FEBRUARY CHECKLIST

So here we are already starting February in the face! How did you do on your January Check List? I know doing all these things might seem overwhelming but if you take small steps each day to stay on task, you'll be amazed at how much you can accomplish. Try to set aside an hour a day, at least, to work on whatever you have left to do on my suggested check list below. These things will help your sales, exposure and overall brand. They are a MUST to keep up with today's fast moving world.

☐ Start calling stores to follow up on emails
☐ Email campaigns set up for boutiques - continue to sell Spring line now
☐ Email campaigns set up for online shoppers - keep pushing fall sales & Valentine's
☐ Contacted bloggers about new spring line
☐ Contacted Celebrities - start thinking about next on your list
☐ Post daily on Facebook, Twitter and Pinterest
☐ Media Calendars - complete setting up your list
☐ Contact at least 10 magazine editors this month
☐ Work on your Buyer Black Book - always adding new stores monthly
☐ Complete any off loading of old inventory
☐ Create St. Patrick's Day Email Campaigns
☐ Set up Presidents Day sale online
☐ Tradeshows for the year should be finalized
☐ Contact Sales Reps

How are you doing so far?