



## DID YOU KNOW?

I offer two hours of live business coaching on Periscope every week! Enjoy free access to the notes from my Tuesday teaching ‘Scopes and submit questions for me to answer live on my Thursday Q+A Scopes by visiting >> [www.luckybreakconsulting.com/periscope](http://www.luckybreakconsulting.com/periscope). I tackle questions about wholesale strategy, brand development, and product pricing every Thursday at 12:30pm EST. What can I answer for you?

## SOCIAL MEDIA TRACKER

On the first of each month, record the number of current followers on each platform to chart growth from month-to-month.

Facebook \_\_\_\_\_

Twitter \_\_\_\_\_

Instagram \_\_\_\_\_

Pinterest \_\_\_\_\_

## THIS MONTH AT LUCKY BREAK...

**Sunday, September 4:** Kickoff for the Fall 2016 semester of Brick House Branding ...welcome to each of these moguls-in-the-making!

**Tuesday, September 6:** #LuckyScope on Periscope at 12:30pm EST

**Thursday, September 8:** *Ask Away Thursday* on Periscope at 12:30pm EST

**Tuesday, September 13:** #LuckyScope on Periscope at 12:30pm EST

**Wednesday, September 14:** Enrollment opens for both LBU Live + Brick House Branding for the first semesters of 2017

**Sunday, September 18:** #LuckyScope on Periscope at 4:00pm EST

**Tuesday, September 20:** Wholesale Matchmaker opens for limited enrollment at 12pm EST...spots are always claimed quickly!

**Tuesday, September 20:** #LuckyScope on Periscope at 12:30pm EST

**Friday, September 23:** LBU Live and Brick House Branding enrollment close. (They'll close sooner if we reach capacity... and I anticipate that we will!)

**Friday, September 23:** #LuckyScope on Periscope at 3:00pm EST

**September 23- October 2:** No Periscope this week. Lela is clocking 8 hours of sleep a night + meditating on the balcony of a big ship somewhere in the Caribbean. She sends her love...

## SEPTEMBER IS A GREAT TIME TO...

Pitch your heart out! August + September are prime wholesale buying seasons and I hope you're strapping on your big girl panties and putting yourself out there. Pitching is a numbers game so be prepared to hear "no" and even plenty of silence... pitch anyway. Proactively introducing your work to buyers takes courage and diligence but it's worth the effort. Plant those seeds, hope they sprout quickly, but keep watering them even if green sprigs aren't immediately apparent. You never know what's happening just beneath the soil!

## "BIG PICTURE" GOALS

Jot down 3 specific areas of focus for the month:

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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**"CASTING YOURSELF AS A VICTIM IS THE ANTITHESIS OF DOING YOUR WORK.  
DON'T DO IT. IF YOU'RE DOING IT, STOP."** - STEVEN PRESSFIELD

