



The Distribution Profit Money Funnel SECRET

Ron Espinoza



For the First Time Ever...

**We're Revealing the Actual
MONEY FUNNEL Strategy
for Distribution Profits!**

**A Refresher from
What We Talked
About Before...**

Project Pacific Rim

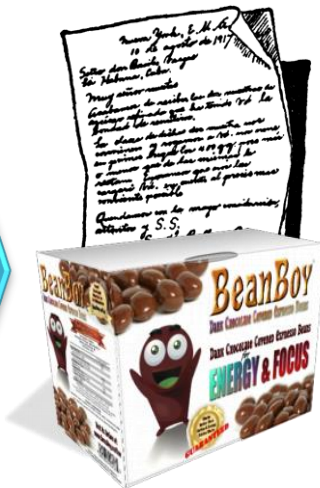
(**BeanBoy**)

Mailing List of Wholesalers **INCLUDING** Name of Buyer



This List Can Be From Former Trade Shows or Other Means

Send a **PACKAGE** Including a Sales Letter & Product Box

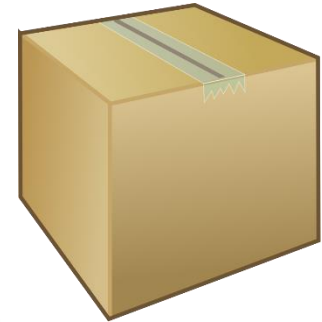


This **MUST** Be Addressed to a **SPECIFIC** Buyer and Sent via FedEx

Wait 7 – 10 Days Then Follow Up with a Phone Call



Ask If Received the Box and Ask for a Meeting or Ask If They're Interested in Carrying the Product



Order Form

To: Sinclair Research, FREEPOST, Camberley, Surrey, GU10 3HF.
Please send me the items I have indicated below.

