



SEPTEMBER



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	2	3	3	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

THIS MONTH AT LUCKY BREAK...

- 9:** Lela is in New Orleans teaching at Wholesale 101, hosted by Good Work Network and Stay Local
- 22:** Launch of a new Lucky Tool Kit: Product Pricing



LUCKY BREAK BOOK CLUB

Right now, we're reading **Start With Why** by Simon Sinek. The next free book club meeting is Thursday, October 29th at 8:30pm Eastern. Call details are distributed through our email newsletter – make certain you're on the list!

"BIG PICTURE" GOALS FOR SEPTEMBER

Jot down 3 specific areas of focus for the month.

- _____
- _____
- _____

SEPTEMBER IS A GREAT TIME TO...

Plan your production schedule for the rest of the year. The next few months are going to be bustling and planning ahead improves efficiency, reduces costs, and staves off disappointment while keeping stress in check. Draft a proposed schedule for creating your products and know the limitations of your capacity and process. What can you do to streamline the creation process? What raw materials do you need to order? When will you cease production for the year? What's your "drop dead" date for shipping both wholesale and retail orders? Make these key decisions now, before the rush, and keep your wholesale buyers and retail customers in the loop!



WWW.LUCKYBREAKCONSULTING.COM

"YOU'RE GOING TO SCREW UP. IT HAPPENS TO EVERYONE. THE KEY IS WHAT YOU DO NEXT."

PETER SHANKMAN



OCTOBER



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				1	2	3
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25	26	27	28	29	30	31

THIS MONTH AT LUCKY BREAK...

- 2:** Congratulations to the graduating class of the LBU Summer Semester!
- 6:** Enrollment for the first semester of LBU 2016 opens (class gets underway the first week in February)
- 20:** Launch of a new Lucky Tool Kit: Intellectual Property
- 21-23:** LBC Team Retreat: Our team is tucked away in the mountains for our annual strategic retreat. We'll be dreaming up big plans for 2016... stay tuned! In the meantime, our Client Concierges will be unavailable on these dates.
- 29:** Lucky Break Book Club Call at 8:30pm Eastern

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"BIG PICTURE" GOALS FOR OCTOBER

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OCTOBER IS A GREAT TIME TO...

Shine up the "About" page of your website! Ready to set yourself apart from the big guys? It's time to break out your secret weapon – YOU! Complete a review of the About page on your website, ensuring that it highlights your story, your heart + your creation process. Head over to the Lucky Break Blog and conduct a search for the word "checklist" to discover my free worksheet designed to help you fortify + enrich this important facet of your web presence. Next month is a busy time for ecommerce sites- make certain that yours is telling your story!



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NOVEMBER



SOCIAL MEDIA TRACKER

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Facebook _____

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Instagram _____

Pinterest _____



LUCKY BREAK BOOK CLUB

The Lucky Break Book Club is on hiatus until January. We hope you'll join us then!



S	M	T	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

THIS MONTH AT LUCKY BREAK...

3: Launch of a new Lucky Tool Kit: Wholesale Forms

In December, the Lucky Break team is on retreat – creating new curriculum for 2016 and revamping the LBU program. We'll see you in the new year!

“BIG PICTURE” GOALS FOR NOVEMBER

Jot down 3 specific areas of focus for the month.

- _____
- _____
- _____

NOVEMBER IS A GREAT TIME TO...

Conduct a website review to make sure you're ready to rock the retail holiday season! Review your product photography and descriptions - are they communicating the value of your product? Are you offering any shipping upgrades, special packaging, or gift set pairings? Ensure these elements are programmed into the site, and- while you're at it- schedule social media graphics which are designed to announce their availability during this critical month for retail sales.

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WHAT DO WE HAVE ON TAP FOR 2016?

We're planning heaps of entrepreneurial merriment + magic-making for the new year, including:

- ◆ **Five meetings of the Lucky Break Book Club.** Have a favorite business book you'd like to nominate? Drop us a line at hello@luckybreakconsulting.com. We'd love to hear about it!
- ◆ **Three semesters of the all-new LBU!** We'll be welcoming savvy makers into winter, spring and summer semesters of this freshly updated, seven-week business intensive, designed to build a strong + successful wholesale program.
 - WINTER:** enrollment opens on October 6, 2015; the semester kicks off in February of 2016
 - SPRING:** enrollment opens in January of 2016; the semester kicks off in April
 - SUMMER:** enrollment opens in April of 2016; the semester kicks off in July
- ◆ **Monthly webinars designed to inspire + educate + empower.**
 - JANUARY:** GMP for beauty brands
 - FEBRUARY:** Romancing the Press
 - MARCH:** The Art of Value-Based Pricing
 - APRIL:** Mastering the Spa Market
- ◆ **The debut of a new class series "Charge What You're Worth: The Art of Value-Based Pricing."** We've been working on this curriculum for more than a year and we're doing-cartwheels-excited to help makers communicate and capture the real value of what you create. Three cheers for being solidly in the black! Look for it is debut in March of 2016 (enrollment is set to open in early February).

- ◆ **We're relaunching the popular "Brick House Branding" class as a semester-based, small group program similar to LBU.** The addition of a private Facebook community, Expert Interviews and weekly Office Hour calls with Lela are designed to better support and guide makers as they move through the process of brand development. It's a beautiful expansion and refinement of this much-loved class and we're eager to welcome pioneering students into the program for its inaugural run in April of 2016.

- ◆ **Price-O-Matic, our celebrated product pricing software, will be migrating to a cloud-based application that's almost universally compatible with all computer platforms and operating systems.** It'll be packed with some exciting new features, too, each designed to help you get control of your product costs and price with more strategy and confidence.

- ◆ **Lela will be leading workshops and engaging makers at conferences and events around the Unites States.** Keep an eye tuned to the "Live Events" page of the Lucky Break website for the release of her 2016 speaking schedule. If you're hosting an event for product-based brands and looking for passion-infused, wisdom-filled and engaging workshops, then please reach out to hello@luckybreakconsulting.com with details.

Confirmed speaking engagements (additional dates + venues to be added in the coming months):

- **CRAFTCATION:** April 7-10, 2016 in Ventura, CA
- **HANDCRAFTED SOAP & COSMETIC GUILD ANNUAL CONFERENCE:** May 19-21 in Tampa, FL

