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## On Our Cover

*Tonga Passport* by *Timeless Treasures*. Inspired by cities around the world, this 25-piece collection of batiks features bold, vibrant colors and sophisticated neutrals.

## 4 Exclusive Member Benefit

Host I Love Fabric Days 2019 in your shop Aug. 15-17. Free registration for FabShop members.

## 4 Promotional Calendar Ideas

Use these calendars as a springboard for planning themed events and classes in your shop.

## 8 2019 Independent Business Survey Results

How do your thoughts about the current state of independent businesses compare with the latest survey findings from the Institute for Local Self-Reliance?

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### Increase Your Average Sale

The fastest, most efficient way to grow your business is to increase the dollar amount of each transaction.

## 18 Profitable Promotions

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Donelle McAdams talks boosting sales through "edutainment" and outlines the who, what, where and how for succeeding with product demos.

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### Naomi Ito for Nani Iro

While designing textiles for Kokka Fabrics under the Nani Iro label, Japanese watercolor artist Naomi Ito has published a book of garment patterns to sew in her painterly prints.

## 26 Be the Expert

### Use Product Videos to Educate Your Employees

Karen Montgomery advocates for product videos to impart the product knowledge that is essential for your staff to be effective salespeople.

## 29 Why We Buy: The Psychology of Color

Are you taking full advantage of the fact that 85% of people base their buying decisions on color? Encourage sales by optimizing the power of color.

## 30 The Necessary Evil of Mrs. Hanson

### Should You Sell Sewing Machines?

After selling machines in her shop for three years, Karen Hanson shares all she didn't know when she started and what she's learned along the way.

## 34 The Fine Print

### Preventing Retail Fraud

Brian Powers addresses common frauds that retail employees and customers engage in and offers commonsense tips for avoiding becoming a victim.

## 36 A Vote Against Customer Loyalty Programs

A generous loyalty program is effectively a way of selling on price, says Jim Brown, and he argues that it's something small businesses should avoid.

## 38 Social Connection

### Real Social Media Engagement: Play the algorithm game to win!

Cheryl Sleboda spells out what works to engage your customers on social media—and what doesn't work with the current algorithm. Hint: Strive for "organic reach."

## 40 The Rubber Band

### The Law of Nature

The owner of Sew Fun and cartoonist of By the Yard talks with Sandy Piridy about what and who inspires and influences her and shares some thoughts about our industry.

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A look back at the fun and festivities at the Spring Market FabShop Member Dinner Party.

## 44 Bookshelf Finds

Introducing new books that will inspire your customers with exciting new projects while also enhancing their quilting and sewing skills.