



FASHION BRAIN ACADEMY

# PREPARING TO SELL AND SELLING YOUR LINE

“Launch a Line” Breakthrough Bootcamp

# Your First Season

- Think of the first season as a test
- Prove your product has “legs”
- Get as much feedback as possible
- LISTEN to what people say and more importantly, what they spend money on
- This is truly your research phase
- Don't expect to make money on your first season
- Gather information to improve the product



# Your First Season is a Test

*I mean it...*

# Your First Season

- The difference between VISION and STYLE
- You don't have to bend to the wishes of one individual buyer
- Listen to ALL the feedback before you tweak the product
- You're looking for commonalities in the feedback, not one forceful person's opinion
- Don't feel you're "selling out" when it's a matter of "style"
- Consider it carefully if it's a matter of "vision"

