June CHECKLIST

Wow summer vacation already?
How did you do on your May Check List?
Try to set aside an hour a day, at least, to work on this list so you can make a change in your business.
These things will help your sales, exposure and overall brand. They are a MUST to keep up with today’s fast moving world.

☐ Continue blogging. Have you seen your Alexa.com rating get better yet?
☐ Continue to push your fall line to store buyers
☐ Contact bloggers about your summer line - suggest a give-away
☐ Contact Celebrities - consider a new angle if what you are doing is not working
☐ Post daily on Facebook, Twitter and Pinterest
☐ Email Magazine editors about your Fall line
☐ Contact some online magazine editors for a fast editorial hit
☐ Find 5 new stores this month and add them to your buyer black book
☐ Create “sale” emails to on-line shoppers to start to sell off spring left overs
☐ Create Last minute Father’s Day emails to on-line shoppers
☐ Consider a 4th of July sale on line
☐ Offer stores a special for 4th of July
☐ Follow up with Sales Reps that you reached out to– they might make a change after the Fall shows if some lines are not doing well