



NOVEMBER IS A GREAT TIME TO...

Batten down the hatches for the retail holiday rush! I hope that you're ready to make the most of it. Via your blog, social media, and email marketing: ensure that you've announced (multiple times) any new products, holiday order deadlines, special promotions, and any closure dates. So much of the season's success hinges on your ability to strategically plan and communicate well in advance of the season, and NOW is the time to kick that off if you haven't already. And one more thing about those special promotions: I strongly vote for adding value rather than deducting dollars. Want to know why? [I recently wrote a blog about it!](#)

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, November 7 at 1:30pm EST: FREE BIZ WORKSHOP ON SUPPORTING YOUR WHOLESALE STOCKISTS >>

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 her favorite strategy for getting juicy insight from your retail partners. This one strategy will create a valuable feedback loop, giving you actionable advice while helping your stockists feel like true partners. Get your questions ready and join us live on [the Lucky Break Facebook page](#) beginning at 1:30pm Eastern/ 10:30am Pacific!

Thursday, November 15: 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, branding, and social media. Please visit our private Facebook community for dial-in details.

Thursday + Friday, November 22 + 23: THE LUCKY BREAK OFFICES ARE CLOSED >>

We'll be busy stuffing our faces and swigging wine from oversized goblets. I hope that you have some delicious food on the agenda, consumed in the company of people who warm your heart and make you grateful. Know that when Team Lucky Break pauses to count our blessings this Thanksgiving, you will be among them...

Saturday, November 24: SMALL BUSINESS SATURDAY >>

Show your support for artisan businesses this season by shopping small! Need gift suggestions? Stop by the [Lucky Break blog](#) to discover our Lucky Holiday Gift Guide, featuring dozens of suggestions across a wide range of product categories and price ranges. We're shining a spotlight on gorgeous jewelry, ceramics, stationery, apothecary products, candles, apparel + accessories, and pet products. We invite you to shop directly from the guide to support some of the best indie brands in the nation... who also happen to be some of our favorite Lucky Break clients!

Thursday, November 29: WHOLESALE MATCHMAKER MEMBER Q+A 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.

BIG PICTURE GOALS

Dot down 3 specific areas of focus for the month:

1. _____

2. _____

3. _____

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.

"SELF-GROWTH IS TENDER. IT'S HOLY GROUND. THERE'S NO GREATER INVESTMENT."

-STEPHEN R. COVEY

WWW.LUCKYBREAKCONSULTING.COM

