











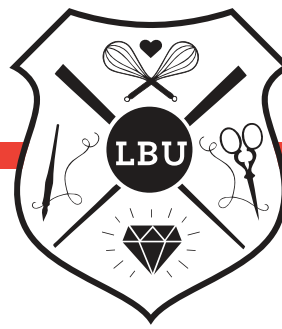














LBU Class Syllabus: Winter Semester

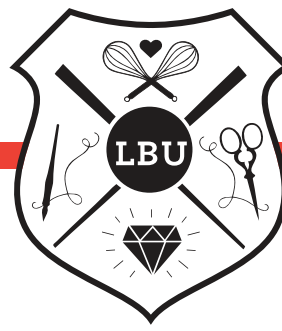
My Price-O-Matic software will drop the last week of May.
Pre-homework: Load your products and crunch those numbers!

MONDAY	WEDNESDAY	FRIDAY	THIS WEEK'S FOCUS
<p>5 </p> <p>MODULE 1 DROPS: dive into the video curriculum + handouts</p> <p>MODULE 1 LAUNCH</p>	<p>7 </p> <p>EXPERT INTERVIEW: Padraic Ryan of Ryan Design Studio</p>	<p>9 </p> <p>OFFICE HOURS CALL: 90 minutes of Q+A starts at 12noon EST/ 9am PST</p>	<p>Laying the groundwork Nailing your product pricing Assessing your product range Getting ready to build your empire!</p>
PRODUCT DEVELOPMENT + PRICING			
<p>12 </p> <p>MODULE 2 DROPS: dive into the video curriculum + handouts</p> <p>MODULE 2 LAUNCH</p>	<p>14 </p> <p>EXPERT INTERVIEW: Alana Rivera of Etta + Billie</p>	<p>16 </p> <p>OFFICE HOURS CALL: 90 minutes of Q+A starts at 1:30pm EST/ 10:30am PST</p>	<p>Getting laser-focused on who you are + what you do + who you want to serve Refining your brand strategy Creating customer experiences</p>
BRAND DIFFERENTIATION + IDEAL CUSTOMERS			
<p>19 </p> <p>Catch your breath + put what you've learned thus far into action!</p>	<p><i>Get all your ducks in a row before we dig deeper!</i></p> <p>21 </p> <p>EXPERT INTERVIEW: Jenn Romero of Unurth</p>	<p>23 </p> <p>OFFICE HOURS CALL: 90 minutes of Q+A starts at 10am EST/ 7am PST</p>	<p>All caught up? Awesome! Let's do this...</p>
IMPLEMENTATION WEEK			
<p>26 </p> <p>MODULE 3 DROPS: dive into the video curriculum + handouts</p> <p>MODULE 3 LAUNCH</p>	<p>28 </p> <p>EXPERT INTERVIEW: Angie Myung of Poketo</p>	<p>30 </p> <p>OFFICE HOURS CALL: 90 minutes of Q+A starts at 3:30pm EST/12:30pm PST</p>	<p>Developing clear + succinct policies that protect your ass while still attracting buyers Deciding which types of accounts you'll pursue</p>
DESIGNING YOUR WHOLESALE PLAYBOOK			



LBU Class Syllabus: Winter Semester

MONDAY	WEDNESDAY	FRIDAY	THIS WEEK'S FOCUS
<p>2 </p> <p>MODULE 4 DROPS: dive into the video curriculum + handouts</p> <p>MODULE 4 LAUNCH</p>	<p>4 </p> <p>EXPERT INTERVIEW: Michelle Kohanzo, managing director at the Land of Nod</p>	<p>6 </p> <p>OFFICE HOURS CALL: 90 minutes of Q+A starts at 12noon EST/9am PST</p>	<p>THIS WEEK'S FOCUS</p> <p>Creating compelling wholesale marketing materials: line sheets + order forms + press kits + lookbooks Discovering the etiquette of approaching buyers</p>
THE ART OF THE PITCH			
<p>9 </p> <p>Catch your breath + put what you've learned thus far into action!</p>	<p>11 </p> <p>EXPERT INTERVIEW: Anna Marie Faiola of Brambleberry</p>	<p>*</p> <p>OFFICE HOURS CALL: SUNDAY, FEBRUARY 15 90 minutes of Q+A starts at 3pm EST/ 12noon PST</p>	<p>15 SUNDAY </p> <p>Take a breath- you've been busy. Make certain you're all caught up + tackle a project or two before we dive in for the final push!</p>
IMPLEMENTATION WEEK			
<p>16 </p> <p>MODULE 5 DROPS: dive into the video curriculum + handouts</p> <p>MODULE 5 LAUNCH</p>	<p><i>Ready? Home stretch! Let's do this!</i></p> <p>18 </p> <p>EXPERT INTERVIEW: Kristen Ley of ThimblePress</p>	<p>20 </p> <p>OFFICE HOURS CALL: 90 minutes of Q+A starts at 12:30pm EST/ 9:30am PST</p>	<p>Developing a customer service program that keeps stockists ordering + happy Creating wholesale product packages Connecting with + vetting + managing sales reps</p>
NEXT-LEVEL WHOLESALE STRATEGY			
<p>23 </p> <p>MODULE 6 DROPS: dive into the video curriculum + handouts</p> <p>MODULE 6 LAUNCH</p>	<p>25 </p> <p>EXPERT INTERVIEW: Jamyla Bennu of Oyin Handmade</p>	<p>27 </p> <p>OFFICE HOURS CALL: 90 minutes of Q+A starts at 2pm EST/11am PST</p>	<p>Knowing when you're trade show-ready Identifying the "best fit" trade shows Developing a show budget + timeline Booth design + post-show follow up plans</p>
MASTERING THE ART OF THE TRADE SHOW			GRADUATION DAY!



YOU'LL ALSO WANT TO KNOW...

Curriculum Access continues for an additional 8 weeks, **through April 24th**.

All Office Hours calls are **recorded** + made available as MP3 downloads.

We have a few **surprises** in store, including bonus interviews + awesome graduation gifts!

LBU Alumni are invited to join an exclusive coaching program which includes ongoing mentoring, biweekly small group calls, a private Facebook community + monthly projects focused on building their brands.

[CLICK HERE TO RESERVE YOUR SEAT IN THE WINTER SEMESTER OF LBU](#)

WWW.LUCKYBREAKCONSULTING.COM