



---

## HOW TO CREATE A WHOLESALE LINE SHEET THAT CATCHES A RETAILER'S ATTENTION WITH ROBIN KRAMER THRIVE BY DESIGN WITH TRACY MATTHEWS

*This is the way the buyer is actually going to go through and you're going to answer all of their questions when they go through this line sheet. So think about that when you're doing your line sheet.*

***You're listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.***

Tracy: Welcome to the Thrive-By-Design podcast episode number 43. I am Tracy Matthews the Chief Visionary Officer over at Flourish and Thrive Academy and today you're in for a little treat because I have a special guest with me today.

Robin: Hey ya'll.

Tracy: Guess who that is? Robin is here with me today and I'm sitting right next to her in her home in Sausalito; super fun to be here. Thanks for coming Robin.

Robin: Oh I'm so excited to be here Tracy.

Tracy: So I'm out in Sausalito visiting Robin and we're working on some talks for our SNAG presentations that are coming out for the society of North American Goldsmith. Their SNAG next conference in a couple of weeks and when this episode airs it's going to be a couple days after my birthday and a week before Robin's birthday and we thought what a better time to get Robin on the line since you've been hearing me all the time talking about jewelry businessy stuff. So I wanted to have Robin here today because we wanted to talk a little bit more about how to create a wholesale line sheet that catches a retailer's attention.

So before we get started I just want to mention that on the blog today we are going to have a really great checklist that you can download to make this whole process so much easier for you because at the end of the day that's what we want to do. Make your life easy and offer you really helpful tools and tips and you can go ahead and grab those resources over at [www.flourishthriveacademy.com/episode43](http://www.flourishthriveacademy.com/episode43). We'll have all the links there right on that podcast post. You can also cheat and just go straight to the source and go grab it over at [www.flourishthriveacademy.com/linesheetchecklist](http://www.flourishthriveacademy.com/linesheetchecklist). That's [www.flourishthriveacademy.com/linesheetchecklist](http://www.flourishthriveacademy.com/linesheetchecklist).

Okey-dokey so let's dive right in. Before we get started I want Robin to just kind of since Robin hasn't been on the show for a





- Robin: while just give you a little bit of background about why she's so passionate about wholesale in just a short couple of sentences. So why don't you do that.  
In short couple of sentences. It's always a challenge for me.
- Tracy: I know Robin. Robin is very verbose. I am too though so we can't. [3:00]
- Robin: Well you know what I love working with buyers. I love helping them create a story with all of the product that they get from if I'm selling them the product of how their store, the assortment of the product, and how I can actually help them. So I get very passionate about helping people with their business and especially when I'm working with buyers and really helping them a great assortment for their customer. So I get to help the jewelry designer and I get to help the retailer. So I get very excited about it when I know what I can do to connect the two so.
- Tracy: Alright and also she's not talking about her experience in wholesale but Robin's background. Most of you probably know this already if you've been following us for awhile but for those of you who are new and just finding the show Robin's background has been in the retail side and then also the wholesale side for many, many years. In fact she was the Director of Sales for Dogeared Jewels and Gifts for a long, long time and she also has worked with lots of brands over here at Flourish and Thrive Academy to help them build their wholesale businesses and other product based businesses on her own with her own consulting business; Red Boot Consulting.
- So Robin knows quite a thing or two about building a wholesale business. She did an amazing job of that for Dogeared and she is our wholesale expert over here at Flourish and Thrive and even though we both did wholesale for many years I always lean on Robin for the wholesale advice primarily because she's still so excited about it and really loves helping brands get into stores and as a lot of you know I stopped wholesaling my products about five years ago and I'm not saying that it's over because I have some exciting news coming up in the next few months about a partnership that I'm working on with another brand but that's news for later. I'll be announcing it when I'm ready to release it but let's dive right in shall we about how to create a wholesale line sheet that catches a retailer's attention. Are you ready Robin?
- Robin: I am so ready.
- Tracy: Okay so first and foremost why don't we cover all of the pages that you need to have in a successful line sheet to really get the buyers attention and to show that you're a pro even if you're just starting out. I think this is really important even for people who have been doing this for a while because let's face





---

it when we keep looking at something for a long time we might think it still looks awesome but everyone needs an update here and there. So let's profess yours up. Alright so why don't you dive in Robin and tell us a couple of the things that are necessary for a stellar line sheet or a really great line sheet that's going to catch a buyers attention.

