FabShop News



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- PROMOTIONAL CALENDAR IDEAS Use these calendars as a springboard for planning themed events and classes in your shop.
- FabShop Advocates for Independent Business at AIB Summit The Fabric Shop Network was at the table in Washington, DC, to join the discussion with other retail trade groups on supporting and advocating for independent businesses.
- 10 7 Tips to Make Great Smartphone Videos Apply these seven basics to create professional, high-quality video that will turn viewers into customers right before your eyes.
- 14 BECOME A SAVVY BUYER A Visual Review at Year End A physical inventory may give you a better "picture" than your POS system of what's selling and what to buy for the new year, as Karen Montgomery explains.
- 18 ON DISPLAY Make Models Work for You, Not Against You How can you ensure that your models and displays create a positive shopping experience for your customers? Julie and Kathy share some ideas.
- **OPTIMIZING OPERATIONS** Making the Case for Attending Quilt Market -and how to pay for it There's so much more to Quilt Market than ordering fabric and merchandise, and Julie Karasek explains

how you can come out ahead when you attend.

26 THE FINE PRINT Before You Buy a POS System: What Is the Provider Providing?

New columnist Brian Powers advises about the issues to include in your purchase contract to avoid problems later.

27 ON OUR COVER ColorWorks Concepts

Introducing a colorful and innovative collection of three new panels printed to look like complex pieced projects—ideal for quick-sew projects and beginner quilters.

30 SET THE STAGE Good, Better, Best

Kelley R. Davey explains his "good, better, best" mentality in crafting shop displays that go beyond showcasing a new collection to generating add-on sales.

34 PROFITABLE PROMOTIONS Sew Fun Day

Anita Covert shares the details of her shop's lecture-demo day full of samples, inspiration, helpful tips and tools—an event that always generates good income.

- 36 THE RUBBER BAND The Law of Awareness If you're unsure of where you're going, follow Sandy Pirdy's lead in gaining self-awareness and identifying your pathway to success.
- 38 SOCIAL CONNECTION Social Media Is Supposed to Be Social: You Get What You Give Instead of striving to do more social media, think about doing better. How? Put more "social" in social media and take the extra steps toward connection.
- 40 LET'S GET LEGAL Overtime: Who, When, How Much? Despite proposed employment regulations that remain in limbo, there is well-settled law about overtime compensation. Sarah Maxwell explains in this new column.
- **ADVERTISERS RESOURCE GUIDE**
- 44 **BOOKSHELF FINDS** Introducing books that will inspire your customers with exciting new projects.