



SEPTEMBER IS A GREAT TIME TO...

Pitch your heart out! We're in the midst of a prime wholesale buying season 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, and 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. _____

2. _____

3. _____

THIS MONTH AT LUCKY BREAK...

SATURDAY, SEPTEMBER 2: The Fall 2017 semester of Brick House Branding kicks off today. I'm excited to roll out the red carpet for 34 makers-on-the-move who are rolling up their sleeves to dive deeeeee into brand development over the next 10 weeks. Wish you had snagged a seat? Fret not! Enrollment for the first semester of 2018 opens on October 3. Mark your calendar now, as registration is only open for 10 days and seats are very limited.

MONDAY, SEPTEMBER 4: The Lucky Break offices are closed today for one final summer "hurrah!" in honor of Labor Day. Though we won't be available via email or phone today, Team Lucky Break will be back in action at 9am EST on Tuesday, September 5. Stay safe and enjoy the day!

WEDNESDAY, SEPTEMBER 6: This week I'm launching a series of "before + after" case studies from Brick House Branding graduates. Cruise over to the Lucky Break blog to discover impressive brand evolutions from some of our favorite brand owners. We'll be publishing a fresh case study each Wednesday on the blog for the next couple of months.

THURSDAY, SEPTEMBER 28: Stop by the Resource Library on the Lucky Break website to take a peek at our latest self-study workshop: *Extending Trade Credit Without Losing Your Tush*. Oh yes, I went there. If you've ever had a wholesale buyer request "net terms," then this workshop is right up your alley. Lean how trade credit works, explore how to properly structure a program, discover how to adequately vet new buyers, and swipe my template for both credit applications and trade reference checks. It's available for instant download and worth its weight in gold!

DID YOU KNOW?

The Lucky Break team released a shiny new version of our celebrated Price-O-Matic software in spring of this year. If you're looking to get control of your product costs + profitability, then [you need Price-O-Matic in your life](#). 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 _____

"A COMPANY THAT ISN'T AFRAID TO TRY AND FAIL WILL ALMOST ALWAYS SUCCEED."

-PETER SHANKMAN

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