

# FEBRUARY



## 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 \_\_\_\_\_

S	M	T	W	TH	F	S
	1	<b>2</b>	3	<b>4</b>	5	6
<b>7</b>	8	<b>9</b>	10	<b>11</b>	12	13
14	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	19	20
<b>21</b>	22	<b>23</b>	<b>24</b>	<b>25</b>	26	27
29						

## THIS MONTH AT LUCKY BREAK...

- 2:** Take Away Tuesday on Periscope @ 12:30pm EST: The pitfalls of selling on Amazon
- 4:** *GMP Made Simple(r) Night 3* @ 8:00pm EST
- 7:** LBU Winter Semester kicks off!
- 9:** Take Away Tuesday on Periscope @ 12:30pm EST: Don't even think of wholesale until you've...
- 9:** Enrollment opens for my *Mastering the Spa Market* webinar
- 11:** Ask Away Thursday on Periscope @ 12:30pm EST Your biz questions answered!
- 11:** *GMP Made Simple(r) Night 4* @ 8:00pm EST
- 15 – 17:** Lela is presenting at MAGIC in Las Vegas
- 18:** Ask Away Thursday on Periscope @ 12:30pm EST: Your biz questions answered!
- 21:** BHB Winter Semester kicks off!
- 23:** Take Away Tuesday on Periscope @ 12:30pm EST: What is an MSDS and why should I care?
- 24:** New Tools released in the Resource Library
- 25:** Ask Away Thursday on Periscope @ 12:30pm EST: Your biz questions answered!

## LAUNCHING THIS MONTH IN THE RESOURCE LIBRARY:

- Creating Simple + Easy MSDS Sheets
- Easy Treatment Protocol Templates for Spa Brands
- Evolving Product Descriptions From "Blah" to "Booyah!"

## "BIG PICTURE" GOALS FOR FEBRUARY

Jot down 3 specific areas of focus for the month.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

## FEBRUARY IS A GREAT TIME TO...

Many creative brands launch two new product collections per year and February is when most of them are rolling out their Spring offerings. For best results, launch a small + smartly edited collection, beat the drums on social media to create buzz before the launch, and ensure this collection tells a story.

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