

entrepreneurette

MAY CHECKLIST

OMG Memorial Day is just around the corner!

How did you do on your [April Check List](#)?

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 – Offer sales and promotions to stores
- Start showing your Fall Line 2014
- Contact store buyers with Fall collections
- Contact bloggers about your s”ummy” 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
- Email Magazine editors about your Fall line
- Contact at least 10 magazine editors this month
- Work on your Buyer Black Book - always adding new stores monthly
- Create “sale” emails to on-line shoppers to start to sell off spring left overs
- Create Last minute Mother’s Day emails to on-line shoppers
- Consider a Memorial Day sale on line
- If attending any Tradeshows, be sure all paperwork is turned in
- Continue to follow up with Sales Reps that you contacted – they might make changes after the Fall shows

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