Qty	Quantity	Code	Item Price	Total
01	Super Programs 1	30	£4.95	
02	Super Programs 2	31	£4.95	
03	Super Programs 3	32	£4.95	
04	Super Programs 4	33	£4.95	
05	Super Programs 5	34	£4.95	
06	Super Programs 6	35	£4.95	
07	Super Programs 7	36	£4.95	
08	Super Programs 8	37	£4.95	
09	Recharge	38	£6.95	
10	Recharge	39	£6.95	
11	Chips	40	£6.95	
12	Fantasy Games	41	£4.75	
13	Space Raiders & Bomber	42	£3.95	
14	Flight Simulation	43	£5.95	
15	English Literature 1	44	£6.95	
16	English Literature 2	45	£6.95	
17	Geography 1	46	£6.95	
18	History 1	47	£6.95	
19	Mathematics 1	48	£6.95	
20	Music 1	49	£6.95	
21	Investments 1	50	£6.95	
22	Spelling 1	51	£6.95	
23	Conductor's Pack	52	£3.95	
24	Club Record Controller	53	£9.95	
25	VJ M.C.E.	54	£7.95	
26	VJ M.C.E.	55	£7.95	
27	VJ M.C.E.	56	£7.95	
28	VJ M.C.E.	57	£7.95	
29	VJ M.C.E.	58	£7.95	
30	VJ M.C.E.	59	£7.95	
31	VJ M.C.E.	60	£7.95	
32	VJ M.C.E.	61	£7.95	
33	VJ M.C.E.	62	£7.95	
34	VJ M.C.E.	63	£7.95	
35	VJ M.C.E.	64	£7.95	
36	VJ M.C.E.	65	£7.95	
37	VJ M.C.E.	66	£7.95	
38	VJ M.C.E.	67	£7.95	
39	VJ M.C.E.	68	£7.95	
40	VJ M.C.E.	69	£7.95	
41	VJ M.C.E.	70	£7.95	
42	VJ M.C.E.	71	£7.95	
43	VJ M.C.E.	72	£7.95	
44	VJ M.C.E.	73	£7.95	
45	VJ M.C.E.	74	£7.95	
46	VJ M.C.E.	75	£7.95	
47	VJ M.C.E.	76	£7.95	
48	VJ M.C.E.	77	£7.95	
49	VJ M.C.E.	78	£7.95	
50	VJ M.C.E.	79	£7.95	
51	VJ M.C.E.	80	£7.95	
52	VJ M.C.E.	81	£7.95	
53	VJ M.C.E.	82	£7.95	
54	VJ M.C.E.	83	£7.95	
55	VJ M.C.E.	84	£7.95	
56	VJ M.C.E.	85	£7.95	
57	VJ M.C.E.	86	£7.95	
58	VJ M.C.E.	87	£7.95	
59	VJ M.C.E.	88	£7.95	
60	VJ M.C.E.	89	£7.95	
61	VJ M.C.E.	90	£7.95	
62	VJ M.C.E.	91	£7.95	
63	VJ M.C.E.	92	£7.95	
64	VJ M.C.E.	93	£7.95	
65	VJ M.C.E.	94	£7.95	
66	VJ M.C.E.	95	£7.95	
67	VJ M.C.E.	96	£7.95	
68	VJ M.C.E.	97	£7.95	
69	VJ M.C.E.	98	£7.95	
70	VJ M.C.E.	99	£7.95	
71	VJ M.C.E.	100	£7.95	
72	VJ M.C.E.	101	£7.95	
73	VJ M.C.E.	102	£7.95	
74	VJ M.C.E.	103	£7.95	
75	VJ M.C.E.	104	£7.95	
76	VJ M.C.E.	105	£7.95	
77	VJ M.C.E.	106	£7.95	
78	VJ M.C.E.	107	£7.95	
79	VJ M.C.E.	108	£7.95	
80	VJ M.C.E.	109	£7.95	
81	VJ M.C.E.	110	£7.95	
82	VJ M.C.E.	111	£7.95	
83	VJ M.C.E.	112	£7.95	
84	VJ M.C.E.	113	£7.95	
85	VJ M.C.E.	114	£7.95	
86	VJ M.C.E.	115	£7.95	
87	VJ M.C.E.	116	£7.95	
88	VJ M.C.E.	117	£7.95	
89	VJ M.C.E.	118	£7.95	
