-somethings with a porn addiction, some seriously chauvinistic tendencies, and a job as a grocery store clerk... well, then things likely won't work out, no matter how much energy you put into the relationship.

I'll help you pursue the right accounts using the best strategies with an insanely competent wholesale coach in your corner.

## I bore easily and I'm gonna need a hell of a lot of motivation to proactively introduce my work to buyers. How can I combat boredom and stay engaged enough to get this done?

- a) I secretly think that every successful entrepreneur has at least a mild case of ADHD, so I feel you. *Truly.*
- b) I've made this entire process as painless (and as fun) as possible.
- Wholesale Matchmaker encourages you to set clear monthly goals. It then tracks your progress, so you can knock the ball out of the park thanks to your read-it- at-a-glance dashboard.
  - I've also sprinkled your wholesale journey with secret badges to unblock. You never know what's around the next corner... and that's half the fun of it.
  - I've infused meaningful moments along the journey with dance parties. When an account breaks your heart, I'll be right there with a fresh box of Kleenex and Taylor Swift's *Shake It Off*. Is Jay-Z more your speed? Very well; I'll connect you to my favorite Hova hype track: *On to the Next One*. Scored your first account? My friend DJ Khaled has a little *All I Do Is Win* on tap for you. When you unlock a secret dance party, I hope you'll crank the speakers, get out of that desk chair, and spend a few minutes making a complete fool of yourself. It's deliciously therapeutic!

## Can I access Wholesale Matchmaker on my mobile phone/ iPad / Mac?

Indeed, you can. The proprietary software is nestled snugly inside a special section of the Lucky Break website, which means that you can log into Wholesale Matchmaker from anywhere in the world, so long as you have access to a steady internet connection.

From your Brooklyn apartment? >> *Check.*

From your office in Austin? >> *As long as your boss doesn't mind.*

From your neighborhood coffee shop? >> *One of my favorite spots!*

From a beach chair with feet snuggled into the white sandy beaches of the Caribbean, cocktail in hand? >> *Why didn't you invite me, sugar?*

When it came time to build Wholesale Matchmaker, I tagged in a team of brilliant souls to help, including: the Lucky Break Operations Manager, my Client Concierge team, four research specialists, and two software developers. All totaled, nine people pitched in on the project over the span of six months of nearly full-time development.

I'm pretty damn proud of where it landed!



## **I don't fancy myself to be especially tech-savvy. Can someone help walk me through the inner workings of the Wholesale Matchmaker program?**

Gotcha covered. Parked inside the MY RESOURCES tab of Wholesale Matchmaker is a series of video tutorials to walk you through every facet of the service. The platform is quite easy to navigate once you get the hang of it, and everything has been thoughtfully designed with the user experience in mind.

Once per quarter, I host a screenshare tour for members to share the latest round of upgrades and ensure you understand how to maximize the technology to make the most of this experience.

If you hit a snag, then my team is [here to help!](#) We're available Monday through Friday from 9am-5pm EST and we look forward to connecting with you.

## **I never know what to say to wholesale buyers and I'm not sure when/ how to follow up with them. Help?**

I've got you, boo! The Speed Dating Series will help illuminate the mechanics + etiquette of introducing your work to buyers. And Wholesale Matchmaker arrives pre-loaded with cut + paste scripts you can put into immediate action. With two simple clicks, you'll be able to drop my "initial pitch" and "follow up" scripts into an email. Serious time saver? I think so... and you'll never again fumble for the right words.

Prefer to strike out on your own? No worries. I created a method within Wholesale Matchmaker that enables you to build an infinite number of custom templates within the software. And each of them will auto-populate with the specific buyer details thanks to the click of a single button. *Three cheers for technology!*

## **Can I add my current stockists to Wholesale Matchmaker so that I can manage all of my follow up from one place?**

How happy would you be if I said YES? Commence being that happy...

Wholesale Matchmaker enables you to add shops to your profile, so you can take advantage of account tracking features and streamlined communications. And that means that you can manage all of your wholesale relationships in one convenient spot.

## **What if there's a particular store I'm really eyeing?**

I'm always looking for more studs for your stable! I invite you to pop the store name into our STUD FINDER box, and a member of the Lucky Break team will thoroughly research the shop, building a comprehensive profile for that store and tucking it into your MY STORES list within seven days. Easy peasy.

## Am I able to receive more than 15 stores matches per month?

Indeed you can. There are actually three separate membership tiers within Wholesale Matchmaker:

### **STANDARD MEMBERSHIP:**

- 15 store matches per month
- 5 custom store builds at your request
- Two wholesale Q+A group calls per month
- Full access to my customer relationship management software
- Ten wholesale education workshops in my Speed Dating Series
- \$79 per month

### **PREMIUM MEMBERSHIP:**

- 30 store matches per month
- 10 custom store builds at your request
- Two wholesale Q+A group calls per month
- Full access to my customer relationship management software
- Ten wholesale education workshops in my Speed Dating Series
- \$129 per month

### **LIMITED MEMBERSHIP:**

- Two wholesale Q+A group calls per month
- Full access to my customer relationship management software
- Ten wholesale education workshops in my Speed Dating Series
- \$39 per month

It's worth noting that the "Limited Membership" level is available exclusively to community members who have been a member for three consecutive months.

## Can I cancel the service at any time?

In consideration of the enormous investment my team makes in your brand as a new member and the wealth of resources you enjoy immediate access to, I do ask members to commit to an initial three-month term. After 90 days, you're welcome to cancel at any time with the click of a single button... you may pull the rip cord yourself, or ring my office and a member of the Client Concierge team will happily walk you through pausing your membership.

Please note that your membership fee is charged every 30 days, and I'm unable to offer prorated refunds. Essentially, if you cancel 17 days into a 30-day cycle, then you'll enjoy access for the full 30 days as promised, but you won't be charged again to renew for the next month.