Robin: Absolutely. So you want to start off with a cover page and then also included you want to do a bio or about page. You can also in that well we'll dive in a little bit more and I'll tell you some ideas I have about that and you want to do your image [6:00] or collection pages. So you want to show what you're actually selling and then you want your terms or what we call your terms of sale page and you can even stick in a press page so people know if you've gotten some press and it's always great to include an order form.

Tracy: Alrighty. So why don't we go step by step. So first things first a line sheet needs a cover page right Robin?

Robin: It totally needs a cover page.

Tracy: Okay so I know that you have a really specific idea of what should go on the cover page and I do too but I'm going to let you talk mostly on this episode. So why don't you tell us some of the things that you think are very important to have on a cover page.

Robin: Alright. So well one of the things I always like to think of when I think of a line sheet is how can I make the buyer's job easier? So just think of this way if the line sheet comes apart and the pages are separate what is going to trigger? How is that buyer going to figure out that it's actually yours? So on the cover page it's really important to include; I like to include an image that's really jewelry focused. So even if you have a lifestyle image and maybe you have a model showing your product make sure that the jewelry is the star of that and sometimes I also like when you show a couple of different images of what type of product you do. Maybe its rings, bracelets, necklaces that type of thing. Also have your logo. I think it's really important to have your logo so people know who the heck; whose line sheet it is and anything else I'm missing?

Tracy: I think so you know what we used to have if I was sending these out to some of my sales reps I would have their sales rep information and then I would also have a press contact information if someone was interested in; if I was sending these out to the press. I mean you can have whatever you want on that front page but I think having press contact or if you're sending these out to your reps in different territories their contact information. That can be important for them. They're not going to want to have line sheets with your information on it so cater. I think another thing that's important to remember is that the cover page of your line sheet as you start to grow





---

and you start getting representation or if there is other people who are going to be sending them out or you're sending them out for different purposes like pitching press or getting featured in a magazine or other things that you want to make sure that the appropriate contact information is on the front.

Robin: And I would also say if you're doing a collection for a specific time of year or you want to let's say you're introducing a collection; your new collection for 2016 Spring/Summer collection it's great to put that on there as well.

Tracy: Of course yeah. You don't want to forget about that. Okay to make it super easy Robin do you want to just recap what should go on the cover page?

Robin: Absolutely. So you want to make sure you have your logo; your company logo, stylized shots of your pieces or if it's on a model that's [9:00] really great too. Again the jewelry needs to be the focal point and sales contact information is important, press contact information is important, and Tracy and I sometimes will not always agree on that. I like to have the press information on the back so it's really focused on sales. On the front your address is great, phone number, email address, and your website link is always great to have and one more thing is that if it's for a special season or a special time of year because you want to make sure that you put that on there as well.

Tracy: Okay so the next page is your bio page or about page. So Robin tell us a little bit more about that.

Robin: It's great to communicate about yourself and what inspired you or how you got started. The story nowadays of the designer is so critical to actually the sale of the product whether you're dealing with reps or whether you're dealing directly with the customer. They definitely want to know about you and also you can include in there what has inspired you about this particular collection.

Tracy: Very cool and this is an opportunity for you to decide whether or not you want to write your bio in the first or the third person. I'm a huge fan especially if you're a solo business owner and the brand is really about you that you write your bio on your website about the first person but here's an opportunity to have a more professional third person bio to connect with the audience and have it be just something where your buyers can actually almost even eventually copy and paste that bio to use when they're promoting your work or if they are hosting you on their website or in their store they have it in their book so that the staff knows a little bit more about you and that they can talk about your inspiration and your influences.





---

Alright Robin do you want to talk about the most important pages your collection pages?

Robin: Let's do it.

Tracy: Alright let's do it.

