

entreprenette

August CHECKLIST

Wow the summer is blazing by!

How are your fall sales coming along? How did you do on your July Check list?

Did you get a chance to see my free webinar on getting your products to Emmy Nominees?

- Continue to pitch the last Holiday Gift Guides
- Start to plan your fall blog schedule. Do your readers like to do holiday things?
- 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 newspapers this month – try the fashion section
- Find 10 new stores this month and add them to your buyer black book
- Offer your potential boutiques buyers a special this month
- Consider a Labor Day sale on line for 24 hours
- Offer your current stores a special price 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 – See if they might consider your line for Spring. Be sure to ask when to get back to them.

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