



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 put your “spell check” function to good use. Embed a product image or two (low-res, please) and be certain to include your contact information. Do your research to ensure that their readers align with your ideal customers to ensure the publication is a good fit before winding up your pitch!

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, June 1:** Wholesale Matchmaker platform access opens for early enrollees.

**June 2-12:** I’m traveling in Europe. Follow along on SnapChat + Periscope for snapshots from Amsterdam, Paris and Monaco! I’m @LelaBarker on both platforms.

**Sunday, June 12:** A new semester of Brick House Branding kicks off! Welcome to each of my up + coming brand mavens.

**Tuesday, June 14:** #LuckyScope on Periscope at 12:30pm EST

**Thursday, June 16:** Ask Away Thursday on Periscope at 12:30pm EST

**Tuesday, June 21:** #LuckyScope on Periscope at 12:30pm EST

**Thursday, June 23:** Ask Away Thursday on Periscope at 12:30pm EST

**Tuesday, June 28:** #LuckyScope on Periscope at 12:30pm EST

**Thursday, June 30:** Ask Away Thursday on Periscope at 12:30pm EST

“BIG PICTURE” GOALS

Jot down 3 specific areas of focus for the month:

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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AN UPDATE ON WHOLESALE MATCHMAKER

On May 26, I dispatched a newsletter to my audience announcing Wholesale matchmaker: a new “dating service” that connects creative brands with buyers who are likely to be interested in their work. The news was met with an incredibly warm reception. So warm, in fact, that I decided to cap membership for the moment so that I can focus on offering the best possible service to the 100 lucky peeps who jumped into the dating pool with me during early enrollment. Hang tight... I anticipate opening enrollment for 30-60 new spots in early-to-mid July. I’ll send news of open enrollment via my newsletter, [so make sure that you’re on the list](#). If I was a betting woman, then I’d bet that this next rounds of seats is claimed in record time! Want to learn more? [Take a video tour](#) of Wholesale Matchmaker.

“YOUR JOB ISN’T TO GET PEOPLE TO BUY YOUR STUFF; YOUR JOB IS TO MATTER TO THEM. YOU NEED YOUR CUSTOMERS TO BELIEVE IN WHAT YOU DO.” - BERNADETTE JIWA

