



**Wholesale to Private Label:
Only One Small Step, but a Giant Leap Ahead for
Your Business**

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In the book *Beyond Arbitrage*, I introduced the above pyramid of inventory sourcing.

The bottom levels are where most sellers start and usually the goal is to move up and eventually get to private label.

That term can sound scary as most sellers think sourcing from China is the only way to go. Questions that arise can be:

How do you find a supplier you can trust?

Will they respond back?

Will they require a huge minimum order?

How do you overcome the language barrier?

Sourcing from China is what I call the harder, scarier way to do private label. I have friends that source their products overseas and are very successful with it, but when I got started with private label I didn't have the money to do it that way so the "Easy Way" was born.

Here's how I got started with private label.... I had an idea for a product so I called a local manufacturer that makes products in this same niche. The owner said they could manufacture the product for me, but it would cost him more to make it than for me to purchase it from a wholesale contact he had. He gave me their information so I called them and explained that I wanted to do a private label version of their product. This wholesale company does not have a private label program, but when I inquired about taking their item and putting it into my own packaging they gave me permission and my first private label product was born.

Because I knew there were many other sellers wanting to get into private label that also might prefer not to source overseas or couldn't afford it, I decided to write a book called Private Label the Easy Way.

Are you already purchasing items wholesale?

You're only one small step away from private label.

If you're not buying wholesale then getting started can be as easy as filling out an application online or finding a slew of wholesale suppliers at a trade show.

“Do you do private label?”

If you ask a wholesale vendor this question you're likely to get an answer like - “Yeah, we can do that. The minimum order would be 2000 units” or maybe even more.

But this is Private Label the Easy Way and ordering 2000 units is not “easy” in my opinion.

But it's all how you ask the question.

You see when you say “private label” most vendors assume you want them to create new packaging for you or put your logo on the item. To do that they understandably need a large enough order to make it worth it to them. However, when explained the Easy Way method the minimum order drops down to their regular wholesale minimum/opening order.

So here's how to explain the Easy Way:

“I want to buy your product as is and remove the item from your packaging and put it into my own packaging.”

Or in the case of the item having a clear package with a paper insert - “I would like to buy your product as is and remove your insert and put mine in.”

Once they understand that you're not asking them to do the work and that you're making it your brand, the minimums become very small and they don't care what you do with it or where you sell it.

This is an important point – They don't care what you do with it or where you sell it.

I know that there are lots of wholesale companies that have a negative opinion of

Amazon for whatever reason. So they might not want you selling *their* brand, but if you're repackaging it under *your* brand then they don't care where you sell it. Please keep in mind we're referring to products that are more generic and aren't brand driven.

You can find out more about that in my book [Private Label the Easy Way](#).

This opens up the door to SO many private label opportunities. Every trade show becomes a supplier buffet.

So get out there and find some good private label products.

A handwritten signature in black ink, appearing to be 'By' followed by a stylized flourish.

Are you ready to take the step into private label?

I have a mentoring program that will take you step by step through the Easy Way method.

Here's the link for more information -

<http://privatelabeltheeasyway.com/mentoring>

But do not purchase through that link or you'll be paying too much. Here's a link to get in for only \$197!!! -

<http://privatelabeltheeasyway.com/webinarsale/webinarsalecheckout/>