90	VJ M.C.E.	119	£7.95	
91	VJ M.C.E.	120	£7.95	
92	VJ M.C.E.	121	£7.95	
93	VJ M.C.E.	122	£7.95	
94	VJ M.C.E.	123	£7.95	
95	VJ M.C.E.	124	£7.95	
96	VJ M.C.E.	125	£7.95	
97	VJ M.C.E.	126	£7.95	
98	VJ M.C.E.	127	£7.95	
99	VJ M.C.E.	128	£7.95	
100	VJ M.C.E.	129	£7.95	
101	VJ M.C.E.	130	£7.95	
102	VJ M.C.E.	131	£7.95	
103	VJ M.C.E.	132	£7.95	
104	VJ M.C.E.	133	£7.95	
105	VJ M.C.E.	134	£7.95	
106	VJ M.C.E.	135	£7.95	
107	VJ M.C.E.	136	£7.95	
108	VJ M.C.E.	137	£7.95	
109	VJ M.C.E.	138	£7.95	
110	VJ M.C.E.	139	£7.95	
111	VJ M.C.E.	140	£7.95	
112	VJ M.C.E.	141	£7.95	
113	VJ M.C.E.	142	£7.95	
114	VJ M.C.E.	143	£7.95	
115	VJ M.C.E.	144	£7.95	
116	VJ M.C.E.	145	£7.95	
117	VJ M.C.E.	146	£7.95	
118	VJ M.C.E.	147	£7.95	
119	VJ M.C.E.	148	£7.95	
120	VJ M.C.E.	149	£7.95	
121	VJ M.C.E.	150	£7.95	
122	VJ M.C.E.	151	£7.95	
123	VJ M.C.E.	152	£7.95	
124	VJ M.C.E.	153	£7.95	
125	VJ M.C.E.	154	£7.95	
126	VJ M.C.E.	155	£7.95	
127	VJ M.C.E.	156	£7.95	
128	VJ M.C.E.	157	£7.95	
129	VJ M.C.E.	158	£7.95	
130	VJ M.C.E.	159	£7.95	
131	VJ M.C.E.	160	£7.95	
132	VJ M.C.E.	161	£7.95	
133	VJ M.C.E.	162	£7.95	
134	VJ M.C.E.	163	£7.95	
135	VJ M.C.E.	164	£7.95	
136	VJ M.C.E.	165	£7.95	
137	VJ M.C.E.	166	£7.95	
138	VJ M.C.E.	167	£7.95	
139	VJ M.C.E.	168	£7.95	
140	VJ M.C.E.	169	£7.95	
141	VJ M.C.E.	170	£7.95	
142	VJ M.C.E.	171	£7.95	
143	VJ M.C.E.	172	£7.95	
144	VJ M.C.E.	173	£7.95	
145	VJ M.C.E.	174	£7.95	
146	VJ M.C.E.	175	£7.95	
147	VJ M.C.E.	176	£7.95	
148	VJ M.C.E.	177	£7.95	
149	VJ M.C.E.	178	£7.95	
150	VJ M.C.E.	179	£7.95	
151	VJ M.C.E.	180	£7.95	
152	VJ M.C.E.	181	£7.95	
153	VJ M.C.E.	182	£7.95	
154	VJ M.C.E.	183	£7.95	
155	VJ M.C.E.	184	£7.95	
156	VJ M.C.E.	185	£7.95	
157	VJ M.C.E.	186	£7.95	
158	VJ M.C.E.	187	£7.95	
159	VJ M.C.E.	188	£7.95	
160	VJ M.C.E.	189	£7.95	
161	VJ M.C.E.	190	£7.95	
162	VJ M.C.E.	191	£7.95	
163	VJ M.C.E.	192	£7.95	
164	VJ M.C.E.	193	£7.95	
165	VJ M.C.E.	194	£7.95	
166	VJ M.C.E.	195	£7.95	
167	VJ M.C.E.	196	£7.95	
168	VJ M.C.E.	197	£7.95	
169	VJ M.C.E.	198	£7.95	
170	VJ M.C.E.	199	£7.95	
171	VJ M.C.E.	200	£7.95	
172	VJ M.C.E.	201	£7.95	
173	VJ M.C.E.	202	£7.95	
174	VJ M.C.E.	203	£7.95	
175	VJ M.C.E.	204	£7.95	
176	VJ M.C.E.	205	£7.95	
177	VJ M.C.E.	206	£7.95	
178	VJ M.C.E.	207	£7.95	
