



THE WHOLESALE MASTERCLASS

GET YOUR PRODUCTS INTO SHOPS:
TIPS & TOOLS FOR CREATIVES!

atelier
VÉRO.

THE LINE SHEET STARTER KIT

YOUR FIRST STEP TO SELLING
YOUR PRODUCTS TO SHOPS



THIS KIT IS A FREE SAMPLE FROM FROM THE FULL “LINE SHEETS FOR CREATIVES” WORKBOOK

VERONIQUE GODBOUT - ATELIER VÉRO - THE WHOLESALE MASTERCLASS

Hello Creative Soul,

I'm so happy you're here!

Whether you're just starting your wholesale journey or ready to bring a more professional polish to your product line, this starter kit was made with you in mind.

Inside, you'll find my go-to checklist, a sample layout, and a blank line sheet template to help you get started—beautifully and confidently. These are the same tools I use in my own creative business to share my artwork with shops across North America. You don't have to do it all at once.

Start small. Stay curious. And remember: you're not just selling products—you're sharing your creativity with the world. Let's build something wonderful.

With joy,

Veronique xo

Veronique Godbout

Artist, Mentor,

Founder of Atelier Vero
and The Wholesale Masterclass



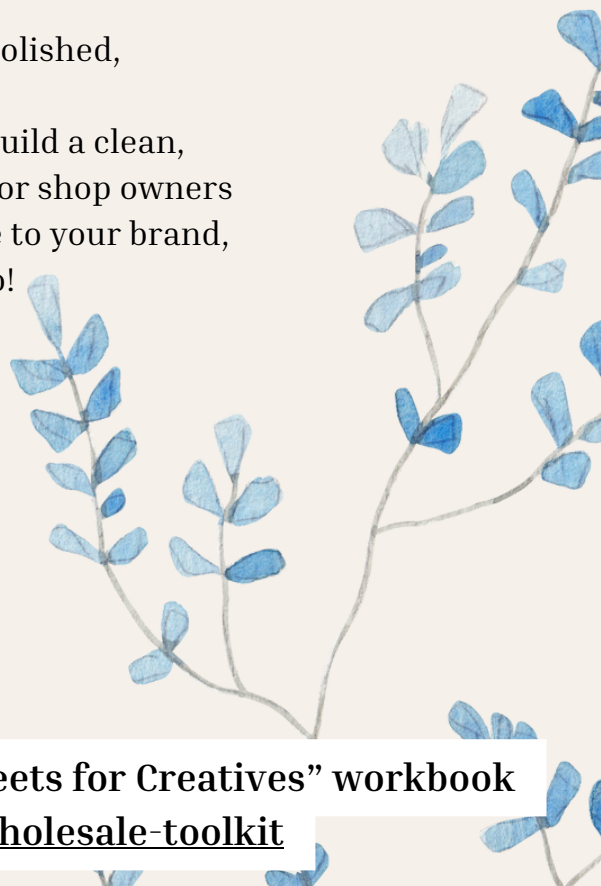
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LINE SHEET MINI CHECKLIST FOR CREATIVES

Your must-have guide for creating polished,
professional line sheets.

This quick checklist is here to help you build a clean,
professional line sheet that makes it easy for shop owners
to order from you. Keep it simple, stay true to your brand,
and check each box as you go!

This free resource is a sample from the full “Line Sheets for Creatives” workbook
available now at ateliervero.com/the-wholesale-toolkit



WHAT TO INCLUDE IN A WHOLESALE LINE SHEET

LINE SHEET MINI CHECKLIST FOR CREATIVES

USE THIS CHECKLIST TO MAKE SURE YOU'VE INCLUDED EVERYTHING A RETAILER NEEDS TO FALL IN LOVE WITH YOUR PRODUCTS!

SECTION ONE

- ☐ LOGO + BRAND NAME
- Place it clearly at the top of your line sheet.
- ☐ CONTACT INFORMATION
- Include your full name, email, phone number, website, and Instagram handle.
- ☐ PRODUCT PHOTOS
- Use clean, well-lit, consistent images.
 - Same background and sizing for all product shots.

PRODUCT INFORMATION

- ☐ PRODUCT NAME
- ☐ SKU (OPTIONAL)
- ☐ SHORT PRODUCT DESCRIPTION (1-2 SENTENCES)
- ☐ WHOLESALE PRICE (NOT RETAIL PRICE!)
- ☐ AVAILABLE SIZES, COLORS, OR STYLES
- ☐ MINIMUM ORDER QUANTITY (MOQ), IF ANY

ORDER DETAILS

- ☐ MINIMUM OPENING ORDER AMOUNT
- ☐ MINIMUM REORDER AMOUNT (IF DIFFERENT)
- ☐ LEAD TIME (HOW LONG IT TAKES TO SHIP)
- ☐ PAYMENT TERMS (CREDIT CARD, PAYPAL, NET 30, ETC.)
- ☐ SHIPPING METHODS + COSTS

HOW TO ORDER INSTRUCTIONS

- ☐ EMAIL ORDER FORM? FAIRE SHOP? PRIVATE WEBSITE LINK?
- ☐ MAKE IT EASY AND CLEAR FOR BUYERS TO PLACE AN ORDER.
- ☐ RETURN POLICY
- ☐ CARE INSTRUCTIONS (IF APPLICABLE, FOR PRODUCTS LIKE FABRICS, BAGS, ETC.)
- ☐ "LAST UPDATED" DATE AT THE BOTTOM OF THE SHEET



YOUR SAMPLE LINE SHEET

This sample line sheet gives you a simple, clean starting point to showcase your products for wholesale.

