



MARCH



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 _____

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Pinterest _____

LUCKY BREAK BOOK CLUB

Right now, we're reading: **Delivering Happiness** by Tony Hsieh. Grab a copy and join us! The next free book club call is **Thursday, April 28th at 8:30pm Eastern**. Call details are distributed through our email newsletter- make certain you're on the list!



S	M	T	W	TH	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

"BIG PICTURE" GOALS FOR MARCH:
Jot down 3 specific areas of focus for the month.

- _____
- _____
- _____

MARCH IS A GREAT TIME TO...

Revisit your product costs. At least once per annum, examine the current cost of all raw materials used to create your product range. These expenses rise over time and we often neglect to keep an eye on them, to the detriment of our profit margins. Crunch your numbers and make certain that you're clearly in the black. If you have the Price-O-Matic software, it will handle the calculations for you!

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THIS MONTH AT LUCKY BREAK...

- Feb 27- March 2:** Lela's teaching a 4-day Handmade Business Boot Camp at The Nova Studio in San Francisco, CA
- 4:** Congrats to the graduating class of the LBU winter semester!
- 10:** Enrollment opens for the 2-part webinar series: **Selling to the Spas**
- 13:** New class release! **LBU On Demand: Designing Your Wholesale Playbook**
- 20:** New class release! **LBU On Demand: The Art of The Pitch**
- 21 + 22:** Lela's teaching wholesale + GMP at Central Soaper's Workshop in Kansas City, MO
- 27:** New class release! **LBU On Demand: Next-Level Wholesale Strategy**
- 31:** Live Webinar at 8pm EST: **Selling to the Spa Market (part 1)**



A P R I L



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"BIG PICTURE" GOALS FOR APRIL:

Jot down 3 specific areas of focus for the month.

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- _____
- _____

APRIL IS A GREAT TIME TO...

With green just retuning to the trees and the tulip bulbs pushing up through the ground, holiday plans are likely far from mind, but April is the best month to finalize your holiday collection! Create the collection in April, photograph it in May, pitch it in June and make it available to retailers for pre-order beginning in July.

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THIS MONTH AT LUCKY BREAK...

- 2:** New class release! LBU On Demand: Mastering the Trade Show
- 7:** Live webinar at 8pm EST: Selling to the Spa Market (Part 2)
- 9:** New tool kit release! Pricing Scripts
- 12:** LBU Spring Semester kickoff: welcome to the new class!
- 16:** New tool kit release! Wholesale Forms
- 17-20:** Lela's teaching branding at the HSCG Conference in Indianapolis, IN
- 23:** Enrollment opens for the 4-part webinar series: Brick House Branding
- 28:** New tool kit release! Intellectual Property
- 28:** Book Club meets at 8:30pm EST. You're invited to join us live for this complimentary call. Details are circulated via our newsletter!



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LUCKY BREAK BOOK CLUB

Right now, we're reading: **Jab, Jab, Jab, Right Hook** by Gary Vaynerchuck. Grab a copy and join us! The next free book club call is **Tuesday, June 30th at 8:30pm Eastern**. Call details are distributed through our email newsletter- make certain you're on the list!



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31						

"BIG PICTURE" GOALS FOR MAY:

Jot down 3 specific areas of focus for the month.

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- _____
- _____

MAY IS A GREAT TIME TO...

Review your product photos. Are they the best possible representations of your work? Professional photography is a wise brand investment. Make certain that you have crisp, clear, well-lit shots on white for your website and the media (an editorial image or two is always a welcome addition). Need new images? Use promo code "luckybreakcustomer" at www.POWproductphotography.com to save 10% on a fresh set.

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THIS MONTH AT LUCKY BREAK...

7: Live webinar at 8pm EST: Brick House Branding (Part 1)

14: Live webinar at 8pm EST: Brick House Branding (Part 2)

15: Enrollment opens for 3-part webinar series: Charge What You're Worth: The Art of Product Pricing

19: Enrollment opens for the Summer Semester of LBU

19: Free live webinar at 8pm EST: Intellectual Property

21: Live webinar at 8pm EST: Brick House Branding (Part 3)

28: Live webinar at 8pm EST: Brick House Branding (Part 4)

29: Congrats to the graduating class of the LBU Spring Semester!



J U N E



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“BIG PICTURE” GOALS FOR JUNE:

Jot down 3 specific areas of focus for the month.

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- _____


JUNE IS A GREAT TIME TO...

Pitch your products to holiday gift guides and magazine editors. Believe it or not- these editorial decisions are typically finalized in July! Keep pitch emails short + sweet. Use the editor's name and always spell-check. Embed an image or two (low-res, please) and include contact information. Be certain that their readers align with your ideal customer to ensure the publication is a good fit before winding up your pitch.

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THIS MONTH AT LUCKY BREAK...

- 9:** Live webinar at 8pm EST: **Charge What You're Worth: The Art of Product Pricing (Part 1)**
- 12 + 13:** Lela's keynoting at the Alabama Soap + Candle Conference
- 16:** Live webinar at 8pm EST: **Charge What You're Worth: The Art of Product Pricing (Part 2)**
- 23:** Live webinar at 8pm EST: **Charge What You're Worth: The Art of Product Pricing (Part 3)**
- 30:** Book Club meets at 8:30pm EST. You're invited to join us live for this complimentary call. Details are circulated via our newsletter!

“START WITH GETTING TO BETTER KNOW AND SERVE YOUR CUSTOMER. STOP WITH THE ATTEMPT TO BE ALL THINGS TO ALL PEOPLE. THAT'S NAÏVE AND DANGEROUS.”  MICHAEL W. MALONEY



WHAT TO EXPECT FROM LUCKY BREAK IN THE SECOND HALF OF 2015

We have a lot of goodness planned for the back half of the year, but we're still in the process of finalizing specific dates. Look for full calendars to be released in April. Until then, here's a sneak peek of what we have up our sleeve!

JULY

- ◆ No scheduled classes or live events as Lela travels with her family.
- ◆ The Lucky Break Book Club is reading: **Made to Stick: Why Some Ideas Survive and Others Die** by Chip and Dan Heath.

AUGUST

- ◆ Live webinar series: **Romancing the Press** (enrollment opens in July).
- ◆ The Lucky Break Book Club is reading: **Made to Stick: Why Some Ideas Survive and Others Die** by Chip and Dan Heath.
- ◆ LBU's final semester of 2015 will run for 7 weeks in August + September.

SEPTEMBER

- ◆ Live webinar series: **Brick House Branding** (enrollment opens in August).
- ◆ The Lucky Break Book Club is reading: **Start With Why** by Simon Senek.

OCTOBER

- ◆ Enrollment opens for the LBU Winter Semester. This is your first chance to join the new 2016 program!
- ◆ Live webinar series: **Charge What You're Worth: The Art of Product Pricing** (enrollment opens in September)
- ◆ The Lucky Break Book Club is reading: **Start With Why** by Simon Senek.

NOVEMBER

- ◆ Live webinar series: **Mastering the Spa Market** (enrollment opens in October).
- ◆ The Lucky Break Book Club is on hiatus until January.

DECEMBER

- ◆ The Lucky Break creative team is on retreat-creating new curriculum for 2016 and revamping the LBU program. We'll see you in the new year!
- ◆ The Lucky Break Book Club is on hiatus until January.

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THERE IS A STRONG EMOTIONALLY BASED CONSUMER NEED IN ALMOST EVERY CATEGORY. YOUR JOB IS TO FIND IT. ◆ TIM HALLORAN