



## COMING NEXT MONTH

If you're serious about wholesale, then I recommend grabbing a seat in the LBU Cohort! This special membership tier of Wholesale Matchmaker only opens twice per year and this is the last enrollment of 2017. You can hop into the Cohort for a one-time registration fee of \$50 when you commit to being a Wholesale Matchmaker member for one year. For that \$50, you receive the entire LBU curriculum: Six modules of wholesale strategy. 50+ worksheets, templates, and ready-to-use scripts. Twelve hours of LBU Office Hour calls. An invitation to join my LBU Alumni Coaching Community. All for \$50... because I really, really want you to succeed! LBU Cohort enrollment is open from June 1-9 and our work together begins on June 15. Current Wholesale Matchmaker members are welcome to upgrade and we're welcoming new members, too!

## BIG PICTURE GOALS

Jot down 3 specific areas of focus for the month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## THIS MONTH AT LUCKY BREAK...

**SUNDAY, APRIL 30- FRIDAY, MAY 5:** The entire Lucky Break team will be at the HSCG conference in Las Vegas. I'll be teaching a class on brand development, hosting a cocktail party for my LBU + BHB alum, and meeting lots of new peeps, too! Please know that my team will be monitoring our email inboxes, but responses will necessarily be a bit slower than normal and we won't be available by phone. I look forward to resuming normal business hours on Monday, May 8.

**TUESDAY, MAY 16: Brick House Branding opens for enrollment... grab a seat and let's get your business on rock solid footing!** If you feel like the market is too crowded, if you're unsure how to make your products stand out, or if your brand presentation isn't as strong as you'd like it to be, then Brick House Branding will get your feet on the right path. This is the last opportunity to join my 8-week brand mentorship in 2017.

**THURSDAY, MAY 25: BHB On Demand launches... now you can grab my celebrated brand development curriculum on your schedule!** Starting today, the first three modules are available as self-paced, independent study workshops. Learn how to hone in on your ideal customer, how to create a core conversation that differentiates your brand from all the others, how to build context around your brand in the marketplace, how to connect emotionally with your audience, how to write more effective copy, how to fortify your product descriptions, your "about" page, and more. Modules 4-6 will become available in June.

**FRIDAY, MAY 26: This is the last call on open enrollment for Brick House Branding. The Fall semester will run in September + October but enrollment closes in mid-May.** I recommend reserving a seat sooner rather than later as there is a cap on enrollment to ensure that I can serve everyone well. I often close enrollment before it's scheduled to end because the class has hit capacity. The next semester will launch in early January 2018 and enrollment will open in Fall of 2017.

## DID YOU KNOW?

The Lucky Break team released a shiny new version of our celebrated Price-O-Matic software on April 25. If you're looking to get control of your product costs + profitability, then you need Price-O-Matic in your life >> [www.luckybreakconsulting.com/price-o-matic](http://www.luckybreakconsulting.com/price-o-matic). If you've been a devoted POM user for a while now, then you'll love this gorgeous cloud-based version and its universal compatibility. Even better: You can upgrade for FREE! To upgrade: 1) Log into your account on the Lucky Break website. 2) Once logged in, you'll see an entry port for Price-O-Matic... click that. 3) Select the IMPORT + EXPORT tab and look for the video tutorial that explains how to seamlessly move your data over to the new system. Enjoy!

## 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 \_\_\_\_\_

"NEVER COPY WHAT ANOTHER BRAND IS DOING. WHEN YOU COPY ANOTHER BRAND, YOU BECOME A GENERIC VERSION OF THEIR BRAND. COPYCAT BRANDS HAVE NO INFLUENCE." -JOHN MORGAN