



## JUNE IS A GREAT TIME TO...

Warm up your wholesale outreach strategy for the holiday season. July and August are peak times for introducing your work to shopkeepers and that means that it's wise to spend June putting the finishing touches on any new product launches, polishing up your line sheets and website, and gathering qualified leads so you can hit the ground running during peak buying season. Want a helping hand with that? I just designed [Wholesale Matchmaker](#) to make this 8,329 times easier for you!

## BIG PICTURE GOALS

Jot down 3 specific areas of focus for the month:

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

## THIS MONTH AT LUCKY BREAK...

**THURSDAY, JUNE 1: The LBU Cohort opens for enrollment!** This special membership tier of Wholesale Matchmaker only opens twice per year. 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'll receive the entire LBU curriculum: Six modules of wholesale strategy. 50+ worksheets, templates, and ready-to-use scripts. Eighteen 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! Current Wholesale Matchmaker members are welcome to upgrade and we're welcoming new members, too.

**FRIDAY, JUNE 9: The Spring 2017 semester of Brick House Branding graduates today.** Congratulations... you made it! I'm raising a toast in honor of all of your hard work. I'll be cheering you on as you move forward and I can't wait to see where you go next.

**SATURDAY, JUNE 10: This is the last call on open enrollment for the LBU Cohort.** If you're ready to get serious about wholesale., then I hope you'll join me for detailed teachings on professional strategies that help you stand out from the crowd. I'd welcome an opportunity to tag into the ring with you for a solid year of education, support, and 185 store leads that are hand-selected especially for your unique brand. If you miss this round, the next enrollment period will open in January of 2018.

**THURSDAY, JUNE 29: BHB On Demand launches... now you can grab my celebrated brand development curriculum on your schedule!** Starting today, the entire BHB program is available as a self-paced, independent study workshop. 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. We also dive into creating customer-led content for your blog, newsletter, and social media and we put the polish on your brand aesthetics, too. Think: product photography, logos, and packaging. If you've missed grabbing a seat in the live semester, then this new "on demand" version is right up your alley.

## 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/priceomatic](http://www.luckybreakconsulting.com/priceomatic). 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 \_\_\_\_\_

"WHATEVER SUCCESS YOU HAVE, YOU GET OUT OF BED AND EARN IT BY YOUR OWN SUCCESSFUL BEHAVIOR EACH AND EVERY MORNING." -DAN KENNEDY

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