



FEBRUARY IS A GREAT TIME TO...

Many creative brands launch two new product collections per year, especially those who are working with retailers to get their products on store shelves. The January/February time frame is when most of them are rolling out their spring offerings. For best results, I recommend launching a small + smartly edited collection, beating the drums on social media to create buzz before the launch, and ensuring this collection tells a cohesive story.

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...

Tuesday, January 30: BRICK HOUSE BRANDING ENROLLMENT OPENS! Secure your seat in my 9-week brand development mentorship and let's get your business on lock for 2018. Think: developing market differentiation, honing in on your ideal customer, sharpening your brand voice, creating magnetized content for blog + email + social media, stepping up your "about" page, developing beautifully branded aesthetics + photography, cultivating an enriched unboxing experience, and more. This program offers the best of both worlds: group support and private one-on-one calls with me. A limited number of seats are available for the Spring 2018 semester that begins in April and I'd love to [save one for you](#).

Wednesday, January 31: 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 12:30pm EST (11:30am Central, 10:30am Mountain, 9:30am Pacific) for a live Q+A session. I'll be happy to answer your burning questions about brand development strategies and shed some light on my Brick House Branding program, too.

Tuesday, February 6: TEAM TAKEOVER TUESDAY: I'm doing-cartwheels-excited to peel back the curtain and show you behind the scenes at Lucky Break. Melissa is both my Operations Manager and the founder of Print Therapy, a heart-centered stationery company. She's taking over [my Instagram](#) today to tell you more about how she keeps Lucky Break humming along while building her stationery business, too.

Friday, February 9: BRICK HOUSE BRANDING ENROLLMENT FORMALLY CLOSES. Did you grab a spot. If you have questions, then I invite you to [be in touch](#). Team Lucky Break knows that program backwards + forwards and we're happy to help!

Tuesday, February 13: TEAM TAKEOVER TUESDAY: Angie is our newest teammate at Lucky Break and I hope you'll come meet her as she takes over [my Instagram](#). Angie is eager to offer some insight into what a typical work day looks like as Lucky Break's Client Concierge. She's also the genius behind lifestyle brand Bobo Design Studio, and she'll share how she juggles all of the things without going stark raving mad.

Friday, February 16: FREE INSTAGRAM STORIES TRAINING: I realize that I'm late to the party, but I recently dove into Instagram Stories, and I'm amazed by how deliciously easy it is! My audience engagement has dramatically increased since I started using the platform, and I'm realizing that many in the Lucky Break community haven't yet explored this fun facet of Instagram. Join me on [Lucky Break's Facebook page](#) at 3pm EST (2pm Central, 1pm Mountain, 12noon Pacific) for a tech walk-through, showing tips + tricks for quickly pulling together branded content. I don't typically teach social media and there's no class forthcoming, so I hope you'll enjoy this pitch-free training.

Tuesday, February 20: TEAM TAKEOVER TUESDAY: This time, Shannon is up at bat! She's my Creative Director and Shannon ensures that everything is extra pretty around here. When not designing for Lucky Break, Shannon is busy running Hettie Joan, her new lifestyle brand that helps busy women feel put together. She's taking over [my Instagram](#) today and I hope you'll join her.

Monday, February 26 – Wednesday, February 28: ANGIE IS LIVE AT ALT SUMMIT! I sweet-talked Angie into taking us along for the ride at the infamous Alt Summit business conference in Palm Springs, CA. She's hacking into [my Instagram](#) to share peeks inside the panels, workshops, and parties. And trust me when I say: *Angie knows how to have a good time*. I hope you'll tune in!

YOUR JOB ISN'T TO GET PEOPLE TO BUY YOUR STUFF; YOUR JOB IS TO MATTER TO THEM.
YOU NEED YOUR CUSTOMERS TO BELIEVE IN WHAT YOU DO. –BERNADETTE JIWA