179	VJ M.C.E.	208	£7.95	
180	VJ M.C.E.	209	£7.95	
181	VJ M.C.E.	210	£7.95	
182	VJ M.C.E.	211	£7.95	
183	VJ M.C.E.	212	£7.95	
184	VJ M.C.E.	213	£7.95	
185	VJ M.C.E.	214	£7.95	
186	VJ M.C.E.	215	£7.95	
187	VJ M.C.E.	216	£7.95	
188	VJ M.C.E.	217	£7.95	
189	VJ M.C.E.	218	£7.95	
190	VJ M.C.E.	219	£7.95	
191	VJ M.C.E.	220	£7.95	
192	VJ M.C.E.	221	£7.95	
193	VJ M.C.E.	222	£7.95	
194	VJ M.C.E.	223	£7.95	
195	VJ M.C.E.	224	£7.95	
196	VJ M.C.E.	225	£7.95	
197	VJ M.C.E.	226	£7.95	
198	VJ M.C.E.	227	£7.95	
199	VJ M.C.E.	228	£7.95	
200	VJ M.C.E.	229	£7.95	
201	VJ M.C.E.	230	£7.95	
202	VJ M.C.E.	231	£7.95	
203	VJ M.C.E.	232	£7.95	
204	VJ M.C.E.	233	£7.95	
205	VJ M.C.E.	234	£7.95	
206	VJ M.C.E.	235	£7.95	
207	VJ M.C.E.	236	£7.95	
208	VJ M.C.E.	237	£7.95	
209	VJ M.C.E.	238	£7.95	
210	VJ M.C.E.	239	£7.95	
211	VJ M.C.E.	240	£7.95	
212	VJ M.C.E.	241	£7.95	
213	VJ M.C.E.	242	£7.95	
214	VJ M.C.E.	243	£7.95	
215	VJ M.C.E.	244	£7.95	
216	VJ M.C.E.	245	£7.95	
217	VJ M.C.E.	246	£7.95	
218	VJ M.C.E.	247	£7.95	
219	VJ M.C.E.	248	£7.95	
220	VJ M.C.E.	249	£7.95	
221	VJ M.C.E.	250	£7.95	
222	VJ M.C.E.	251	£7.95	
223	VJ M.C.E.	252	£7.95	
224	VJ M.C.E.	253	£7.95	
225	VJ M.C.E.	254	£7.95	
226	VJ M.C.E.	255	£7.95	
227	VJ M.C.E.	256	£7.95	
228	VJ M.C.E.	257	£7.95	
229	VJ M.C.E.	258	£7.95	
230	VJ M.C.E.	259	£7.95	
231	VJ M.C.E.	260	£7.95	
232	VJ M.C.E.	261	£7.95	
233	VJ M.C.E.	262	£7.95	
234	VJ M.C.E.	263	£7.95	
235	VJ M.C.E.	264	£7.95	
236	VJ M.C.E.	265	£7.95	
237	VJ M.C.E.	266	£7.95	
238	VJ M.C.E.	267	£7.95	
239	VJ M.C.E.	268	£7.95	
240	VJ M.C.E.	269	£7.95	
241	VJ M.C.E.	270	£7.95	
242	VJ M.C.E.	271	£7.95	
243	VJ M.C.E.	272	£7.95	
244	VJ M.C.E.	273	£7.95	
245	VJ M.C.E.	274	£7.95	
246	VJ M.C.E.	275	£7.95	
247	VJ M.C.E.	276	£7.95	
248	VJ M.C.E.	277	£7.95	
249	VJ M.C.E.	278	£7.95	
250	VJ M.C.E.	279	£7.95	
251	VJ M.C.E.	280	£7.95	
252	VJ M.C.E.	281	£7.95	
253	VJ M.C.E.	282	£7.95	
254	VJ M.C.E.	283	£7.95	
255	VJ M.C.E.	284	£7.95	
256	VJ M.C.E.	285	£7.95	
257	VJ M.C.E.	286	£7.95	
258	VJ M.C.E.	287	£7.95	
259	VJ M.C.E.	288	£7.95	
260	VJ M.C.E.	289	£7.95	
261	VJ M.C.E.	290	£7.95	
262	VJ M.C.E.	291	£7.95	
263	VJ M.C.E.	292	£7.95	
264	VJ M.C.E.	293	£7.95	
265	VJ M.C.E.	294	£7.95	
266	VJ M.C.E.	295	£7.95	
267	VJ M.C.E.	296	£7.95	
268				

