

October 2007
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Hello All You Wonderful People,

Next month I will be putting out a November/December newsletter. I figure that those of you that are making the quilts for presents for the up-coming holidays need to have the last two in November so you will have time to get them sewn together and quilted.

In the same newsletter I will be including a new “Linens” page, a new “Paints” page and a new “Accessories” page. All the new things that we will be introducing at the October Seminar on October 13th will be in there.

This month I will be putting out the last of the old ‘black & white’ transfers. These are transfers that were in the original black and white catalog that I put out when I first took over the Company. After this, all the transfers that are put into the Line will have newer numbers, even if they were in before. That will make it easier to put out the transfers in the catalog. They will be in numerical order after this month, instead of finding them ‘by the month and year’ that I put them out in the newsletters. I know the way I’ve been doing the transfers has made it hard on those who know what number that they are looking for. The new way will be easier on everyone concerned, me included. (These new pages will be handed out at the October Seminar.)

John and Mysti are sooo good! We will be introducing ***THREE (3)*** new paints at the October Seminar instead of just two. That will bring the Paint Line up to 101 different colors. These new colors can be ordered for the first time when you get your November/December newsletter. (Those coming to the October Seminar will be able to purchase them there.) I know that you’re going to love them as much as I do.

The new linens are in and packaged, ready to go. They will be available for those attending the Seminar to buy at that time and for the rest of you to buy when you get your November/December newsletter.

The new accessories are in and packaged. Those coming to the October Seminar will be able to get them there and for those not attending the Seminar - they will be available for sale when you get your November/December newsletter.

I’m so excited about the October Seminar. We will be meeting in the new facility. It’s no where near done – but it has a lot more space than where we were meeting before. It should be a great learning experience for everyone that attends.

We are releasing a new Lap Rug, or throw for the back of your chairs or couches. It is adorable. I want to present the "Cat Cuddler"..... \$15.00. This includes six (6) transfers and six (6) blank white quilt blocks.



These adorable little critters are just what you need for that special gift for the 'cat' people in your life. It uses three different techniques (outline – outline and fill in – and feather stroke then pull in with your Fiber Blender) and is a very quick project. You can certainly get it done in plenty of time to give as a holiday gift.

Monthly Special Monthly Special

The Special (MSOCT07) will be the Cat Cuddler, plus one Throw Pillow Cover (P1482) for the price of just \$15.00. You will be getting an extra item for the same price as the Cat Cuddler by itself, to make as an individual gift or to add to the 'throw' to make it an extra special set for yourself or for someone else.

Here is a suggestion for a **Holiday Class**. Using the Gift Set 1 (GS1) for \$35.00, each person has everything that they need to finish the project. You will be teaching them to iron on their transfers – how to outline – how to do feather stroking.

You can do this in one class session and they can finish the project at home. If you do the class in October they will have enough time to get it done and put together and quilted.

For those that don't quilt – check out the senior's complexes. There are usually folks there that would love to quilt it for them and they can usually use the extra money. If you have an Amish community near you they, also, are good Quilters and usually don't charge too much.

You might be able to sell a few extra 'Sets' to ones that like giving a Craft for a gift. Since this set is a complete kit and has everything that they need to complete it that makes it perfect. This way the recipient has something to do after the holidays and when the weather is not so nice outside.

I think if you try this idea out you will discover a whole new way to put on a class.

Figure out what they are going to do – figure in everything that they will need to do the project – add it all together – you might want to discount it 10% so they are getting a good deal – set a date – then sign folks up for the class.

A good class for January might be the Sparkling Trees (T4651). It takes eight (8) paints. You want them to use the Open Tip Nozzles (C347) to paint this design. It can be done on a dark shirt (but one that is light enough to see the transfer lines) or on a Mini Flag (C322) and don't forget to add in the transfer.

Take \$2.99 and multiply it by 8. This gets you \$23.92. Then take \$3.30 multiplied by 2 (you need two (2) packs of Open Tip Nozzles) to get \$6.60. If you are going to work on a Mini Flag you will need another \$4.95 (this price is going up to \$5.25 in January so figure that into your class price if you are going to do it in January). The transfer is \$1.65. The retail total of the class will be \$37.12; when you take off 10% that leaves you with \$33.41. I would even it out at 33.00. If you are setting up the class for after the price goes up in January, the retail price would be \$37.42; I would charge still charge \$33.00 total. This gives them everything that they need for the class, and if they don't get it finished, they get to take everything home with them that they need for the whole project.

