

OCT. IS A GREAT TIME TO...

Develop your retail plan of attack! As wholesale pitching winds down for the season, retail sales are picking up... are you ready? Decide what your shipping deadlines and holiday closure dates will be and announce them. Develop holiday promotions to drive sales (pro tip: think about ways to add value rather than deduct dollars!) and design email marketing campaigns and social media posts to support them. Success is 90% preparation and I want you to be locked and loaded for the big fourth quarter.

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, OCTOBER 1 at 2pm EST: FREE BIZ WORKSHOP ON SMART PROMOTIONAL STRATEGIES >> 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!

Tuesday, OCTOBER 2: ENROLLMENT FOR BRICK HOUSE BRANDING 2019 OPENS >> 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 the 2019 run of 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 Lela. The semester will run in January + February + March, but enrollment is open right now for a very limited time. [Snag your seat](#) before they're all claimed!

Thursday, OCTOBER 4 at 1pm EST: LELA + MELISSA HOST A LIVE BRANDING Q+A >> Huzzah! Melissa (our Operations Manager) is in town and she's going live with Lela on [Lucky Break's Facebook page](#) for an hour-long branding Q+A session that's F-R-E-E. We'll be sharing more about Brick House Branding (our 9-week brand development mentorship), delivering some hard-won wisdom from the branding trenches, and taking your questions live, too! I hope you can join us at 1pm Eastern/ 10am Pacific.

Friday, OCTOBER 12: LAST DAY TO ENROLL IN THE FALL SEMESTER OF BRICK HOUSE BRANDING >> This is the last day to reserve your seat in BHB 2019. If you're serious about standing out in a crowded marketplace, then we'd welcome an opportunity to work one-on-one with you. Have questions about BHBs? Email us! hello@luckybreakconsulting.com

Thursday, October 18: LBU ALUMNI COACHING COMMUNITY MONTHLY Q+A CALL >> This call is reserved for members of the LBU Alumni Coaching Community. We look forward to continuing our discussions on pricing, wholesale, and branding. Please visit our private Facebook community for dial-in details.

Friday, October 19: GOOGLE ANALYTICS TRAINING WITH HELEN FOR LBU ALUMNI COACHING COMMUNITY >> Helen Hulskamp from Team Lucky Break will be joining us for her third Google Analytics workshop of the year. The live screen-share event is reserved exclusively for members of the LBU Alumni Coaching Community. Stop by our Facebook community to catch the details.

October 22-26: STRATEGIC RETREAT >> The entire Lucky Break team is tucked away at Serenbe for our annual strategic retreat. We'll continue to offer client support via email, but phone support will be scant this week. Thank you for your patience!

Wednesday, OCTOBER 24 at 9:30pm EST: ANNUAL TEAM PAJAMA PARTY >> Slip into your favorite PJ's, grab a glass of wine, and join the Lucky Break team. We'll be hanging out and live broadcasting from our annual retreat via [the Lucky Break Facebook page](#). Come play!

Tuesday, OCTOBER 30: WHOLESALE 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.

“THE MOST DANGEROUS THING ABOUT YOUR COMPETITION IS YOUR OBSESSION WITH THEM.”

-BERNADETTE JIWA