



This Month, your customers may:

- Be Ready to Bundle Up {after record breaking heat in many places}
- Want Vintage/Nostalgia that make them feel warm and at home
- Be Making Plans and Preparing for the upcoming Holiday Season
- Look for ways to make, capture, keep, share time with family/friends

## Make...

This is about products and services

Brainstorm/Create:

- Holiday Solutions/Gift Packs
- Harvest or Forest Themes
- Bringing the Outdoors/Autumn In
- Winter and Cold Weather Fashion
- Items with Words of gratitude/home

Themes and Holidays this month:

- Breast Cancer Awareness/Pink!
- Adopt a Shelter Dog Month
- Oktoberfest!
- Intl Day of The Girl - October 11<sup>th</sup>
- Sweetest Day October 15<sup>th</sup>
- Bosses Day October 16<sup>th</sup>
- Chocolate Day October 28<sup>th</sup>
- Halloween - October 31<sup>st</sup>

## Say...

This is about blogging and social media

Market/Advertise:

- Creative/Unique Costume ideas
- Gourmet Candies or Alternatives
- Party/Gathering Hosting Tips
- Spicy/Warm foods and drinks
- How to incorporate vintage

Hashtags to check out:

#Halloween #HandmadeHalloween  
#HalloweenCostume #spooky  
#HalloweenMakeup #diyhalloween  
#vintagehalloween #mantle  
#pumpkinspiceeverything  
#sweaterweather #adoptdontshop  
#wearpink #bca #trickortreat #plaid  
#plaideverything #autumnstyle  
#fallflorals #boho

## Do...

This is about PR and Media Reach Out

Connect/Say:

- Contact local outlets about gift guides and holiday tips
- Contact national outlets about 2017 summer trends / solutions
- Talk about your giving back story

Your Notes for this Month:

Make \_\_\_\_\_

\_\_\_\_\_

Say \_\_\_\_\_

\_\_\_\_\_

Do \_\_\_\_\_

\_\_\_\_\_

One thing I WILL accomplish this month...