If they took the GS1 class, you might let them choose different paints for the ones that over-lap in the two classes. Since the paints last so long it would be a nice gesture on your part.

A class for the spring of the year might be T4543 – Butterflies on a set of pillow cases.

This would use three (3) paints at \$8.97, a set of pillow cases (P1594) at \$11.95, a set of Fiber Blenders (C369) at \$5.25 and the transfer at \$1.65. That would bring the retail total up to \$27.82; when you take off the 10% it would be \$25.04; I would bring it down to an even \$25.00. This gives them everything that they need for the class and adds to their set of paints. It, also, shows them how easy it is to paint on pillow cases. Everyone can use pillow cases – so the finished product could be a wedding gift, shower gift, birthday gift, new home gift, anniversary gift, etc.

A class for the summer time needs to be a fast class since there are so many other things to do in the summer.

Let's do something they can do as charted or add colors and still come out with something that they will like doing. Let's do T4198 – Sunflower on a Mini Flag.

This design takes four (4) paints at \$11.96; a Dresser Scarf (P326) at \$6.95; to be safe you should include two (2) of the transfers since they are pre-shaded and need to go on nice and dark; that would be \$3.30. That would bring the retail total up to \$22.21; when you take off the 10% it would be \$20.62; I would bring it down to \$20.00.

Of course, if they camp, they need things for themselves and the young ones to do when they are bored. Since these classes have everything that they need to finish, all they need to do is buy extra transfers and something to put them on and they have a 'time filler' for when it's raining or whatever the case may be.

I hope this gives you some ideas on classes that you can set up either at your house, at a Senior Center, at a customer's house, a camp ground, or wherever you can think of to do it.

I've tried to give some idea of how to set up the class prices.

Be sure that people understand that they have to pay you ahead so you can get the orders in and have the supplies for them at the time of the class. If they can't make it to the class for some reason – just set up a time they can come to you so you can teach them what they need to do to use the supplies that they have paid for. This way you don't lose money on someone who signs up for the class and then just doesn't come. If they have their money invested, they will follow through.

Once you have classes started you can set them up on a continuing basis. Say every month or even every week. This is how you earn money and get to visit and teach all at the same time.

If you start out with everyone doing the same class, they will all be learning the same techniques. They will be able to gradually add paints and supplies to their personal inventory.

Be sure at some point that you have them buy T4674 – Paint Dots, so they will be able to see what paints they have and what they need. Have them paint only the dots of the paints that they personally have. It's amazing how many paints you sell when they have this chart to fill in. I would suggest it at the third class. That way they have enough paints of their own to warrant doing it. As they attend more classes and buy more transfers, they will continue filling in the dots. (One of the gals that attend class out west put hers on a white tote bag (P1492) and that is what she carries supplies to her classes in.)

October Workshops

October Seminar 2007

October 13th, 2007 – 8 AM – 'till we're done

I re-printed T4253-Fashion Tree. I re-formatted the transfer so there are two (2) sizes. The chart remained the same.

On T4428 – I re-charted the butterflies using Sparkle Paints.

The Silhouette Horses – T4517 – are shown in 168/132 & 116/130 – then using 'tooth brush painting' in the same colors, I put in the grass to add to the picture. The grass is not on the transfer print.

T4748 – Christmas Bell – is an old transfer that I really loved. It's gorgeous on a shirt, Mini Flag (P322), or Table Topper (PP1220).

Transfers

(\$1.65 each)



T4354-Flowercart



T4428-Butterflies



T4501-Ready for Fishing



T4539-Balloon Bears



T4517-Silhouette Horses



T4748-Christmas Bell

October Quilt Blocks



BQ2-10



DQ-10



FFQ2-10



PQ-10



RQ-10



SWQ-10

Order in: ones=\$2.25 (1 quilt block & 1 transfer) {or} sixes=\$13.00 (6 blank quilt blocks & 6 of same transfer)