



OCTOBER IS A GREAT TIME TO...

Develop your retail plan of attack! As wholesale pitching winds down for the season, retail sales are picking up... are you ready? Decide what your shipping deadlines and holiday closure dates will be and announce them. Develop holiday promotions to drive sales (pro tip: think about ways to add value rather than deduct dollars!) and design email marketing campaigns and social media posts to support them. Success is 90% preparation and I want you to be locked and loaded for the big fourth quarter.

BIG PICTURE GOALS

Jot down 3 specific areas of focus for the month:

1. _____

2. _____

3. _____

THIS MONTH AT LUCKY BREAK...

Tuesday, October 3: BRICK HOUSE BRANDING OPENS FOR ENROLLMENT.

I'm shaking up the format to bring together the best of both worlds: group support and private one-on-one calls with me. A limited number of seats are available for the Winter 2018 semester that begins in January and I'd love to save one for you.

Thursday, October 5 at 2:30pm EST: BRANDING Q+A VIA FACEBOOK

LIVE. I invite you to pour yourself a mug of something delicious, get cozy, and bring your questions to my branding soiree. Meet me on [Lucky Break's Facebook page](#) at 2:30pm EST (1:30pm Central, 12:30pm Mountain, and 11:30am Mountain) for a live Q+A session. I'll be happy to answer your burning questions about brand development strategy and shed some light on my Brick House Branding program, too.

Thursday, October 12 at 2pm EST: LIVE BRANDING Q+A... THE ENCORE!

If you have questions about logos, packaging, photography, unboxing experiences, market differentiation, how to find your place in the market, ideal customers, etc. then I hope you'll join me for 60 minutes of brain-sharing. This is the last time I'll be offering F-R-E-E branding advice in 2017 and I hope you can join me! I'll be on live at [Lucky Break's Facebook page](#) beginning at 2pm Eastern.

Friday, October 13: BRICK HOUSE BRANDING ENROLLMENT FORMALLY CLOSES.

Did you grab a spot in my 9-week brand development mentorship? If not, watch for enrollment to open again in early January for the Spring 2018 semester.

Friday, October 27: Fall 2017 BRICK HOUSE BRANDING GRADUATION.

I'm really proud of the hard work these savvy business owners have poured into their brands over the last few months. And I'm ridiculously excited to see what they do next with all this new-found knowledge. I'm raising a toast to you today!

DID YOU KNOW?

There's precious little time left to make your voice heard via the Lucky Break Annual 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 feedback! The survey takes less than 10 minutes to complete and I'm offering my eternal gratitude and a \$30 promo code that you can put towards any class, project, consult, or software available from Lucky Break. Even better? One lucky survey participant will win a free Private Strategy Session, too. The Lucky Break Team Retreat in early January will be charting the course for Lucky Break's 2018 offerings based on your feedback. [Click here](#) to take the survey!

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 _____

