



READY FOR RETAIL™

BREAK INTO RETAIL. AND STAY THERE.

MEDIA KIT

Our Mission

Whether you're launching a product for the first time, or preparing for national distribution, we specialize in guiding inventors, entrepreneurs, and small business owners through the complex and competitive world of retail.

"At Ready for Retail, we help businesses break into retail—and give them the tools, coaching, and guidance to stay there."

About Us

We've walked the retail aisles from the inside out—bringing decades of experience in what buyers want and how decisions get made. With **Ready For Retail**, you get proven guidance, practical tools, and expert support to turn your product into a retail-ready brand.

What We Do



FREE RESOURCES

Our library of free videos, guides, and expert tips is designed to help you take the first steps toward retail readiness—with confidence.



COACHING PROGRAMS

Our coaching programs help you tackle a specific project or milestone with one-on-one working sessions and expert guidance to achieve a critical outcome in your journey to retail.



CONSULTING

Connecting you with trusted retail experts who deliver tailored support to guide your brand's retail growth.

www.getreadyforretail.com

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BRIAN O'DELL

**Co-Founder of Ready For Retail
CEO, NOR-Dell**

- **Credibility:** 25+ years in retail and product launches.
- **Proven Success:** Guided entrepreneurs into Walmart, Sam's Club, and Costco.
- **Engaging Guest:** Practical advice, lively stories, and relatable insights.
- **Audience Value:** Listeners leave with actionable steps they can apply immediately.

Brian O'Dell is a seasoned retail strategist with more than 25 years of experience helping businesses launch products into major retailers. After building his career in the corporate world and learning first-hand how retail decisions are made, Brian transitioned into entrepreneurship in 2018 when he co-founded **NOR-Dell**, a retail strategy firm focused on helping clients secure placement in Walmart, Sam's Club, and Costco.

Today, as Co-Founder of **Ready For Retail**, Brian equips entrepreneurs, inventors, and small business owners with the tools, insights, and confidence they need to succeed in the competitive world of retail. His work includes preparing entrepreneurs for buyer meetings, guiding them through Walmart's Open Call, and helping brands secure space on store shelves nationwide.

Brian's blend of corporate experience, entrepreneurial leadership, and real-world retail success makes him a dynamic guest for any podcast focused on entrepreneurship, retail, or business growth. Brian regularly speaks about Sales Leadership, Retail Strategy, Business Fundamentals, and High Performing Teams.

AVAILABLE FOR:

- **Podcast & Media Interviews** – Engaging conversations on entrepreneurship, retail, and founder stories.
- **Panel Discussions** – Expert perspectives on retail trends, consumer products, and small business growth.
- **Conference or Classroom Speaking** – Keynotes or breakout sessions on retail readiness and brand strategy.
- **Workshops & Group Training** – Interactive sessions for accelerators, incubators, or founder groups. Formats range from 20-minute Q&As to half-day workshops.

SAMPLE TOPICS

- **Breaking Into Retail:** The roadmap from product idea to store shelves.
- **Inside the Buyer's Mind:** What retail buyers really want to see.
- **Pitch Like a Pro:** How to win line reviews and buyer meetings.
- **Lessons from Walmart's Open Call:** Stories of wins, challenges, and strategies.
- **Entrepreneur Resilience:** Thriving through retail's toughest challenges.