

entrepreneurette

March CHECKLIST

Wow Easter is just around the corner! How did you do on your [March 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 checklist below.

These things will help your sales, exposure and overall brand. They are a MUST to keep up with today's fast moving world.

- Continue with Spring sales – start offering a few sales and promotions
- Complete development for Fall 2014
- Set up photo shoot for Fall line
- Contact bloggers about your spring line - suggest a give-away
- Contact Celebrities - do you have something for Fall that you can give them now?
- Post daily on Facebook, Twitter and Pinterest
- Read more magazines to find new editors
- Contact at least 10 magazine editors this month
- Work on your Buyer Black Book - always adding new stores monthly
- Create sales emails to on-line shoppers
- Create Easter emails to on-line shoppers
- Consider a pre or post Easter sale on line
- If attending any tradeshow, don't forget to add in those samples to your next run
- Continue to follow up with Sales Reps that you contacted

****How are you doing so far?

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