One other thing: I pinkie-promise not to hold your store information hostage. You're welcome to export all of your shop suggestions at any time, and I've designed a method for exporting a complete report within 60 seconds or less.

## What happens to my work if I cancel the service?

Imagine that you join me for a few months and are crushing on everything Wholesale Matchmaker has to offer, but then... *life gets in the way*. You need to take a few months off, but you hope to reactivate your membership at a later date. Are you sitting down?

If you rejoin later, all your work will be saved and waiting for you, as if you never left. Pretty awesome, eh? Even better: with a single click of a button, you can export your store list before canceling the membership, so that you can keep it as an Excel file forever and ever. I pinkie-promise not to hold your store list or credit card hostage. I hold the Lucky Break team to a pretty high ethical standard, and we genuinely want you to succeed!

## Am I able to receive stores more often than once a month?

While I love your enthusiasm, there isn't a way to receive more than one round of store matches per month.

Your first round of suggestions drops on day eleven because my teams spends the first ten days getting to know your brand and pulling together matches for you. In the meantime, you spend the first ten days working through my Speed Dating Series to put the polish on your wholesale program so that you're poised to make an awesome first impression on buyers.

On day eleven, it's time to get twitterpated! We drop your matches and you start making the introductions. Every thirty days (based on your original join date), we slide another round of matches your way.

## **Mama's on a budget... Do you lock in the price of monthly membership?**

Absolutely. The monthly membership fee is locked in when you hop into the dating pool and join us. And I pinkie-promise not to raise it for the lifetime of your membership. I freely admit that I don't have a crystal ball, but I can tell you that I never expect the monthly membership for Wholesale Matchmaker to be any less than it is at this very moment. In fact, as my portfolio of store profiles and membership community grows, I plan to continue adding new services and features, and new monthly membership fees will likely reflect that.

So, yeah... if you're thinking about tagging Wholesale Matchmaker into the ring to help, then there's no time like the present.

## **What if I'm assigned a store that I don't like?**

You can kick that store to the DUDS tab (as opposed to your STUDS tab... and yes, *they really are called that*) and you'll be prompted to send my team a quick note with details about why you think the store wasn't a good fit. We carefully review each and every rejected store with the aim to consistently learn what you're looking for so we can better serve you. And rest assured that you'll never be matched with a previously rejected store.

It's worth noting: the current rejection rate from all combined members is just 2.6%. That means that only 3 out of every 100 stores falls flat. But- when they do- know that we scrutinize every store you've taken a pass on (and the notes you attach to those shops) just before we matchmake for you each month.

## **I have a pretty robust wholesale business happening over here. How can I ensure that you don't match me with stores that are already carrying my products?**

That would be pretty futile, wouldn't it? AGREED. When you build a Dating Profile within Wholesale Matchmaker, you'll be asked to provide a link to the portion of your website that lists all of the stores currently stocking your work. My matchmaking team carefully cross-checks each of their suggestions against this list to ensure there are no duplicates before releasing that batch of store matches to you.

## **I hate template emails and automated phone menus with a fiery passion. When I need help, I prefer real, live humans who speak my language and understand my problem. You feel me?**

And how! The Lucky Break Client Concierge team is incredibly dedicated. We're all based in the U.S. and we're available five days a week during normal business hours. You can reach out via email or phone... pick your pleasure. No matter how you get in touch, we promise to do our level-best to get you squared away.

Bonus points: we're ridiculously friendly, and some of us even have cute Southern accents that'll make you giggle.

## Who created this little bit of entrepreneurial magic?

Hi... I'm Lela. I've been a full-time maker since 2003. I've successfully bootstrapped my apothecary brand from my kitchen table to a 7,500 square foot workshop that's just 2.7 miles from my South Carolina home. Along the way, I've amassed more than \$10 million in sales, fulfilling 15,000 orders for 1,400 stockists (and counting!). You might say that I know a thing or two about wholesale. *\*wink\**

## How does Wholesale Matchmaker differ from LBU Live?

**LBU Live** is a comprehensive, 8-week wholesale mentorship in a small group with heaps + heaps of personal attention from me. This semester-long program runs twice per year, and it often sells out in a matter of days. While the focus of LBU Live + Wholesale Matchmaker is the same (wholesale), LBU covers lots of ground that WMM can't, including sales reps and trade shows.

Much of the curriculum in the Speed Dating Series and monthly workshops within Wholesale Matchmaker are pulled from LBU, though they're necessarily condensed.

Also, LBU Live offers detailed exercises, resources, and handouts that aren't available through Wholesale Matchmaker, as well as weekly calls, and access to twelve Expert Interviews.

Many of my LBU alums join Wholesale Matchmaker upon graduation to help implement many of the principles taught within the LBU program. If you're an LBU grad, then Wholesale Matchmaker is going to be right up your alley. In fact, I designed the program in response to feedback from ten semesters of LBU graduates.

If you want to get deep + dirty with me as you build an unstoppable wholesale business, then LBU Live is a wise investment, but it's not necessarily a prerequisite for participation in Wholesale Matchmaker.

## Can you guarantee me a certain number of new accounts?

Unfortunately, no. I can guarantee that you have a better shot of landing wholesale accounts with Wholesale Matchmaker versus without Wholesale Matchmaker, but no one can guarantee how others will react to your brand. I don't make hollow promises, but I do work incredibly hard to help you succeed.

## Nice try! But you didn't answer my question.

Can't blame a girl for trying, can you? **[Be in touch](#)**, and I promise to help!

## How do I get started?

**[CLICK HERE](#)** to secure your Wholesale Matchmaker membership. I'd be honored to take your coat and slip both a glass of bubbly and a Dating Profile in your hand!