



This Month, your customers may:

- Be Back to New Routines and Ready for a Fresh Start
- Want To Be Motivated/Inspired/Organized to Retackle their Goals
- Be Feeling Cooler and Ready for Warm Meals and Fall Fashion
- Be Cheering on Local Sports Teams or Gearing up Kids' Sports

Make...

Brainstorm/Create:

- Local or Team Focused products
- Halloween products
{Costumes, Treats, Décor}
- Your Holiday Plans
{Know what you're selling and to whom}

Themes and Holidays this month:

Hispanic Heritage Month

- September 11, Patriot Day
- September 11, Grandparent Day
- September 19, Talk like a Pirate
- September 22, first day of Autumn
- September 26, Johnny Applesseed

Say...

Market/Advertise:

- Fall Wardrobe Transition Pieces
- Fall Décor (think vintage and natural)
- Anything that makes Organization
& New Routines Easier/Seamless
- Chic Sport Wear {team focused or tongue in cheek}

Hashtags to check out:

#PSL #PumpkinSpice #boymom
#fallfashion #fall #livelocal
#PumpkinEverything #falldecor
#organized #organizedlife
#footballseason #tailgate
#tailgatelife

Do...

Connect/Say:

- Contact local lifestyle segments
{Talk about transitioning to fall}
- Contact local/niche magazines
{Discuss Holiday Gift Guides}
- Be an expert about How to Move
into this new season stylishly and affordably

Your Notes for this Month:

Make _____

Say _____

Do _____

One thing I want to see happen this month:
