

WORKSHOP: THE FOUNDATIONS OF WHOLESALE SUCCESS

Led by Lela Barker

HANDOUTS:

Imagining My Empire (worksheet)

On My Radar (worksheet)

Wholesale Readiness Checklist (worksheet)

Workshop Resource List

- The benefits of selling on the wholesale stage
- How to identify your competition (+ outplay them)
- Strategies for developing a brand niche
- The difference between developing products for wholesale vs. retail distribution
- Whether or not your products need UPC codes

WORKSHOP: PICTURE PERFECT PHOTO STYLING FOR MAKERS

Led by Elea Lutz

HANDOUTS:

Resource List: DIY + Budget-Friendly Props

Resource List: Online Tools

- Exploring the powerful role your pictures play in communicating your brand story
- Developing an image style: best practices for selecting a color palette, props, backgrounds + surfaces
- How to style a photo shoot: layering + keeping products in the spotlight
- Strategies for finding (+creating!) effective, budget-friendly props
- Building a photo-savvy toolbox: cameras + lenses + prop trickery
- Learning from the masters: top prop stylists + what you can learn from their work.
- See it all in action with a live, styled photo shoot

WORKSHOP: ROMANCING THE PRESS

Led by Lela Barker

HANDOUTS:

PR Wish List (worksheet)
PR Pitch Calendar (chart)
Workshop Resource List

- The type of media coverage you really, really want
- How to know which publications will be interested in your work
- How to get your hands on the contact information for key editors
- Strategies for creating compelling product pitches
- The secret to making those pitches uber-timely
- What to do after you land a juicy press hit

WORKSHOP: THE KEYS TO SUCCESSFUL PRODUCT PRICING

Led by Lela Barker

HANDOUTS:

Product Pricing Audit (worksheet)
Price Adjustment Announcement
(sample script)
Product Discontinuation Notice
(sample script)

- The four steps to successful, strategic product pricing
- The 2 BIG expenses most makers forget to include in their calculations
- How to determine precisely how much a product costs to bring to life
- Selecting + applying pricing strategies that keep your brand competitive + profitable
- How to stratify product offerings + pricing tiers to capture more dollars
- Strategies for reducing costs + increasing profitability

WORKSHOP: SOCIAL MEDIA BRANDING: YOUR STORY ACROSS PLATFORMS

Led by Jenn Romero

HANDOUTS:

Platform-by-Platform:

A Guide to Strategy + Images + Layout

- How to choose the most effective social media platforms for your brand
- Strategies + layouts for effectively communicating with your target consumers via these platforms
- Branding your social media photography + utilizing the stream to build buzz
- How to create compelling profiles + about pages
- Discover makers who are mastering the art of social media (+take a page from their playbook)
- Programs + tools to that boost efficiency + simplify social media management

WORKSHOP: THE ART OF THE PITCH

Led by Lela Barker

HANDOUTS:

Pitching By Email (Sample Script)

Workshop Resource List

- The differences between pitching via phone + email + in-person
- Best practices for executing those three types of pitches
- The etiquette of approaching wholesale buyers
- The secret to stirring interest in your brand
- My top-secret strategies for converting lookers into buyers

WORKSHOP: ANATOMY OF A HAPPY STOCKIST

Led by Lela Barker

- HANDOUTS:
- The key to building strong relationships with your stockists
 - 25 strategies for keeping your stockists happy (+ ordering)
 - What a shelf talker is + how to design them
- 25 Ways to Keep Stockists Happy (list)

ADDITIONAL HANDOUTS FOR THE WEEKEND:

Big Book of Branding Resources

Our Favorite Tech Hacks

Website Don't's