Chicken and the Egg Concept

- Wholesalers Don't Like Carrying Products With No Track Record
 - This is Why You Can Offer a “Consignment” Shipment If the Wholesaler Has a Good Track Record of Being Successful with NEW Products in Your Category
- You Can't Get a Sales Track Record Without Getting Your Product Into Stores
- The Only Way to Get That Sales “Traction” is By Putting the Product Into Stores Yourself
- Once Retailers Start Asking Their Distributors and Jobbers for the Product (and These People Start Seeing Your Product Everywhere), They WANT Your Product in Their Warehouse!

Start With a Single Area...Just Like With Real Estate Investing!

- It's Like a Snowball Rolling Down a Hill...Just Keeps Getting Bigger and Bigger, Going Faster and Faster
- It Starts With a **SINGLE AREA** of Distribution and Somehow “Webs” Outward Very Quickly
- Our Area, of ALL Areas of the Country, Was Detroit!
- If We Can Snowball a Distribution Business Starting from Detroit, Anyone Can Basically Start from Anywhere!

And Even If You Stick With **Only
One Area or Region...**

**You Can Get
Very, Very Wealthy!**



By the Way...

- Once Your Product Hits the Market, You Can Then Submit Your TRADEMARK Application For Your Product Name
- I Recommend Using www.Tradmarkia.com
- You **Cannot** Trademark Your Product Name UNTIL You Make Your First Product Sale
 - ***Your Product Must Be “In Commerce”***
- Before Selecting a Product Name, Be Sure You’ve Conducted a Search on the Name FIRST Before Committing It to Your Label

What You'll Need to Sell Product

- The Ability and Willingness to Go “Door-to-Door,” Knowing It’s Just to Get the Ball Rolling for Your Business
 - If You Don’t Want to Go “Door-to-Door” Then Use the Marketing Method Outlined Before by Contacting Wholesalers Via Mailed Samples/Boxes
- Have a “Sales” Personality; This Basically Means You’re Not a Hermit and You’re Willing to Talk to People
- You Can Get Used to Rejection and “Nos” As With Any Sales Gig
- Be Willing to Roll Up Your Sleeves and Push As Hard As You Can for Your Business for As Long As It Takes!

This is Assuming...

- You've Done Adequate Product Research and Are Selling Something That's Reasonably HOT (and Not Some Off-the-Wall Product That Nobody Knows or Cares About)
- That Your Product DOES What It's Supposed to
 - If It's An Energy Drink, It BETTER Give Up the Energy Without Tasting Like Crap
- You Have a Kick-Ass Product Design
 - Remember, Your Product IS Its Own Marketing Piece and Billboard All In One!



For Success in Distribution...

- Find that “Hole” in the Market
- Discover a “Fatal” Flaw with Your Biggest Competitors
- You Better Have **Something Different** or Better About Your Product Than What Everyone Else Has
- Again, Avoid Markets That Are Too Highly Competitive Like Energy Shots, For Instance, Unless You Have Something REALLY DIFFERENT!

Here's the Secret



- Be Consistent with the Process
- Make the Sales Calls, Do the Work
- Find the Balance Where You Can Make Money Now While Working Toward Bigger Distribution Goals (i.e. Getting Into a Chain Retail Store)
- Think of the Woodpecker; Small Pecks Over Time Will Bring An Entire Tree Down

C-Store and Retail Store Distribution is Recommended **Because...**

- Distribution Through These Specific Wholesale Networks is Less Complicated Than Targeting Other Wholesale Networks (i.e. Clothing Wholesalers/Jobbers, Etc.)
- There Are Only a **SMALL HANDFUL** of C-Store and Retail (Grocery) Wholesalers in the Entire Country to Target
- You Can Gain 100% of Every Wholesaler's Attention in One Year or Less
- As Long As the Product is Attention-Getting and is the **RIGHT PRICE** for Them to Make Money, They Will Sell It!

It Makes **YOUR JOB** A Lot Easier...

- **The Hardest Part:** Figuring Out a Product to Sell
- There Are Only a LIMITED Amount of Products You Can Sell in a C-Store or Grocery Stores, Cutting Down Too Many Product Possibilities
- As Mentioned Before, the Distribution Network is Small Allowing for Fast Market Distribution and Saturation

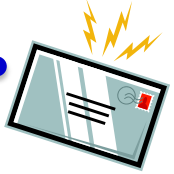
Avoid “Mr. Checkout” and Other Such Programs

- There Are Programs Out There That Claim to Get Your Product in Hundreds of C-Stores and Gas Stations...For a Fee
- The Basic “Plan” is that You Pay Them and You Give Up Free Product for Each Store Placement
- Then the “Theory” is...Store Owner Will Call You Upon a Reorder
- Problem: Store Owner Will NOT Push a Product They Didn't Purchase Because There's No Investment
- Many Times When They Run Out, They Won't Call You Anyway Unless You Follow Up With Them

What Works and What Doesn't

- “Door-to-Door” Sales to Both Retailers and Wholesalers Will Make You the Most Money
 - This Includes Doing Mailings and Making Phone Calls to Wholesalers
- Trade Shows to Wholesaler and Retailer Shows With the Most Traffic
 - Most Times You'll Break Even on the Front End with the Promise of Getting Connections for Back End Sales and Relationships Over the Long Term
- Letter Campaigns to Wholesalers and Print Ads in Trade Magazines are the Least Effective Method
 - **Pitfall:** General Mailers (with No Sample and Not Sent to a SPECIFIC Buyer) Are a Waste of Money; Wholesale Buyers Usually Never Get the Mail Since a Secretary Usually Tosses the Mail Away UNLESS They Think It's Personal for a Specific Buyer; This is Why You MUST Include a Sample or Box of the Product
 - Print Ads in Trade Magazines Are Usually Skipped Over by Readers

When Using Direct Mail...



