



JUNE IS A GREAT TIME TO...

Warm up your wholesale outreach strategy for the holiday season. July and August are peak times for introducing your work to shopkeepers and that means that it's wise to spend June putting the finishing touches on any new product launches, polishing up your line sheets and website, and gathering qualified leads so you can hit the ground running during peak buying season. Want a helping hand with that? Join me June 27 for a free workshop [on Facebook!](#)

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...

**June 1 +2: LELA'S ON A ROAD TRIP TO ALABAMA.** I'm going deeeep into the heart of the dirty South as I return to teach at the Alabama Soap & Candle Association's annual conference. This time I'm serving up a workshop called "Charge What You're Worth" and I'm planning to tee up a robust conversation about how we communicate + perceive value, fatal mistakes we often make when assigning prices to our products, and the big secret to pulling yourself out of a pricing competition with all the other brands around you. I'm also hoping to eat lots of chicken and waffles and I'm talking a side trip to the newly-opened National Memorial for Peace and Justice. I'd be honored for you to follow the road trip via [my Instagram Stories](#) if you're so inclined.

**Friday, June 15: GRADUATION DAY FOR THE BRAVE CREW OF BRICK HOUSE BRANDING'S SPRING 2018 SEMESTER.** 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! Want to join us for the next round? Public enrollment for the Fall 2018 semester (which kicks off in August and wraps in early October) has closed, but we \*might\* be able to wiggle you in. [Reach out and let us know that you're interested](#), and Team Lucky Break will see what we can do!

**Wednesday, June 27: FREE TRAINING >> STRATEGIES FOR MAKING THE MOST OF WHOLESALE HOLIDAY OUTREACH.** I'm doing-cartwheels-excited to introduce a new bi-monthly teaching series via Facebook Live. Every two months, I'll spend 45 minutes dishing on smart business strategies for makers + product designers... and I hope you can join me. I'm calling it Wisdom Wednesdays and I'm kicking things off with a chat about how you can capture the attention of retailers to rake in those all-important holiday sales. I'm going live at 12:30pm Eastern/ 9:30am Pacific on [Lucky Break's Facebook page](#). Grab a cup of something delicious and get cozy!

BIG PICTURE GOALS

Jot down 3 specific areas of focus for the month:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
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DID YOU KNOW?

After dozens and dozens of requests, I've finally launched my Brick House Branding as an "On Demand" class. Now you can study at your own pace, kick off your brand development journey any time you're ready, and still enjoy one-on-one help from me. It's all of the branding goodness with none of the wait! I invite you to [read more about how BHB:OD works](#) and dive in when ready.

"THE ROAD TO HELL IS PAVED WITH THE PURSUIT OF VOLUME. DO NOT MAKE THIS MISTAKE. MORE OFTEN THAN NOT, LESS IS MORE." -RONALD J. BAKER

