



MAY IS A GREAT TIME TO...

Retail sales typically slump in summer months... it's not just you! The months of June, July, and August are particularly challenging as we move through months without major spending holidays and consumers switch their attention to experiences and vacations. Draft thoughtful revenue and spending plans this month. How can you trim your expenditures? What's not absolutely necessary at the moment? On the flip side of the coin, what can you do to drive retail sales during the hot, dry months of summer? Pull together a plan now so you won't be sweating it later!

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 _____

Periscope _____

THIS MONTH AT LUCKY BREAK...

May 1: Enrollment opens for the late summer semester of LBU! This is the last opportunity to enroll in a 2016 LBU semester.

May 1: #LuckyScope, LBU Edition on Periscope at 12:30pm EST: An Intimate Peek Inside My Wholesale Journey

May 2: #LuckyScope, LBU Edition on Periscope at 12:30pm EST: Six Hidden Benefits of Wholesale

May 3: Take Away Tuesday, LBU Edition on Periscope at 12:30pm EST: Deciding Which of Your Products Are Best for Wholesale

May 4: #LuckyScope, LBU Edition on Periscope at 12:30pm EST: Wholesale ISN'T Right For You If...

May 5: Ask Away Thursday, LBU Edition on Periscope at 10:30am EST: I'm answering your questions about wholesale strategy!

May 6: #LuckyScope, LBU Edition on Periscope at 10:30am EST: Pricing Your Products to Succeed in Wholesale

May 7: #LuckyScope, LBU Edition on Periscope at 10:30am EST: The Problem with Wholesale Contracts

May 9: #LuckyScope, LBU Edition on Periscope at 12:30pm EST: Five Questions to Ask Yourself Before Pitching to a Retailer

May 10: Take Away Tuesday, LBU Edition on Periscope at 12:30pm EST: Four Things You Probably Didn't Know About Big Wholesale Accounts

May 10: LBU Q+A Call at 8pm EST- I'm answering your LBU and wholesale questions live! Call in information will be shared via the Lucky Break newsletter.

May 11: #LuckyScope, LBU Edition on Periscope at 12:30pm EST: Yea or Nay: Offering Exclusive Products to a Wholesale Account

May 11: LBU Enrollment closes for the late summer semester of LBU! This is the last enrollment for 2016.

May 12: Project Cupid Launches! Stop by the website to learn about this awesome new service designed to help up your wholesale game.

May 17 - 22: Lela's teaching live at the HSCG Conference in Tampa, Florida

May 24: Take Away Tuesday on Periscope at 12:30pm EST: How Much Profit Will Your Business REALLY Earn Per Year?

May 26: Ask Away Thursday on Periscope at 12:30pm EST: Your biz questions answered!

May 26: Two new on-demand workshops are available in the Resource Library

May 31: Take Away Tuesday on Periscope at 12:30pm EST: What Does a Logo Actually Cost?

RESOURCE LIBRARY

Launching on May 26:

- Sales Rep Blueprint
- Shelftalker Blueprint

"BIG PICTURE" GOALS

Jot down 3 specific areas of focus for the month:

1. _____

2. _____

3. _____