- You **MUST** Have a Specific Buyer's Name
 - *This Can Be Acquired by a Simple Phone Call to a Wholesaler or Distribution Warehouse*
 - *Hopefully You've Been Able to Establish That They Sell Your Type of Product and Would Like Samples*
- You **MUST** Send a FedEx Package (Making It Look IMPORTANT As If the Buyer Requested It)
- In the Package...
 - *Include a Personalized Cover Letter, Sales Letter, Product Brochure, Price List, Your Business Card, and the Sample*



**This Gets Your Package
Past the Guardian at the
Gate (the Secretary)**



Then Do a Follow Up Via Phone and/or Email

7-10 Days Later!

Ask Them If They Received the Package, If They've Tried the Samples, and If They Have Any Questions About the Product! Usually They'll Tell You to Call Back in a Designated Time Frame; Learn Outlook Really Well!



Adding to Your Product Line

- Add “Like” Products At First, Starting With One Additional Like Product
- This Will **Double Your Sales** With Current Retailers and Wholesalers Because They’ll Want BOTH Products
- Eventually You Can Expand a Little More by Adding “Like” Products That Differ from the Original Product Line Slightly

**This Basic Premise Can
Work With ANY Product**

How to Work a Trade Show

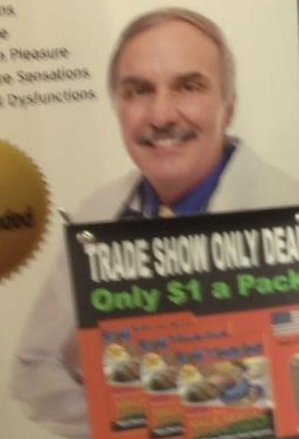
- Get a 10x10 Booth MONTHS in Advance at the Appropriate Show/Venue
- Get an 8-Foot Tension Fabric Display and a Retractable Banner Stand from AceExhibits.com or Ebay.com
 - *Buy Your Stuff Since Renting is a Waste of Money*
- Make Sure They Supply You With a 6” or 8” Table with 2 Chairs (or Rent Them)
- Bring the Following:
 - **Product Samples**
 - **Price Cards**
 - **Business Cards**
 - **Brochures**
 - **Promo Pens**
 - **Show Deal Sheet**



Bull Thunder Magic SEX PILL

Unbelievably Powerful & Highly Effective
Male Sexual Enhancement
All-Natural Herbal Formula

- Hard Erections
- Sex Drive
- Bedroom Pleasure
- Pleasure Sensations
- No Sexual Dysfunctions



Doctor
Recommended

TRADE SHOW ONLY DEAL
Only \$1 a Pack!

INCREDIBLE DEAL
Tiny Little PILL...
MASSIVE PROFITS

Bull Thunder™

MALE SEXUAL ENHANCEMENT

All Natural Herbal Supplement

Yes, It Really Works

Get a Free Sample



Made in the USA



Where There's the
There's Thunder

Most Effective
Sexual Enhancement
Supplement on the
Market for Men!



Trade Show
Specialist

Bull Thunder



Bull Thunder

1600 MG
POWERHOUSE
MEGA FORMULA



THE NEWEST
MOST POWERFUL

SEX PILL

is
NOW HERE



Proudly Made
in the USA



What to Expect at a Trade Show

- Lots of Contacts (Including Gathering Business Cards)
 - Stay Organized
- A Handful of Orders (IF You Have a Show-Only Deal...Highly Recommended!)
 - Take Some Invoices for Sales and Set Up with a PayPal “Swiper” So You Can Charge People on the Spot
- Doing the Same Sales Pitch Over and Over Again
- “Scanning” People (If You Have the Software/If the Show Offered the Software)
- Passing Out Endless Amounts of Samples, Brochures, Price Cards and Business Cards