Robin: The most important thing that you need to do is have your images on a white background. You want your product to be the focal point to show the buyers of exactly what they're going to be buying. So have it clean and clear and have it on a white background so it really shows through. That being said you also want to include information about materials and color options; also price and any of the details. So again this is the way the buyer is actually going to go through and you're going to answer all of their questions when they go through this line sheet. So think about that when you're doing your line sheet.

Tracy: Can I interrupt you for a minute?

Robin: Yes.

Tracy: So I wanted to jump back to the images because I think this is really important. All the images should be on a white background but another thing that I want to reiterate is a white consistent background because sometimes people don't edit their images [12:00] properly and there are lots of editing options. I've seen a lot in our private Facebook communities about people talking about an app called FotoFuze. You can do this in Photoshop where you can literally edit out the background of your images or you can even hire this work out to someone who can do it for; I've heard of people editing; finding people to edit their images for as little as a dollar an image. So you can also outsource to a site like Upwork where you can find people who can do this for as little as a dollar an image in certain cases.

So make sure that you are doing your due diligence and that your images are very consistent and on a white background. It's time and time again the tried and true way. I know that everyone is like oh my pieces look better on a gray background or something like that. I don't know why but the white background for the line sheets is the way to go.

Robin: Totally agree.

Tracy: Okay so do you want to jump back to price and details and what that means?

Robin: Yes. So pricing have your wholesale pricing. We get a lot of questions if you should have your MSRP which is your Manufactured Suggested Retail Price. Not really necessary to have on your line sheet so I wouldn't recommend it and it's something.





Tracy: The reason I think it's a good idea not to include it is I think you can have a standard where you have a conversation with your buyers maybe on a separate page where they can have; you can have a manufactured suggested retail price but one of the mistakes that I see a lot of designers make is where their pricing and they're only marking things up by 2 over the wholesale price and I would say pretty much only maybe like 5 to 10% of retail stores keystone and that's what that's called. Marking it up twice is keystoneing and you don't want to do that because a lot of buyers have to mark it up more like 2.2 to 2.5 because jewelry is a big money maker in their store and remember they have a whole lot of overhead to cover their staff who's working to sell your jewelry.

They have to cover their rent. They have to cover a lot of things and this dives into another bigger conversation about pricing which we're not going to totally dive into today but you should never be underselling your retailers if you're serious about going into wholesale because this is an important conversation and relationship that you build by keeping a price barrier and you should be charging pretty much the maximum price that any retailer would on your website which we recommend at 2.5 markup over wholesale. So you would times your wholesale price by 2.5. Alright so do you want to jump into the rest of the things that should be on the image and collection page Robin?

Robin: I do. I'm sitting here shaking my head yes because I totally agree with Tracy on this one. Details. We don't want to forget about the details. That is the length. That is the size if you're doing a charm it's the size of the charm or the size of the gemstone. It's all of the little details that you think about what a buyer would need to know. So very important you have those on there too. [15:00] If you have color options and you're not showing each and every color option you can do a little image of just the colors or you can even list them out. But it's good to have again all the information that you can with the product.

Tracy: And I just want to add in here with the colors is that when I had my wholesale line I offered six colors every season that we'd refresh but we'd have repeat styles. So what we would do is have a color addendum in the back of the line sheet because it was easier for my type of brand so that depending on how you release collections that might also be an option but you really have to just gauge it on a case by case basis and evaluate if that's for you or not. For some people if you're only offering it in three colors and you're going to discontinue it after the season or those are the only three colors it's ever going to be offered in it's easy enough just to put the colors on the line sheet page but if you're changing colors or styles or something like that or there's going to be edits and you want to repeat styles to make it easier on yourself so you don't have





---

to actually reshoot all the pictures again you can just have a color addendum in the back.

Robin: Totally agree. Alright the other thing you want to have on each one of these pages is your logo, your website, and your email address. Now I'm kind of a stickler for this. If you're going to put your email it's great to put sales@ and the name of your business or wholesale@ the name of your business just too; it becomes more professional instead of if you're Jenny from the block jewelry line; instead of putting Jenny. I just feel like level yourself up, present yourself more as a business. I think it's really great to do that.

Tracy: Awesome. Okay so that's really the bulk of your line sheet but there was a couple of things that you need to remember to add at the end and Robin's holding her finger up because I feel like she forgot something. So why don't we jump right into that.

