



MARCH IS A GREAT TIME TO...

Review your product images. Are they the best possible representations of your work? Professional photography is one of the smartest investments you can make in your brand. Audit your images: do you have crisp, clear, well-lit shots on white for your website + PR efforts? Do you have a few beautiful editorial images for your home page, media kit, etc.? Use promo code "luckybreakcustomer" at [POW Product Photography](#) to save 10% on a fresh set of images!

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, March 6: INSTAGRAM "TAKEOVER TUESDAY" LAUNCHES.**

Every Tuesday, another Lucky Break client will be pulling back the curtain on their business to give you a "behind the scenes" tour. We hope you'll join us each Tuesday on my [Instagram Stories](#) to learn more about what these savvy business owners create, how they juggle life + business, and some of the valuable business lessons they've learned along the way.

**Thursday, March 15- Monday, March 19: I'M SIPPING MARGARITAS IN MEXICO.** I'll be hopping on a big ship and pulling up anchor for a few days of fun and sun on a quick trip to Mexico. Along the way, I'll be helping business owners embrace their brands + overcome their obstacles as a guest of Challenge Island. I invite you to follow along the journey via [my Instagram](#).

**Tuesday, March 20: WINTER 2018 BHB SEMESTER GRADUATION.**

I'm incredibly 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! Wish you had snagged a seat? I'll be throwing open the doors for [Brick House Branding](#) enrollment on April 21 and I'd be honored to welcome you into the Fall 2018 semester.

DID YOU KNOW?

The entire Lucky Break crew will be heading to California April 3-8 for the Craftcation Business + Makers Conference. I'll be teaching workshops on product pricing, sitting on a panel to chat about Imposter Syndrome (*spoiler alert: it's very real!*), and I'll be closing the conference with my keynote, too. This is my favorite business event of the entire year and I hope to see you there! Since the Client Concierge team will be joining me, we ask for your patience with our replies this week. We will certainly be working, though our replies may be a wee bit slower than usual.

BIG PICTURE GOALS

Jot down 3 specific areas of focus for the month:

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

"WHEN SUCCESS DOESN'T OCCUR, THE EASIEST THING IS TO WALK AWAY AND NOT MAKE THE MISTAKE OF SPEAKING UP EVER AGAIN. THE MOST IMPORTANT THING TO DO, THOUGH, IS TO DO IT AGAIN, TO CARE AGAIN, AND TO SEEK TO MAKE CHANGE, AGAIN." -SETH GODIN

