



JANUARY IS A GREAT TIME TO...

Take a retrospective look back at the year that was. Which products need to be discontinued? What new products will you introduce in 2018? What promotional strategies worked + which ones flopped? Where will you invest your energy in the coming year? Want some help collecting and analyzing data and making strategic plans? [My Master Plan for the Best Year Yet](#) can guide the process! Also: the most important buying season of the year kicks off in the middle of January, ushering in a six-week period brimming with opportunity. I recommend being especially proactive about your retail outreach during this time. Need help identifying “good fit” stores and streamlining your pitches? [Wholesale Matchmaker](#) will make your life 7,214 times easier. True 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...

Monday, January 1: LUCKY BREAK OFFICES CLOSED. Let's be honest... the team is probably nursing a champagne hangover. And you might well be, too. So we're taking the day off and planning world domination in 2018. We promise to be back in fighting shape tomorrow, ready to help!

Monday, January 8- Friday, January 12: LUCKY BREAK TEAM RETREAT. Twice a year, the whole team huddles to make grand plans. And this year? We're doing it on a boat! The Lucky Break team is floating somewhere in the Caribbean this week and you're invited to follow the fun via Instagram ([@LelaBarker](#)). No phone support is available this week, and we'll have very limited access to emails... please allow up to 2 business days for a reply. Many thanks for your patience.

Saturday, January 21: BRICK HOUSE BRANDING KICKS OFF! I'm doing cartwheels-excited to roll out the red carpet for a new collective of product-based entrepreneurs who have big plans to up-level their brands in 2018. We'll be huddling close and digging deep for 9 solid weeks. Want to snag a seat in the next semester? Mark your calendar for January 30. A limited number of seats will be available and they usually go pretty quickly (don't blink!).

Tuesday, January 30: BRICK HOUSE BRANDING ENROLLMENT OPENS. Feel like you're shouting into a cave? Having a hard time connecting with your people? Worried that you're being swallowed in a densely competitive market? Craving a fresh aesthetic? Puzzled by what type of content you should create for your social media, blog, and newsletter? That's what BHB is all about! Snag a seat in my 9-week brand mentorship and you'll enjoy thoughtfully curated curriculum that guides you through brand development from A to Z, plus 12 hours of group coaching, and 3 private one-on-one sessions with me. This spring semester will run in May and June, but enrollment is open for a very limited time. [Snag your seat](#) before they're all claimed!

DID YOU KNOW?

The Lucky Break team will be popping up at several maker-centric business events in 2018. We'd love to meet you there!

CRAFTCATION
Ventura, CA >> April 4-8

HSCG ANNUAL CONFERENCE
Atlanta, GA >> May 3-5

**HANDCRAFTED BATH & BODY
GUILD CANADIAN CONFERENCE**
Toronto, Ontario >> June 8-10

BIG PICTURE GOALS

Jot down 3 specific areas of focus for the month:

1. _____

2. _____

3. _____

I LIKE THINGS TO HAPPEN. AND IF THEY DON'T HAPPEN, I LIKE TO MAKE THEM HAPPEN.

-SIR WINSTON CHURCHILL

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