

## Take Our Easy Quiz & Learn If You're Ready For Wholesale!

**Score each of the following questions with a point scale of 1-5 (1=low, 5=high)**

**Points**

- 1. Is there a proven market for your product? -----
- 2. Do you know how many of your products you need to manufacture to reach your revenue goals? -----
- 3. Do I understand the difference between wholesale and retail? -----
- 4. Is my mindset of an artist or a business partner? -----
- 5. Do you know what it means to be a supplier? -----
- 6. Do you know what profitable pricing is for your product at both the wholesale and retail level—including all labor/overhead costs? -----
- 7. Do you know what your profit margin is for your product? -----
- 8. Is each of your product offerings scalable in order to produce higher volumes? -----
- 9. Do you have your customer terms (minimums, payment, returns, collections) defined? (Your customers will not be your bank.) -----
- 10. Do you have support materials (sell sheet, labels, packaging) that sell the story of your product in a professional, visually compelling manner? -----
- 11. Do you have suppliers in place for raw materials, shipping, packaging, bookkeeping, etc. -----
- 12. Does someone on your team have sales skills? -----
- 13. BONUS: Do I know what kind of business lifestyle I want? Do I want growth? -----

**How did you do?**

**Total Points**

- 12-24 points - Not ready, there's work to be done if wholesale is the goal
- 25-37 points - Right direction, need to identify areas of weakness and focus efforts
- 38-50 points - You're there! Fine tuning will enhance growth
- 51-60 points - Crazy if you're not leveraging wholesale now!