

# Where to find products & *how to pitch them*



## Local Businesses

### PRO'S:

- ✓ Close to you
- ✓ Insight into other branding
- ✓ Test product size in the box
- ✓ Support local business

### CON'S:

- ✗ Limited to their stock
- ✗ Niche may not be found
- ✗ Harder to organize findings

*TIP: Do research ahead of time to find stores & let them know you're local, too!*



## Local Chain Stores

### PRO'S:

- ✓ Can be niche oriented
- ✓ Larger stock than local
- ✓ Vetted companies
- ✓ Highly available

### CON'S:

- ✗ Limited to their stock
- ✗ Larger brands can mean tougher negotiations

*TIP: For example, try Whole Foods or Bass Pro Shops*



## Niche eCommerce Sites

### PRO'S:

- ✓ Highly niche products
- ✓ Easy to sort by category
- ✓ Easy to find company info
- ✓ Easy to save findings

### CON'S:

- ✗ Limited to their stock

*TIP: Examples of Niche eCommerce sites include Abesmarket.com or Diapers.com*



## Google

### PRO'S:

- ✓ Access to everything online
- ✓ Easy to find company info
- ✓ Easy to save findings
- ✓ Tools to narrow searches

### CON'S:

- ✗ Lots to sort through
- ✗ Easy to lose track without good organization

*TIP: A CRM or Evernote's Web Clipper extension can be used to keep track of your findings*

## The Pitch:

This is just our example, for you to borrow & customize!

"Hi [Name],

I'm with [Company Name] – a monthly care package for [Demographic]. I'm interested in buying around [# of Units] units of the [Product Name]. I'm curious what sort of pricing you can offer and how much lead time you need. I'd like to send these out for my [Date] shipment (we're located in [Location]).

Let me know if this is doable!

Thanks so much,  
[Your Name], [Company Name]

### TIPS:

- ✓ Keep it short and sweet
- ✓ Don't solicit for free product (if your model uses free product, try to start a conversation before requesting it)
- ✓ Consider a short brand invitation PDF
- ✓ Be diligent. You won't get 100% of your emails replied to, so just keep trying!