



## 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...

Thursday, October 6: Ask Away Thursday on Periscope at 12:30pm EST

Tuesday, October 11: #LuckyScope on Periscope at 12:30pm EST

Thursday, October 13: Ask Away Thursday on Periscope at 12:30pm EST

Thursday, October 13: Keep your eyes peeled to your inbox! Our annual Lucky Break Client Survey will be delivered today via email.

Friday, October 14: Today's the day! Congratulations to the graduating class for LBU Live, Fall 2016 semester.

Tuesday, October 18: #LuckyScope on Periscope at 12:30pm EST

Thursday, October 20: Ask Away Thursday on Periscope at 12:30pm EST

Thursday, October 20: Today is the last day to complete the Lucky Break Client Survey.

Monday, October 24 – Friday, October 28: The entire Lucky Break team is tucked away in Savannah, GA for our semi-annual strategic retreat. We'll continue to offer robust client support via email, but phone support will be scant this week.

Wednesday, October 26: Annual Periscope Pajama Party at 9:00pm EST – Put on your favorite PJ's, grab a glass of wine, and join the Lucky Break team live from our retreat.

Friday, October 28: A champagne toast to the graduating class for BHB Live, Fall 2016 semester. Go team!

## OCTOBER IS A GREAT TIME TO...

*\*prepare for shameless plug\** October is a great time to answer the annual Lucky Break Client Survey! I'm reaching out to my community with a quick questionnaire so that I can better understand the kind of work you do, what you're struggling with, and how I might be able to help. I covet your honest feedback! The survey will take less than 10 minutes to complete and I'm offering my eternal gratitude and an instantly-downloadable "About Page Makeover" project in appreciation of your time. Even better? One lucky survey participant will win a free Private Strategy Session, too. The survey will hit email inboxes on October 13 and it will remain open for 7 days... make certain that you're on the Lucky Break mailing list if you'd like to participate. Your answers will be reviewed at the Lucky Break Team Retreat in late October and we'll be charting the course for Lucky Break's 2017 offerings based on your feedback!

## "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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"CUSTOMERS HAVE COME TO ANTICIPATE A PARTICULAR STYLE AND SPEED OF RESPONSE FROM BUSINESSES. IF YOU CAN DEFY OR EXCEED THOSE EXPECTATIONS, IT CREATES A 'SHOCK AND AWE' EFFECT, MAKING CONSUMERS FAR MORE LIKELY TO ADVOCATE ON YOUR COMPANY'S BEHALF." -JAY BAER