Robin: I think the other thing too if you have a collection name. It's great to put your collection name and you can put that at the top. If you name each one of your pieces you can do that as well. Again more information that you can put out there that's going to be helpful to the buyer is really key.

Tracy: And don't forget style numbers. I know when we talked about details style numbers is something that's really important to have on each of the pieces and I know Robin meant to say that but sometimes we get so excited in the conversation sometimes it gets skipped over. So remember the style numbers. You need to add those and that's really important to make sure that you're including that underneath each piece.

Robin: I'd also recommend doing clasps. So if you have a lobster clasp or Spring ring or different types of clasps are really great to also identify.

Tracy: Yeah and also you can also do something like if you have different types of ear wires you can talk about that if they're earrings. So keep in mind you want to make sure that [18:00] stone options are available. If it's something simple we talked about the addendum that you're talking about the kinds of materials like if its sterling silver or brass and then I think also it's important for earrings. A lot of people are doing brass and bronze jewelry but using sterling posts because more people aren't allergic to that type of post. So keep in mind that you want to list important things that are going to matter to closing the sale which I think is very, very important.

Alright so we've went pretty in depth in what should be on the collection pages. Depending on your brand there might be other things that you might find important to add on those pages as well. Okay now we're going to talk about another really important page which is the terms of sale page and





---

Robin what are some of the things that are really important to have on the terms of sale page?

Robin: Well you want to make sure that you have the minimum opening order because you don't want a buyer just to buy a couple of pieces. You really want to make; you want them to merchandise well. You want to make a statement with it. So it's really important to have the minimum opening order. I like to have a minimum reorder too.

Tracy: Yeah that's a great point. Think about it this way if a wholesale account I mean I used to have buyers coming into my booth when I was doing trade shows a long time ago and they'd be like what's your minimum order and I used to have a dollar amount order and so then they'd just buy three pieces; buy three of my most expensive pieces and then they wouldn't reorder because the pieces wouldn't sell and I changed my policy to actually have instead of a dollar amount minimum order into a unit minimum order and my minimum order opening order was twelve pieces and someone could order from my line twelve pieces of jewelry for about 300 dollars if they were ordering the things that were sort of the hot sellers or the lower price point pieces.

A twelve piece order might also be 1200 dollars. It just depended on which pieces they selected but I found that that was a great way to not put a limitation on the buyers in terms of like oh you have to buy in at this amount in order to get my line but when really it was about successful selling which was about having enough units to make it work and sell in the store. So we wanted to make sure that we really talked about that as part of the terms of sale. So Robin what else is in the terms of sale page?

Robin: You want to have your payment. What type of payment you accept and that would be the types of credit cards that you do. If you do Net 30 you also want to put maybe some requirements around that those types of things.

Tracy: But I would also for payment terms which is really important as you mentioned you want to make sure that you tell them what forms of payments you accept and also how you collect payment which Robin mentioned that you might want to do Net 30. However for most of you especially if you're just [21:00] starting out and even if you've been in business for a while I would really try to stick to credit card on shipment or a prepay option where they get a discount for prepaying using a check and I'm going to explain what I mean by those things. So a lot of designers go into wholesale and they're just starting out and they're like oh I don't have a lot of money to produce the collections once I get the orders so maybe a store will pay me in advance for the order when I actually take the order.





Well I'm going to tell you one thing stores really frown upon that. They don't think it's a professional thing and in most cases it might be a huge turnoff if you ask them that for buying. So I want you to think about that. If you really can't finance an order that's a couple hundred dollars if you haven't built up enough revenue or cash flow in your bank account or if you don't have a small line of credit or a credit card in order to do that you might rethink how you're really going to be able to approach wholesale because you're going to be running into this problem over and over again. So when you're ready to kind of jump into wholesale especially if you're new an idea to get started is maybe build up enough cash flow by doing in person events or selling online so that once you start approaching stores that you have enough cash flow to produce the orders and that you're charging them when the order ships.

So that's basically like in old school terms like C.O.D. (Cash on Delivery) so we used to ship UPS boxes cash on delivery where the UPS person would actually take cash or a check in order to release the box. That's not as common anymore. I don't even know if that even; if people even do that do they?

