



DID YOU KNOW?

The text on your website, your product photos, your catalogs + brochures, and the copy on your product packaging is protected in the United States by federal copyright law? You can easily register those copyrights for just \$35 and the process is pretty painless. Learn more at the U.S. Copyright website >> www.copyright.gov

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...

SATURDAY, APRIL 15: The Spring 2017 semester of Brick House Branding kicks off. Congrats to each of the brand owners who have buckled in for ten solid weeks of focused brand development + mentoring... I'm excited to see how far forward we can propel your business forward over the next few months of working together!

TUESDAY, APRIL 25: The all-new Price-O-Matic launches! I first released my innovative product pricing software in 2013 and today it's helped 1500+ entrepreneurs price their products more strategically. This new version takes everything to the cloud for universal compatibility (we're no longer dependent on Excel!). There's a small tsunami of awesome new features, and did I mention that it's ridiculously good-looking, too? Three cheers for technology!

WEDNESDAY, APRIL 26: Copycat on your tail? Today I'm releasing a new independent-study class designed to help. *Locking It Down: Intellectual Property for Product-Based Brands* will help wrap your mind around trademarks, patents, and copyrights. I provide strategies for automating the detection of copycats, and I share the exact letters + templates I use to shut down those who are getting a wee bit too close. Look for it in the Lucky Break Resource Library.

THURSDAY, APRIL 27- SUNDAY, APRIL 30: I'm headed to California with my Lucky Break teammate Shannon for the Craftcation conference. I'll be teaching three classes (product pricing + brand development + line sheet design) and sitting on a panel about battling entrepreneurial burnout. This is my favorite conference of the entire year and I have some big surprises planned. If you'll be at Craftcation, please come say hello!

SUNDAY, APRIL 30- FRIDAY, MAY 5: The entire Lucky Break team will be at the HSCG conference in Las Vegas. I'll be teaching a class on product pricing, hosting a cocktail party for my LBU + BHB alum, and meeting lots of new peeps, too! Please know that my team will be monitoring our email inboxes, but responses will necessarily be a bit slower than normal and we won't be available by phone. I look forward to resuming normal business hours on Monday, May 8.

BIG PICTURE GOALS

Jot down 3 specific areas of focus for the month:

1. _____
2. _____
3. _____

APRIL IS A GREAT TIME TO...

Begin thinking about your PR game plan for the holidays. Whaaaat? 'Tis true! Most major magazines plan their 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 10 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.

"CUSTOMERS LIKE A LOT OF THINGS BESIDES A LOW PRICE, AND SOME OF THOSE OTHER THINGS CAN BE JUST AS PERSUASIVE AS A LOW PRICE IN GETTING YOUR PROSPECT TO BUY." -WILLIAM T. BROOKS