



# JANUARY



## 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 \_\_\_\_\_

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## LUCKY BREAK BOOK CLUB

Right now, we're reading: **The Seven Habits of Highly Effective People** by Stephen R. Covey. Grab a copy and join us! The next free book club call is **Wed., February 25th at 8:30pm Eastern**. Call details are distributed through our email newsletter- make certain you're on the list!



S	M	T	W	TH	F	S
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4	<b>5</b>	<b>6</b>	7	<b>8</b>	9	10
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18	19	20	21	<b>22</b>	23	24
25	<b>26</b>	27	28	<b>29</b>	30	31

## THIS MONTH AT LUCKY BREAK...

- 5:** LBU Winter Semester kickoff
- 6:** Our brand new website launches- squee!
- 8:** Live GMP webinar, part 1 (8pm EST)
- 13:** Enrollment opens for the Spring Semester of LBU
- 15:** Live GMP webinar, part 2 (8pm EST)
- 16:** New class release! LBU On Demand: Product Development + Pricing
- 22:** Live GMP webinar, part 3 (8pm EST)
- 26:** Enrollment opens for the "Romancing The Press" webinar series
- 29:** Live GMP webinar, part 4 (8pm EST)

### "BIG PICTURE" GOALS FOR JANUARY:


Jot down 3 specific areas of focus for the month.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

### JANUARY IS A GREAT TIME TO...

Review your sales numbers from 2014. Which products need to be discontinued? What new products will you introduce in 2015? What promotional strategies worked and which ones flopped? Where will you invest your energy in the coming year?

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**"IF YOU WANT TO BUILD A SUSTAINABLE BUSINESS, A BRAND THAT WILL GARNER LOYALTY, AND IF YOU'RE LUCKY, BECOME LOVED, YOU HAVE TO START WITH YOUR STORY."**  BERNADETTE JIWA



# FEBRUARY



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22	<b>23</b>	<b>24</b>	<b>25</b>	26	<b>27</b>	<b>28</b>

### “BIG PICTURE” GOALS FOR FEBRUARY:

Jot down 3 specific areas of focus for the month.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

### FEBRUARY IS A GREAT TIME TO...

Conduct a website audit. Use the free resource at [www.brokenlinkcheck.com](http://www.brokenlinkcheck.com) to identify + amend wayward links on your website. Score a free video of an independent user navigating your website at <http://peek.usertesting.com/>. Use that feedback to streamline your navigation: aim for fewer choices and more intuitive choices. Make it as easy as possible for people to learn about + purchase your products online.

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## THIS MONTH AT LUCKY BREAK...

- 3:** Three new Lucky Tool Kits launch: Pricing Scripts, Wholesale Forms and Intellectual Property
- 6:** New class release! LBU On Demand: Designing Your Wholesale Playbook
- 7-14:** Lela's teaching in the Caribbean aboard Indie Cruise
- 17:** Live webinar at 8pm EST: Romancing The Press webinar, part 1 (8pm EST)
- 20:** New class release! LBU On Demand: The Art of the Pitch
- 23:** Enrollment opens for new webinar series: Charge What You're Worth: The Art of Product Pricing
- 24:** Live webinar at 8pm EST: Romancing The Press webinar, part 2 (8pm EST)
- 25:** Book Club meets at 8:30pm EST. You're invited to join us live for this complimentary call. Details are circulated via our newsletter!
- 27:** Congrats to the graduating class of the LBU Winter Semester!
- Feb 27- March 2:** Lela's teaching a 4-day Handmade Business Boot Camp at The Nova Studio in San Francisco, CA

“YOUR BIGGEST FAILURE IS THE THING YOU DREAMED OF CONTRIBUTING BUT DIDN'T FIND THE GUTS TO DO.”

◆ SETH GODIN



# M A R C H



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## LUCKY BREAK BOOK CLUB

Right now, we're reading: **Delivering Happiness** by Tony Hsieh. Grab a copy and join us! The next free book club call is **Thursday, April 28th at 8:30pm Eastern**. Call details are distributed through our email newsletter- make certain you're on the list!



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29	30	<b>31</b>				

### “BIG PICTURE” GOALS FOR MARCH:

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### MARCH IS A GREAT TIME TO...

Revisit your product costs. At least once per annum, examine the current cost of all raw materials used to create your product range. These expenses rise over time and we often neglect to keep an eye on them, to the detriment of our profit margins. Crunch your numbers and make certain that you're clearly in the black. If you have the Price-O-Matic software, it will handle the calculations for you!

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## THIS MONTH AT LUCKY BREAK...

- Feb 27- March 2:** Lela's teaching a 4-day Handmade Business Boot Camp at The Nova Studio in San Francisco, CA
- 6:** New class release! **LBU On Demand: Next Level Wholesale Strategy**
- 11:** Enrollment opens for new webinar series: **Standing Up + Out: Build a Stronger Brand**
- 19:** New class release! **Charge What You're Worth: The Art of Product Pricing**
- 21:** Lela's teaching wholesale + GMP at Central Soaper's Workshop in Kansas City, MO
- 24:** Live webinar at 8pm EST: **Charge What You're Worth: The Art of Product Pricing (part 1)**
- 27:** New class release! **LBU On Demand: Mastering the Art of the Trade Show**
- 31:** Live webinar at 8pm EST: **Charge What You're Worth: The Art of Product Pricing (part 2)**

“THERE IS ABSOLUTELY NO SUBSTITUTE FOR AN HONEST, UNSHAKABLE, ENTHUSIASTIC BELIEF THAT THE PRODUCTS AND SERVICES YOUR BUSINESS OFFERS ARE THE BEST AVAILABLE.”  MICHAEL LÉBOUF



# A P R I L

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### “BIG PICTURE” GOALS FOR APRIL:

Jot down 3 specific areas of focus for the month.