Use it as inspiration when building your own — and feel free to make it your own! The goal is to keep things clear, beautiful, and easy for shop owners to say “yes.”

EDIT THIS TEMPLATE IN CANVA

Click the link below to open the template in Canva and customize it with your own product photos, pricing, and branding. You'll need a free Canva account to get started. Have fun making it your own!

Click Here

Note: You'll be asked to log into Canva to access the editable template.

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A CARD COMPANY

PAPER GREETING CARDS BY YOUR NAME

LINE SHEET : SUMMER 2025
ACARDCOMPANY@YOUREMAIL.COM



PRODUCT TITLE

Product description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.

MIN. QT

PRICE



PRODUCT TITLE

Product description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.

MIN. QT

PRICE



PRODUCT TITLE

Product description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.

MIN. QT

PRICE



PRODUCT TITLE

Product description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.

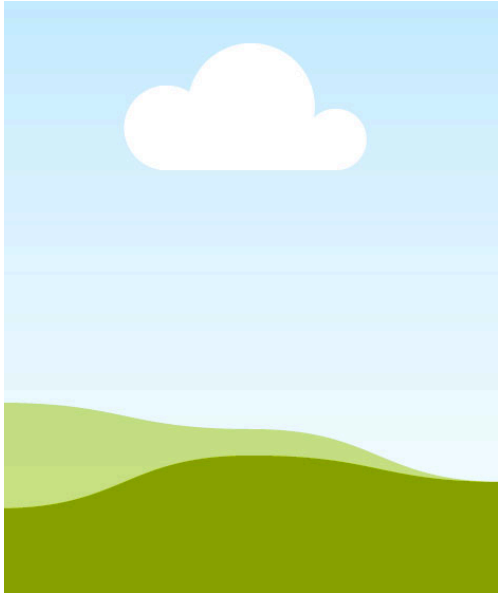
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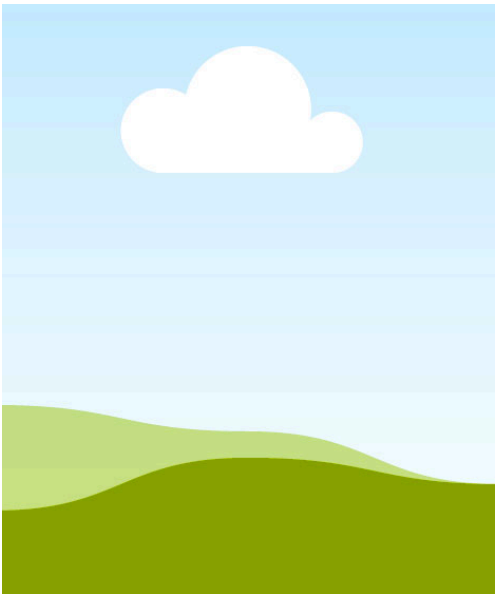
PRODUCT TITLE
Product description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.

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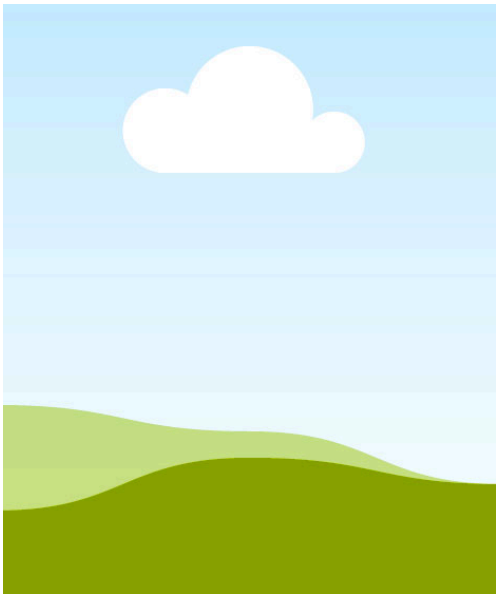
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BONUS: WHOLESALE ORDER FORM TEMPLATE

Use this simple order form to make it easy for shops to place wholesale orders. Customize it with your logo, product details, and terms — then share it digitally or print it for markets and direct outreach.

EDIT THIS FORM IN CANVA

Click the link below to open the form in Canva and customize it with your own logo, text, and branding. You'll need a free Canva account to get started. Have fun making it your own!

Click Here

Note: You'll be asked to log into Canva to access the editable template.

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YOUR BUSINESS NAME
EMAIL / PHONE / WEBSITE
INSTAGRAM HANDLE



ORDER FORM

Order Number : _____

Retailer's Name: _____

Date : _____ / _____ / _____

Address : _____

Phone: _____

Email : _____

ITEM	QUANTITY	UNIT PRICE	TOTAL PRICE

Payment Method : ☐ Cash ☐ Credit
☐ Paypal ☐ Net 30

Subtotal : _____

Shipping Method : _____

Discount : _____

Tracking : _____

Tax : _____

Payment terms : _____

Shipping fees : _____

TOTAL :

NOTES :

Your name

WEBSITE.COM
INFO@YOURWEBSITE.COM
INSTAGRAM
PHONE NUMBER

THANK YOU & WHAT'S NEXT?

Want the full Line Sheets for Creatives
workbook with over 30 pages
of templates, examples, tips,
and creative guidance?
Click below to grab it today!



Stay tuned — more resources are coming soon
to The Wholesale Masterclass!



VERONIQUE GODBOUT
ATELIER VERO
THE WHOLESALE MASTERCLASS

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