



MAY IS A GREAT TIME TO...

Begin thinking about your wholesale outreach plan for the holidays. Whaaaaat? 'Tis true! Retailers begin planning their Q3 and Q4 purchases in late summer, which means this month is prime time for you to put the polish on your game plan. My design team would love to create some shiny new line sheets for you or help you connect with "best fit" retailers, too. It's time to nail down your holiday collection, zero in on a launch date, and begin sculpting an outreach plan to capture those all-important fourth-quarter dollars.

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...

**Monday, April 30 – Wednesday, May 2: THE LUCKY BREAK TEAM IS ON RETREAT >>** I'm gathering my team in Atlanta for a few days of strategic planning for the second half of 2018. Between meetings and devouring ridiculously large plates of nachos, we will be answering emails, but we'll be unavailable by phone. Hang tight and we promise to circle back within one business day.

**Wednesday, May 2 – Saturday, May 5: HSCG CONFERENCE IN ATLANTA, GA >>** For the fifth consecutive year, the Lucky Break Team will be at the Handcrafted Soap & Cosmetics Guild annual conference. I'll be teaching workshops on wholesale strategy and product pricing, sitting on a business experts panel, and kicking things off with the keynote address, too! If you're attending the conference, then I hope you'll swing by the Lucky Break booth within the vendor area to meet the team and discover special pricing on some of our favorite business tools.

**Wednesday, May 2: BRICK HOUSE BRANDING "ON DEMAND" LAUNCHES >>** My celebrated brand development curriculum is now available instantly with a single click! Enjoy immediate access to all six modules, every last handout, and the full series of Expert Interviews. When you sign up for this self-study version, you'll receive a link to my calendar to reserve the included private strategy sessions directly with me. All of the branding goodness... None of the wait!

**Thursday, May 3 at 7pm: ALUMNI COCKTAIL PARTY >>** Each year, I host a cocktail party especially for my LBU and BHB alumni. This year, I'm rolling out the red carpet in conjunction with the HSCG event in downtown Atlanta. Join me for an open bar, great conversation, hugs + pics with the Lucky Break team, and lots of baked brie. If you're an alumnus who missed the invite, then send us an email ([hello@luckybreakconsulting.com](mailto:hello@luckybreakconsulting.com)) and we'll fill you in. Drinks are on me and it would be an honor to see you!

**Monday, May 28: THE LUCKY BREAK OFFICES ARE CLOSED >>** In honor of Memorial Day, we're hanging up our virtual "closed" sign to enjoy a long three-day weekend. We hope you are, too!

BIG PICTURE GOALS

Jot down 3 specific areas of focus for the month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

DID YOU KNOW?

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!

"THE ROAD TO HELL IS PAVED WITH THE PURSUIT OF VOLUME. DO NOT MAKE THIS MISTAKE. MORE OFTEN THAN NOT, LESS IS MORE." –RONALD J. BAKER

