



DID YOU KNOW?

I built a [Resource Library](#) and stocked it full of information-rich, actionable DIY workshops that are instantly-downloadable. From overhauling your “about” page, to fine-tuning your website and *finally* rolling out that much-needed price increase, these step-by-step guides make each task feel delightfully manageable.

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...

Wednesday, April 4 – Sunday, April 9: THE LUCKY BREAK TEAM IS AT CRAFTCATION >> This year, I'm taking the entire team to my favorite business conference. We'll be in Ventura, CA to teach some classes, hug some necks, sip a few cocktails, and craft. And I'll be keynoting the event, too! Though we'll be checking in daily, replies from my customer service team will necessarily be a tad slower than usual.

Tuesday, April 17: OPEN ENROLLMENT BEGINS FOR BRICK HOUSE BRANDING, FALL SEMESTER >> Struggling to connect with your audience? Worried that you're being swallowed in a densely competitive market? Craving a fresh aesthetic? Puzzled by what type of content to create for your social media, blog, and newsletter? 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 group coaching and private one-on-one sessions with me. The fall semester will run in August and September, but enrollment is open right now for a very limited time. [Snag your seat](#) before they're all claimed!

Wednesday, April 18 at 12:30pm Eastern: “SIX POTENTIALLY FATAL BRANDING PITFALLS” (FREE FACEBOOK TRAINING) >> Join me live on [Lucky Break's Facebook page](#) for an hour-long branding workshop that's F-R-E-E. I'll be sharing more about Brick House Branding (my 9-week brand development mentorship), and I'll also be delivering some hard-won wisdom from the branding trenches and taking your questions live, too! I hope can join me.

Saturday, April 21: BHB SPRING SEMESTER KICKOFF >> Congrats to the latest cohort of savvy brand owners who are diving into the deep end of branding. The months-long wait is over and we're rolling up our sleeves to get busy starting today. Buckle in for a busy 9 weeks!

Friday, April 27: LAST DAY TO ENROLL IN THE FALL SEMESTER OF BRICK HOUSE BRANDING >> This is the last BHB run of 2018 and today is the last day to reserve your seat. If you're serious about standing out in a crowded marketplace, then I'd welcome an opportunity to work one-on-one with you. Have questions about BHBs? Email us! hello@luckybreakconsulting.com.

Monday, April 30 – Wednesday, May 2: THE LUCKY BREAK TEAM IS ON RETREAT >> I'm gathering my team in Atlanta for a few days of strategic planning. Between meetings and devouring ridiculously large plates of nachos, we will be answering emails, but we'll be unavailable by phone. Hang tight and we promise to circle back within one business day.

BIG PICTURE GOALS

Jot down 3 specific areas of focus for the month:

1. _____
2. _____
3. _____

APRIL IS A GREAT TIME TO...

Begin thinking about your PR game plan for the holidays. Whaaaat? 'Tis true! Most major magazines plan their features 4-6 months in advance, which makes May + June prime pitch season. Carve out some time this month to list 10 blogs, 10 national magazines, and 10 regional magazines or newspapers whose readership you think would enjoy your product. Begin tracking down the information for appropriate editors and think about how you'll introduce your collection.

“NEVER COPY WHAT ANOTHER BRAND IS DOING. WHEN YOU COPY ANOTHER BRAND, YOU BECOME A GENERIC VERSION OF THEIR BRAND. COPYCAT BRANDS HAVE NO INFLUENCE.” -JOHN MORGAN

