



APRIL IS A GREAT TIME TO...

Begin thinking about your PR game plan for the holidays. Whaaaat? 'Tis true! Most major magazines plan features 4-6 months in advance, which makes May + June prime pitch season. Carve out some time this month to list 10 blogs, 10 national magazines, and 5 regional magazines or newspapers whose readership you think would enjoy your product. Begin tracking down the information for appropriate editors and think about how you'll introduce your collection.

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...

- April 1+2:** Lela is teaching at 2x4 Live in Nashville, TN
- April 3:** The Winter semester of LBU graduates. Congrats!
- April 5:** *Take Away Tuesday* on Periscope at 1:30pm EST: *Making the Most of Maker Conferences (and a few of my favorites!)*
- April 7 – Sunday, April 10:** Lela is teaching at Craftcation in Ventura, CA
- April 12:** *Take Away Tuesday* on Periscope at 12:30pm EST: *The Essential Primer on UPC Codes*
- April 13:** Lela is teaching at Wholesale 2.0 in New Orleans, LA
- April 14:** *Ask Away Thursday* on Periscope at 12:30pm EST. Your biz questions answered!
- April 15:** The winter semester of BHB graduates. Hooray!
- April 19:** *Take Away Tuesday* on Periscope at 12:30pm EST: *The True Cost of Trade Shows*
- April 21:** *Ask Away Thursday* on Periscope at 12:30pm EST. Your biz questions answered!
- April 21:** Night 1 of *Mastering the Spa Market* webinar at 8pm EST
- April 26:** *Take Away Tuesday* on Periscope at 12:30pm EST: *The WORST Mistake You Can Make When Building Your Email List*
- April 28:** *Ask Away Thursday* on Periscope at 12:30pm EST. Your biz questions answered!
- April 28:** Two new on-demand workshops are available in the Resource Library
- April 28:** Night 2 of *Mastering the Spa Market* webinar at 8pm EST

NEW IN THE RESOURCE LIBRARY

Launching on April 28:

- Signature Treatment Protocol Templates (for spa brands)
- DIY Line Sheet + Order Form Templates

“BIG PICTURE” GOALS

Jot down 3 specific areas of focus for the month:

1. _____

2. _____

3. _____

THE BIGGEST CHALLENGE IN BUSINESS IS NOT THE COMPETITION; IT'S WHAT GOES ON INSIDE YOUR OWN HEAD.

- BARBARA CORCORAN