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### APRIL IS A GREAT TIME TO...

With green just retuning to the trees and the tulip bulbs pushing up through the ground, holiday plans are likely far from mind, but April is the best month to finalize your holiday collection! Create the collection in April, photograph it in May, pitch it in June and make it available to retailers for pre-order beginning in July.

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## THIS MONTH AT LUCKY BREAK...

**7:** New class release! **Standing Up + Out: Build a Stronger Brand**

**9:** Live webinar at 8pm EST: **Standing Up + Out: Build a Stronger Brand (part 1)**

**10:** Enrollment opens for webinar series: **Mastering the Spa Market**

**13:** LBU Spring Semester kickoff: welcome to the new class!

**16:** Live webinar at 8pm EST: **Standing Up + Out: Build a Stronger Brand (part 2)**

**17-20:** Lela's teaching branding at the HSCG Conference in Indianapolis, IN

**23:** Live webinar at 8pm EST: **Standing Up + Out: Build a Stronger Brand (part 3)**

**28:** Book Club meets at 8:30pm EST. You're invited to join us live for this complimentary call. Details are circulated via our newsletter!



M A Y



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### LUCKY BREAK BOOK CLUB

Right now, we're reading: **Jab, Jab, Jab, Right Hook** by Gary Vaynerchuck. Grab a copy and join us! The next free book club call is **Tuesday, June 30th at 8:30pm Eastern**. Call details are distributed through our email newsletter- make certain you're on the list!



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### "BIG PICTURE" GOALS FOR MAY:

Jot down 3 specific areas of focus for the month.

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### MAY IS A GREAT TIME TO...

Review your product photos. Are they the best possible representations of your work? Professional photography is a wise brand investment. Make certain that you have crisp, clear, well-lit shots on white for your website and the media (an editorial image or two is always a welcome addition). Need new images? Use promo code "luckybreakcustomer" at [www.POWproductphotography.com](http://www.POWproductphotography.com) to save 10% on a fresh set.

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### THIS MONTH AT LUCKY BREAK...

- 5:** Live webinar at 8pm EST: **Mastering the Spa Market (part 1)**
- 7:** Enrollment opens for new webinar series: **Going Global: Export for Makers**
- 12:** Live webinar at 8pm EST: **Mastering the Spa Market (part 2)**
- 15:** Congrats to the graduating class of the LBU Spring Semester!
- 19:** Enrollment opens for the Summer Semester of LBU



# J U N E



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## "BIG PICTURE" GOALS FOR JUNE:

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## 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 always spell-check. Embed an image or two (low-res, please) and include contact information. Be certain that their readers align with your ideal customer to ensure the publication is a good fit before winding up your pitch.

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## THIS MONTH AT LUCKY BREAK...

- 9:** Live webinar at 8pm EST: Going Global: Export for Makers (part 1)
- 12 + 13:** Lela's keynoting at the Alabama Soap + Candle Conference
- 16:** Live webinar at 8pm EST: Going Global: Export for Makers (part 2)
- 23:** Live webinar at 8pm EST: Going Global: Export for Makers (part 3)
- 30:** Book Club meets at 8:30pm EST. You're invited to join us live for this complimentary call. Details are circulated via our newsletter!



## WHAT TO EXPECT FROM LUCKY BREAK IN THE SECOND HALF OF 2015

We have a lot of goodness planned for the back half of the year, but we're still in the process of finalizing specific dates. Look for full calendars to be released in April. Until then, here's a sneak peek of what we have up our sleeve!

### JULY

- ◆ No scheduled classes or live events as Lela travels with her family.
- ◆ The Lucky Break Book Club is reading: **Made to Stick: Why Some Ideas Survive and Others Die** by Chip and Dan Heath.

### AUGUST

- ◆ Live webinar series: Charge What You're Worth: The Art of Product Pricing (enrollment opens in July).
- ◆ The Lucky Break Book Club is reading: **Made to Stick: Why Some Ideas Survive and Others Die** by Chip and Dan Heath.

### SEPTEMBER

- ◆ The launch of the all-new, cloud-based Price-O-Matic (three cheers for no longer needing Microsoft Excel!).
- ◆ Live webinar series: Standing Up + Out: Build a Stronger Brand (enrollment opens in August).

The Lucky Break Book Club is reading: **Start With Why** by Simon Senek.

### OCTOBER

- ◆ Enrollment opens for the LBU Winter Semester. This is your last chance to join the 2015 program!
- ◆ Live webinar series: Romancing The Press (enrollment opens in September).
- ◆ The Lucky Break Book Club is reading: **Start With Why** by Simon Senek.

### NOVEMBER

- ◆ Live webinar series: Mastering the Spa Market (enrollment opens in October).
- ◆ The Lucky Break Book Club is on hiatus until January.

### DECEMBER

- ◆ The Lucky Break creative team is on retreat-creating new curriculum for 2016 and revamping the LBU program. We'll see you in the new year!
- ◆ The Lucky Break Book Club is on hiatus until January.

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A small, golden wireframe geometric shape, similar to the ones in the logo and top right, positioned in the bottom left corner of the page.

THERE IS A STRONG EMOTIONALLY BASED CONSUMER NEED IN ALMOST EVERY CATEGORY. YOUR JOB IS TO FIND IT. ◆ TIM HALLORAN