Robin: It's not really a good thing.

Tracy: Is it a thing?

Robin: It's not really a great thing to do.

Tracy: Oh I feel like you started getting bounced checks when the economy was crashing; tanking.

Robin: Totally.

Tracy: So you definitely want to be shipping with a credit card but the reason being is this helps increase cash flow in your business and what you would do is typically take the credit card when you're placing the order and tell them that you're going to run the card when the order ships and what I like to do because you never know what people are doing on their cards. If you took the order three months in advance you want to call the buyer when you're putting the order into production and give them a heads up that that's what you're doing. So you would give them a heads up and say hey look I'm putting the order into production and it should be ready to ship between this shipping window. I'll give you a call when I'm going to ship the order but I wanted to make sure that you're aware that this is coming up and you're ready for it and if for some reason you don't have a credit card I would get it at that moment before you start making anything.

Robin have you seen any problem with this happening before when a designer hasn't done that?





- Robin: Yeah. Sometimes you're chasing a buyer.
- Tracy: Yeah.
- Robin: And then you have the product already made and you're chasing the buyer because the credit card is not going through or they've changed their mind and they forgot to tell you and that's where those terms come in really handy.
- Tracy: Yes you have to have really strict terms. We're going to talk about a few more of those too. [24:00] So making sure that you're following up and then Robin and then getting the card and having it before you're ready to ship and then you charge them when the order actually ships.
- Robin: Yeah.
- Tracy: So there's a couple of other things that are important. Now I think let's just skip forward a little bit. You mentioned having policies about returns and cancellations so why don't we jump to that and then we can talk about shipping and repairs.
- Robin: Yeah it's great too if you want to have in your terms to statement because those are questions that do come up and returns it could be a return because; I have a lot of designers that say within a certain window maybe it's a few days, maybe it's a week at the most that they are allowed to do returns. This comes back to what do you; what is comfortable for you? I can tell you this is what you should do but I think you should look at your business if you want to take returns and what that looks like and cancellations same things like we talked about that's why it's great what Tracy had mentioned is that call ahead and say we're putting your product; we're putting your order into production. We just want to make sure that we've got the right credit card and that type of thing. Staying in communication with them because you want to make sure especially if it's a buyer that you haven't done business with before you want to make sure that you're not surprised that the credit card doesn't go through when you're ready to ship it and then you're stuck with the product and they don't want it. So those are really important terms to have on your term page.
- Tracy: And as far as the cancellation policy goes on your purchase order; the order form that you're actually getting people to sign off on you want to make sure that your cancellation policy is on there. Typically it's 7 to 10 days that's what it was like in the old days; 7 to 10 days from the time they placed the order. I mean you can make it shorter but I feel like 7 to 10 days is enough leeway but you might have a clause in there that if someone's asking it for immediate delivery like they want it within a week or something like that and you can produce that that there is no cancellations from the time that they order because it's not really fair to you or anyone else. So I wanted to mention that and then let's talk about shipping and repairs.





Robin: Yes. So it's really great to let the buyer know how you're going to be shipping and UPS such a big.

Tracy: Yeah well the buyer pays for shipping right?

Robin: The buyer pays for shipping yes and you may have some special; you may be shipping USPS. We recommend shipping UPS. There's also FedEx. There's lots of different ways to ship but it's great to let them know how you're shipping.

Tracy: Yeah how you're shipping but in my opinion and I've been doing this for a long time and I've had to ship a lot of packages. You really want to work with an established courier. Recently within the last two years I found out about Brinks online and especially if you're doing expensive jewelry or shipping a high valued boxes this is a great option to reduce your shipping costs. You can sign up with Brinks. You can call them at their New York office. They're a little bit old school. They're not as technologically savvy. [27:00] Their website is a little bit hard to navigate but if you Google Brinks New York City you can call and ask for their logistics or shipping department and talk to one of the salespeople and they can hook you up. Basically what Brinks does is they'll ship through UPS or FedEx. They have amazing insurance. The terms are overnight, 2-day, and 3-day which works for most of them. I can ship a \$20,000 dollar box overnight for next day morning air for \$35 dollars.

