

# entreprenette

## July CHECKLIST

Wow 4<sup>th</sup> of July is in a couple of days!

How did you do on your June 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.

- Time to pitch Holiday Gift Guides
- Continue blogging
- Continue to push your fall line to store buyers
- Contact bloggers about your fall line and set up reviews for the coming months
- Contact Celebrities – Are any of your target celebs headed for an Emmy?
- Post daily on Facebook, Twitter and Pinterest
- Contact 3 online magazine editors for a fast editorial hit
- Find 10 new stores this month and add them to your buyer black book
- Create “sale” emails to on-line shoppers – sell off your spring now at bigger discounts
- Consider a 4<sup>th</sup> of July sale on line for 24 hours
- Offer stores a special for a prepack you create
- Consider approaching close out companies likes TJ Maxx for your spring line
- 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

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