

What You NEED to Know to get YOUR Product into Major Retail Stores

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If you want to sell your product at mass retail outlets like Babies”R”Us, Target, Buy Buy Baby, Costco, etc... strongly consider the following 5 non-negotiable points when it comes to what they will expect from you.

YOU MUST:

1. Have an Idea that’s Cheap To Make

If a consumer is willing to pay \$10 for your product.
You must be able to make it for \$2. Yes \$2.
You will sell it to a retailer for \$4
They will sell it for \$10.
That’s how it works.

This may vary slightly depending on if your product is a consumable or not, what the competition looks like in your category and if you have created a big demand for it, however.... I have never seen a retailer take less than a 40% margin and most want 60+ %.

Yes, you can absolutely make it for \$7 and sell it online for \$10. That’s different!

If you want to sell at mass retail, you must have big fat juicy margins. Everyone else does. They won’t make an exception for you. Plan accordingly.

2. Solve a Problem without Creating Another One

It is very hard to build a big profitable business from scratch with a luxury item. Your product must solve a problem bigger than it creates.

(ie) Creating an attachment for a binky that prevents you from losing your binky attachment or offering a bag to store your “already wraps up into a bag” changing mat in is just ONE MORE THING.

Consumers are over stuff that does not simplify their lives. They are onto you. It must be easy to understand in ONE SECOND with ONE SENTENCE.

If it's not, you will need to budget lots of money for marketing because you are going to have to buy people's time to describe it to them.

Your target demographic should immediately get how it will simplify their life, make them healthier, or save them time or money.

Beautiful things are beautiful and wonderful and nice to have.

Useful things make money.

In the best scenario = you can be both. If you can't, choose useful.

3. **Be Massively Different**

Making a baby powder with a new scent is not going to make you a millionaire. You must be massively different and not afraid to tell everyone...

- how and why you are the ONLY product to yadda yadda.
- how you are the BEST at yadda yadda.
- how NO other product can come close to your yadda yadda.

Our marketplace is saturated with big companies, big brands and big marketing dollars.

Sadly, some of their marketing messages are misrepresented and take advantage of consumers. Many of you started your business because you became discouraged at the dishonest claims of big companies. You decided to do the right thing and grow the essential oils yourself or guarantee your plastic truly is organically, biodegradable grown on a trade free, ph balanced, BPA free farm near free range sustainable energy.

Whatever your platform, that's all great and good for getting into heaven but it doesn't matter nearly as much as you would like it to for a big retail chain. While I applaud your initiative to change the world it just won't open doors with the big accounts.

You can tell them you are better than the other stuff they sell until you are blue in the face. Until you have a large consumer demand catching their attention or an original, novel marketing message (beyond the fact that you are telling the truth) they just won't care.

The politics and sheer volume of incoming products retailers have to sift through every day often prevent the little guy from even getting a foot in the door. Find what you are

offering that no one else has and there is a much better chance your buyer will at least open the door to a conversation.

4. **Already Be Rich**

Many people don't know that although the year Boogie Wipes was acquired, our sales were in the multi millions—the company was still in the red! It cost more than all those millions to fund our super fast growth and all the systems, inventory, people and fees necessary to get to that sales number.

Many stores charge slotting fees and new tag fees as high as \$40K. They may want you to change your package for them, participate in their marketing programs and do demos. If your shipment doesn't show up at the right dock, they can send it back to you with a \$500+ fee (yep happened to us more than once).

Grow slowly, or be prepared to take on an investor (once your potential is proven and/or your patent is solid). Anticipate it will cost you lots of money to run with the big dogs!

Don't be in such a rush, negotiate with them and be prepared to walk away if the offer does not look like something you can support without getting in over your head. If it's a good product and you have protected it....they will be back.

5. **Know Your Purpose**

Managing a start up product with mass retail distribution is a 60 hour a week job.

Can you answer these questions honestly to yourself?

- Is your marriage strong and your spouse prepared for it all?
- Are your kids and family at a place where they can handle seeing you less?
- Are you good with delegating, compartmentalizing, letting go of little things?
- Can you stay positive throughout the many many disappointments that come with the success?
- Are you a good problem solver and okay to let go of control?
- Are you in a season of your life where you want to put your business and career first?
- Are you able to seek help, a mentor and someone to work with you?
- Do you know your boundaries?
- What are your rules for YOUR life?
- How will you prevent the demands from taking over?

It is NOT failure to have an idea, create it into something real, sell to a small group of manageable consumers then sit back and watch them love it. You make money, you achieve your dream. Your business is a reality, you get to pick your kids up at school everyday, relax with your mate every night and get a pedicure with your mom every month. That is life. That is a RICH, FULL AMAZING LIFE!

Life is meant to be full of adventure and challenge – not work 7 days a week. Think about your journey. Think about why you are really taking all these risks.

Is it more important to you to see your product on the shelf at Target or see your kid win the spelling bee? You may in fact be able to do both but not all at once and never without sacrifices someplace else. Make certain you are willing to make them.

Go watch the movie “I Don’t Know How She Does It” with Sarah Jessica Parker if you don’t believe me. Sarah wouldn’t lie to you.

Remember this list is of what to expect to go for mass retail, not to simply lead your dreams. That’s an entire other list and it is full of all kinds of other ideas.

There are risks and rewards for both paths. I am in no way discouraging you from trying to break into the “big box” stores. I want to prepare you with much of what I wish I had known before starting Boogie Wipes and all I have learned consulting with 100+ inventors in the last few years.

In the end, there is really no right or wrong way to run your business. It’s all just a bunch of opinions and set of experiences. None of which are your exact set. So embrace them all, listen to your gut, enjoy the ride. Remember all good roller coasters get you to throw your hands up and scream sometimes – in joy, in fear in triumph!



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