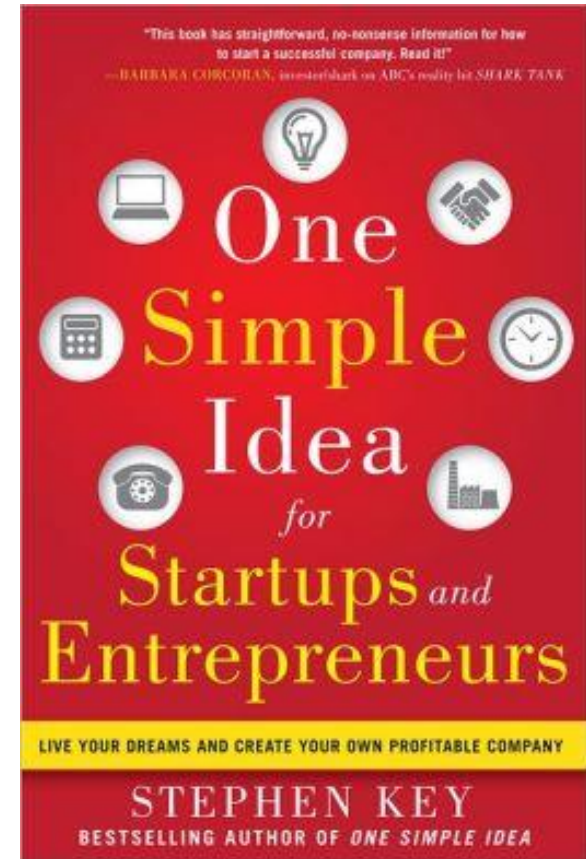
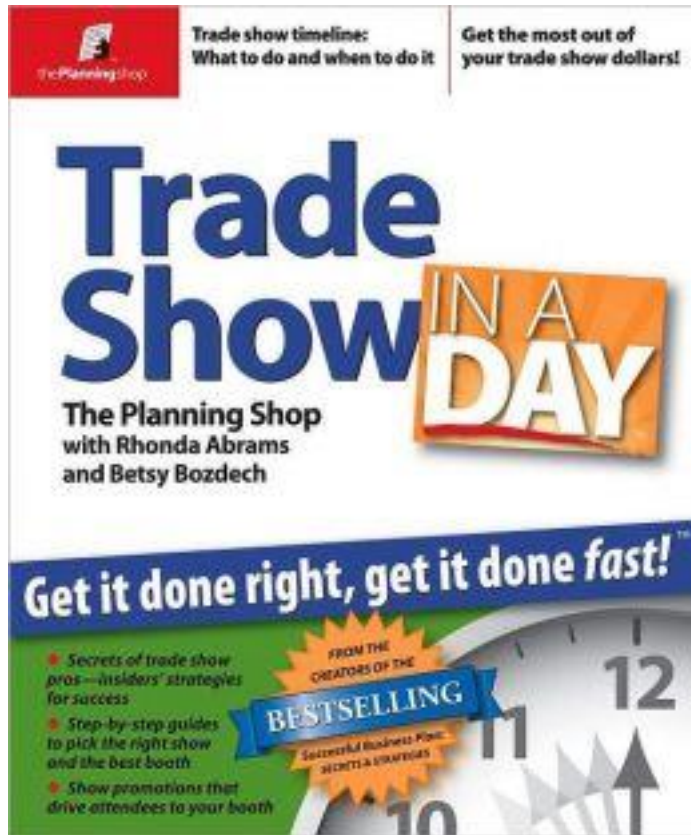
What to Do **AFTER** a Trade Show

- Ship All Orders **RIGHT AWAY**
- Wait 5 to 7 Days Then Call Leads
- Send Emails to Each Lead After Calling
- Follow Up Again With Leads 3 – 4 Weeks Later
- If Given a Mailing List of Attendees at the Show, Do a Mailing to the Attendees
- Get Ready for the Next Show
 - What Worked, What Didn't at the Last Show?

Since Trade Shows Can Be Costly...

- It May Not Fit Into Your Marketing Plan Right Off the Bat
- It Definitely Will Become a Necessity Once You Start Getting Your Business Off the Ground
- You Should Also Have Your Product “Elevator Pitch” Down Pat and Know Your Product Like the Back of Your Hand So You Can Effectively Sell It at the Show

2 Recommended Books on the Topic of Trade Shows



Distributing a Successful Product May Be an Option to Consider...



Ron Espinoza

(734) 754-0117

BeanBoyCoffee@gmail.com