Robin: Wow.

Tracy: So it's insane because when I was just shipping directly through UPS it would be like \$150 dollars sometimes. So it's a really huge savings. So I highly recommend it if you're going to be shipping a lot to use that and I found that even a 3-day option is cheaper than UPS ground in a lot of cases with insurance and the reason why I like shipping using Brinks through UPS or FedEx if you ship directly through those companies it takes a little bit longer to get paid. If the package gets lost Brinks pays you right away and then also FedEx to my knowledge they still do not insure jewelry over \$500 dollars. So it's not really a viable option.

The UPS or USPS excuse me the postal service at least here in the United States. It might be different internationally if you're listening and obviously there are other courier services like DHL if you're working internationally or other types of courier services in your country that you might want to investigate that might be similar to some of these that we're mentioning but USPS often times their insurance is very expensive and to get paid if something stolen or lost which even their priority boxes are pretty flimsy unless you tape them up like crazy you will be waiting for six months to get paid and this happened to me once. I shipped an international package because I didn't





have Brinks and I was shipping via UPS and to ship it the piece was maybe like a \$650 dollar ring and the maximum UPS insurance I could get was USPS insurance excuse me United Postal Service insurance was \$600 dollars.

So I took that option shipped and it was cheaper to actually ship it using USPS than UPS because UPS was about \$100 dollars since it was going to England. When it got to customs the ring was stolen and it took six months to get paid and I immediately had to refund the customer and nowadays that wouldn't be such a financial hardship but you have to remember this happened right when I was starting over. I didn't have a lot of cash flow. It was about five or six years ago and I was making a custom piece for one of my former retail buyers out there and it was a huge financial hardship. So you really want to make sure that you're protecting yourself and using the best options for shipping. So that definitely needs to go on the terms of sales page. Did we cover everything or we still need to talk about repairs right?

Robin: Yeah repairs is the last thing that we're going to talk about. So repairs it's inevitable if you're making jewelry that at some point something is going to need a repair and [30:00] you should have a policy in place of what that looks like. So when working with your buyer you want to have what we call a return authorization number. It's an RA and the reason being is if they're sending something back that you have first of all you should have the policy on how do they go about doing that? They contact you, you can give them a number, or you can say email me at this number or email the studio at this email address and here is how you would go about working with a repair because you want to know what's coming in if something is coming in just to have a system in place for that. That's really important.

Tracy: And I think the most important part about this; this type of repair policy because you might have other repair policies if someone bought something and it broke. This type of repair policy is if something got damaged in transit or the customer claims; your wholesale client claims that when they received the piece it was damaged. So you want to have a very short time limit on that like within five days of the receipt of the package or seven days or something like that.

Robin: Mm-hmm (affirmative).

Tracy: Because you might get screwed later. Let's say they've had it in their case for a month and then they'll go oh this came damaged and it's your responsibility but really a customer broke it or something like that. I mean you would probably still fix it in that case anyway just in good faith but you want to make sure that you're protected for whatever reason or if a buyer like a month later says something like oh not all the pieces showed up, the box was broken into. There's





---

procedures that your shipping company is going to have you go through in order to prove that the pieces were not there. So that's really important.

Okay on to the final section of this. We are moving on now to the bonus page which is the press page. You mentioned something before about having a little press page. Do you want to talk about a press addendum?

Robin: I think at the end it's really nice if you've got some great press. At the end go ahead and put some of the press that you've been in. It's just a nice little eye candy.

Tracy: Awesome. Yeah I used to have a page with or sometimes I would even have a couple of pages it depended just with some of my most recent press with the pieces that might have been featured in that collection or something similar so people can get a taste of who's wearing it or where it's been seen and it just gives you a little bit more credibility especially if you're just getting started excuse me. I don't think it's necessary but I think it's a nice to have thing.

Robin: Absolutely and I think the other nice thing to have is where they can find you social media wise.

