



SEPT. IS A GREAT TIME TO...

Plan ahead for the busy fourth quarter. Design your holiday promotions, draft your email marketing campaigns, and connect with your suppliers to ensure that you have plenty of inventory on-hand for the coming months. Getting ahead of the train this month makes October, November, and December easier (and more profitable!)

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, September 3: THE LUCKY BREAK OFFICES ARE CLOSED FOR LABOR DAY. We're squeezing in one last "hurrah" this summer and it probably involves being near water and stuffing our faces with nachos. Hang tight- any emails or calls that come in today will be returned on Tuesday morning as the Lucy Break team resumes the reigns!

Friday, September 7: BRICK HOUSE BRANDING OFFICE HOUR CALL, WEEK 4. This call is reserved for students enrolled in the Fall 2018 semester. Submit your questions about the Module 3 curriculum and Lela will roll up her sleeves to help! Log into your Virtual Classroom for dial-in details.

Thursday, September 13: LBU ALUMNI COACHING COMMUNITY MONTHLY CALL. This call is reserved for members of the LBU Alumni Coaching Community. I look forward to continuing our discussions on pricing, wholesale, and branding. Please visit our Facebook community for dial-in details.

Friday, September 14: BRICK HOUSE BRANDING OFFICE HOUR CALL, WEEK 5. This call is reserved for students enrolled in the Fall 2018 semester. Submit your questions about the Module 4 curriculum and Lela will roll up her sleeves to help! Log into your Virtual Classroom for dial-in details.

Friday, September 21: BRICK HOUSE BRANDING OFFICE HOUR CALL, WEEK 6. This call is reserved for students enrolled in the Fall 2018 semester. We're paused in Implementation Week so that you can enjoy a little breather, but we're still meeting for our weekly Office Hours call. Submit your questions about the BHB curriculum thus far and Lela will roll up her sleeves to help! Log into your Virtual Classroom for dial-in details.

Thursday, September 27: WHOLESAL MATCHMAKER MEMBER CALL. Lela will be online today fielding your wholesale questions and helping lockdown your Q4 strategy. Log in to submit your questions in advance, then check your Wholesale Matchmaker dashboard for dial-in details.

Thursday, September 27 at 2pm EST: FREE BIZ WORKSHOP VIA FACEBOOK LIVE: Join Lela for another installment of our ongoing workshops series. These interactive broadcasts are free and open to the public and our conversation this time will center upon how we can run smarter holiday promotions that don't erode brand value. Get your questions ready and join us live on [the Lucky Break Facebook page](#) beginning at 2pm Eastern/ 11am Pacific!

Friday, September 28: BRICK HOUSE BRANDING OFFICE HOUR CALL, WEEK 7. This call is reserved for students enrolled in the Fall 2018 semester. Submit your questions about the Module 5 curriculum and Lela will roll up her sleeves to help! Log into your Virtual Classroom for dial-in details.

BIG PICTURE GOALS

Dot down 3 specific areas of focus for the month:

1. _____

2. _____

3. _____

DID YOU KNOW?

Registration for the first Brick House Branding semester of 2019 opens on Tuesday, October 2! We're moving to just two semesters per year in 2019, which means that seats will be even more limited. Stop by [the Lucky Break blog](#) this month to see some awesome "before + after" posts from BHB grads and learn more about their journey.

"WE HAVE TOO MANY GOOD CHOICES- THERE'S AN ABUNDANCE OF THINGS TO BUY. WHAT'S SCARCE IS TRUST, CONNECTION AND SURPRISE."

-SETH GODIN

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