

**BROTHERHOOD  
OF THE BAG**

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A Wholesaler's  
Handbook

**R O B   S H O R E**

To all those, who knowingly or unknowingly,  
provided the inspiration and education necessary  
to write this book — thank you.

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# ABOUT THE WORD “BROTHERHOOD”

**B**ack in the dark ages of distribution, I remember hearing the phrase “good ole boys club.” It was most commonly referenced by women in the wholesaling community who observed that the lion’s share of both frontline wholesalers and their leaders were overwhelmingly male.

Now some 30 years later, this has, fortunately, changed such that some of the most influential and successful members of the community are female.

The title of the book, *Brotherhood of the Bag*, is derived from the Merriam-Webster dictionary definition of “brotherhood” which says: *the whole body of persons engaged in a business or profession.*

Throughout the book the topic of wholesaling is referenced in a gender neutral fashion, alternating between both male and female references.

# HOW TO USE THIS BOOK

**W**ithin each chapter of the book you'll find three component pieces.



Articles from [WholesalerMasterminds.com](http://WholesalerMasterminds.com) — with hundreds of posts to choose from, we have distilled for you the best of the best.



Applicable Sunday Night Emails — now in its third year, our email goes out to over 10,000 wholesalers around the globe every single week. In this book, you'll find some of the most read and most commented upon pieces that we've sent.



Relevant lists — anytime a list appears in Wholesaler Masterminds it gets a ton of clicks. Here we have assembled the most popular lists to assist you.

I invite you to highlight, circle, bookmark, or otherwise notate the heck out of this handbook.

Because it was written for you.