Tracy: Yeah great idea. Great, great idea. Okay so let's recap one final time sort of the general layout that you want a page order your line sheets in. You want to start with your title page. You'd want to have a bio or brand journey page just talking about your collection and your brand. Then you'd want to move onto the collection which is really the meat of the line sheet. Then you can have an addendum for color if you're doing that if you have a lot of color options and material choices. Then if you need too we didn't mention this before [33:00] but when I had my gold jewelry line and I was wholesaling that I had actually a separate pricing sheet where I put the prices on a separate page. That is optional and can be used in that order if you decide not to put your prices actually on the line sheet.

If you want to use that line sheet for multiple purposes or if you're creating these in a time when the metals market is volatile because sometimes the prices change and you want to be able to adapt without having to spend all the work creating a brand new line sheet because sometimes they take a little bit of time and you make mistakes and you want to make sure that you're being really consistent. Then you'd want to have the terms for your order so those are all your policies that you abide by and the cancellation policy for the order and the net terms for shipping, who pays for the shipping all those things that we talked about. We talked about that at length and then on the final page we did not talk about this you'd want to have your purchase order which is the most important thing because you're trying to get an order right everyone.





- Robin: Don't want to leave that out and then on the very last we talked about doing a press page. Doing something where people can know your validation of what you've been in is always nice.
- Tracy: Absolutely. So make sure that you include order forms in there. It doesn't necessarily have to be connected to your line sheet but it should be included with your line sheet and then we're just going to add a little bonus commentary here about the best way to share line sheets over the internet because I really think that there is a wonderful way to protect your collection. You know a lot of people have been using sites like Issue or something like that to share their line sheets but unless you can keep that password protected you probably don't want to put it out there because you don't want people seeing your wholesale line sheets.
- So what I like to do is to have a download link on your website so that you can send actually link buyers to a page on your website that's hidden or even possibly password protected where they can log in and download the line sheet right from there. So let's say you're pitching stores and you're emailing them or calling them you can follow up from the call with an email that has a link to the line sheet and a few images of your collection but not the whole line sheet or if you're just doing emails directly to buyers you can link in the actual email a download to the line sheet and the reason why I think this is nice is it keeps the attachment very small. So you can just paste a few pictures in there instead of linking a big huge line sheet because the more you shrink a line sheet the worse quality the images look.
- So you want to make sure that it's at a resolution that's going to actually look good when the buyer opens it obviously not too big. You don't want that that's going to be annoying to them but also sometimes emailing big files they get stuck in spam or gets deleted. You want to make sure that they're actually seeing your collection. So make it really easy for your buyers to actually download the line sheet.
- Robin: And I would say too I just want to add if you've got relationships with buyers or if you really [36:00] want to get in front of them I would also consider actually printing and mailing a copy too. There are certain buyers in stores that have been around for a long time and not as computer savvy or don't have time and if you send the line sheet sometimes you'll get some really great response. So I don't want to forget about the snail mail.
- Tracy: Yeah snail mail is good. We're going to old school. We're going back to snail mail. I feel there is a huge campaign back on direct mail right.





Robin: Absolutely there is.

Tracy: Maybe a podcast for another time right Robin? Alright you guys thank you so much for joining us today. It's been so fun having you here Robin.

Robin: I love it, I love it.

Tracy: I can't even say it I'm so excited to have you I'm like (36:39 unclear) having you here. So Robin thanks for being with me today and it was fun having you on last week too and just a little reminder. I want to make sure that you grab our amazing resources over at [www.flourishthriveacademy.com/episode43](http://www.flourishthriveacademy.com/episode43). You can go over there and get the show notes and grab the line sheet checklist or if you're just like me and a little bit impatient you can go straight to the source and grab the checklist by going over to [www.flourishthriveacademy.com/linesheetchecklist](http://www.flourishthriveacademy.com/linesheetchecklist). That's [www.flourishthriveacademy.com/linesheetchecklist](http://www.flourishthriveacademy.com/linesheetchecklist).

You guys thanks so much for joining us today. It's been super fun having you. If you haven't subscribed to us on iTunes yet make sure you do and then we'd love to hear from you. So if you're brave enough we'd love for you to just give us a rating and give us a little review and tell us what you think. Thanks so much for joining us today; signing off for now. I'm Tracy.

Robin: And I'm Robin.

Tracy: Bye you guys. Have a great day.

Robin: Bye.

