



DID YOU KNOW?

I'm doing-cartwheels-excited to launch a new podcast created especially for makers + product designers. Scheduled to make its debut in March, the Lucky Break Podcast will feature interviews with successful makers, retail buyers, financials professionals, branding rockstars and more. Learn more + help me shape the guest list at www.luckybreakpodcast.com!

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...

Monday, January 2: Happy New Year! The Lucky Break offices are closed today in celebration.

Tuesday, January 3: Enrollment for my "Mastering the Spa Market" webinar opens for its only live run in 2017.

Tuesday, January 10: The Spring 2017 semester of Brick House Branding is officially open for enrollment. There are only 25 spots available and I anticipate that they'll be claimed quickly!

Saturday, January 14: GMP begins today for its only live run in 2017. All spots have been claimed, but an "on demand," independent-study version will become available in February.

Saturday, January 14: Best wishes to the students of the Winter 2017 semester of Brick House Branding as your semester kicks off today!

Monday, January 16: I'm rolling out the red carpet for Wholesale Matchmaker members as we throw open the doors to your new private Facebook community.

Tuesday, January 24: Enrollment for the Spring 2017 semester of LBU Live opens for enrollment. Will you be one of the lucky 30 brands to score a seat?

Thursday, January 26: As of today, the Lucky Break team can professionally design both your retail shelftalkers and branded postcards. (Hooray!) Plus, two new DIY projects are available as instant downloads in the Lucky Break Resource Library: Designing Retail Shelftalkers + Designing Branded Postcards for Retailer Outreach.

Saturday, January 25: I'm cheering on the students of the Winter 2017 semester of LBU Live as their semester officially gets underway!

JANUARY IS A GREAT TIME TO...

Take a retrospective look back at the year that was. Which products need to be discontinued? What new products will you introduce in 2017? What promotional strategies worked + which ones flopped? Where will you invest your energy in the coming year? Want some help collecting and analyzing data and making strategic plans? [My Master Plan for the Best Year Yet](#) can guide the process! Also: the most important buying season of the year kicks off in the middle of January, ushering in a six-week period brimming with opportunity. I recommend being especially proactive about your retail outreach during this time. Need help identifying "good fit" stores and streamlining your pitches? [Wholesale Matchmaker](#) will make your wholesale life 7,214 times easier. True story.

BIG PICTURE GOALS

Jot down 3 specific areas of focus for the month:

1. _____
2. _____
3. _____

"FOR THE FIRST TIME IN HISTORY, MOST OF US HAVE THE CHANCE TO DECIDE WHAT TO DO NEXT, WHAT TO MAKE, HOW TO DELIVER IT. MOST OF US WON'T TAKE THAT CHANCE, BUT IT'S THERE." -SETH GODIN

