

Ok so my first advice is find a local paper or the local Chamber of Commerce and get them to do a quick fluffy news article about your “young entrepreneur dynamic bootstraps great company and saves the world xyzwhatever”

THEN I would send an email (and draft a linked-in specific version to send to the LI of the store manager for each of the locations you mentioned. PLEASE FOR THE LOVE OF BABY JESUS tell me you’ve already spoke to both managers in person as this is a regional (two stores is TINY in retail purchasing brain) pitch and you will ABSOLUTELY need those managers to understand WHY you are a kid they want to support who has a value that helps them easily (sell firewood make money)

Now, assuming you have met them and you feel that they are at least not negative on the whole idea you can connect with them on LinkedIn and follow their connections up to “buyers” “purchasing manager” whatever type title.

NOTE - retailers NEVER pay cash, you have to give them Net30 at least to get onboarded,

remember onboarding YOU is a PAIN IN THEIR ASS (its paperwork and vendor approvals and terms approvals and UPC into EDI systems and bla bla bla) so really lean on the “mentor and support a young entrepreneur” bit, I have amazing mentors who are in their 60s and 70s whose impact on my life is incalculable, and older people LIKE TO HELP young value providers so USE that but do it Authentically! Be clear, “I will work and hustle and impact for you and make sure you make money, I know I am small have have things to learn but give me a chance to deliver for you.” MAKE YOURSELF A HEART FELT HELPING BET FOR THEM”

**Now to the message-**

**Firewood Outreach Emails:**

**Dollar General:**

**Title:** Attached is a news article about my small, youth owned business / 17yr old pitching a firewood bundle pilot (2 stores?)

Dear Dollar General Purchasing Team,

My name is Morgan Martens, a 17 yr old firewood bundles entrepreneur from Brule, Wisconsin. I recently visited two of your locations in my area and saw that you do not currently carry firewood bundles at these locations.

My company supplies high-quality, responsibly sourced firewood bundles right here in the Brule area and I would love an opportunity to run a pilot program at your Poplar Wisconsin and Iron River Wisconsin locations.

I took the step of providing a couple bundles of firewood to each of the managers at these locations and both NAMEXYZ and NAMEXYZ were very kind and gracious with their time.

Providing Net30 terms on a couple of test pallets for each location and being priced with a 65% margin from MSRP of \$ZYXZ I believe that my small business could add value and profit to these and future locations.

Gratefully,  
Morgan Martens, Chief Woody  
XZYX wood company  
Email  
Phone  
Linkedin