



FREE PATTERN!

We are pleased to provide a free pattern with every trunk show!

Why a free pattern?

We are glad you asked! It is our hope that you can use the free pattern in creative ways to learn more about your customers, meet your customers specific needs, and increase your sales.

How can I use a free pattern to learn about my customers?

Have a drawing for the pattern.

Drawings create a great opportunity to learn about your customers and increase your ability to meet the specific desires of your customer base.

Step 1: Ask yourself: What do I want to know about my customers?

Step 2: Create an easy format for your customers to give you that information.

Here is an example of a drawing entry form for a shop that wants to increase its class sizes:

Name	_____
Address	_____

Email	_____
Phone	() _____
	<input type="checkbox"/> I want to receive the shop newsletter
	I prefer classes that are Beginner Intermed Advanced
	I prefer classes offered in the Morning Afternoon Evening
	I prefer class sizes of One on One 5 or less 10 or less No preference
	I prefer to use my own sewing machine during classes Yes No
Classes I would like to see offered:	_____

Products I would like to learn about:	_____

Tips to consider:

Everyone who enters your shop or receives your newsletter should know about the drawing. Entry forms should be easily accessible to customers, even when all associates are busy. All rules should be clearly stated on entry forms.