



## Summer Sewing Marketing Plan

The Summer Sewing projects are designed to be fast, easy projects that teach foundational skills and build interest in long-term sewing and quilting. Use our marketing copy as-is or edit to meet your needs.

### Target your audience:

Begin by deciding your target audience. We designed these projects to have broad appeal. So, target the program to your demographic or seek out a new customer base.

Options are:

- Anything goes—invite all skill levels, from beginners to experienced quilters who just want some fun, easy projects.
- Beginner/Experienced Duos—Encourage your core customers to bring a friend who has never sewn for a summer of fun. This can be mother/child, grandparent/grandkid, best friends.
- Summer Sewing for Kids—these projects are easy and many have options for limited rotary cutting so they can be safely offered to a wide age range.

### Advertise!

Marketing Copy for your newsletter:

**On-the-Go Travel Pillowcase:** Make just one or make one for everyone (but the driver!) and keep a set of travel pillows in your car. (And make one for yourself to support your back while you sew!) This is a great project to embellish and personalize as desired.

**Effortless Tote Bag:** Learn the basics of making a tote bag, including positioning and adding straps, stitching interior and exterior pieces in correct sequence and then turning inside out and finishing techniques. Once you've mastered these skills, you'll be ready to move on to more complicated tote bag patterns with additional features.

**Fast, Fun Summer Rag Quilt:** Rag quilts are back! Join us in learning the basics of setting up an accurate seam allowance, straight stitching, matching seams and scissor use.

Layer Cakes create a no-cutting-needed version or select your own yardage to create a look you love. This Summer Rag Quilt is the perfect picnic throw or take it along to the next fireworks show.

**Best Beach Ball:** Looking for a project that everyone will be talking about? The fabric beach ball can be made in an endless array of fabric combos. Use balloons to inflate the ball. The fabric “catches” the balloon pieces if the balloon pops making this a safe, fun summer toy.

NOTE: The Beach Ball is the most complex of the Summer Sewing projects due to the y-seams/set-in seams. If you offer more than one of the Summer Sewing projects, consider making this the last project so students have time to become familiar with basic concepts. But well worth the challenge.

#### Advertising & Organizational Plan:

- **Four weeks before** your class date, review the supply list and verify if you have needed notions on hand.
- **Four weeks before** your class date, start advertising using the suggested Marketing Copy. Include details about your sample or available kits. Include information about required notions. Encourage students to pay their class fee and pre-order any notions they don't have.
- **Three weeks before** your class date, place a preliminary order for notions.
- **Three weeks before** your class date, cut any needed kits. Advertise the class again if it's not full.
- **Two weeks before** host a shopping day. Invite students in to pick their fabrics or select their kit. (Letting students meet each other before-hand can help build community for a great class day.)
  - To minimize last-minute cancellations, encourage students to purchase their class supplies on that day with a “gift with purchase” promotion. Students who pre-purchase supplies will receive a coupon for a future purchase, a gift from the Welcome to My Shop Hop flyer or a free fat quarter of their choice.
- **One week before** your class date, send out a reminder to all registered students. Do a “last call” if you still have available spots.