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*Please remember that when viewing the newsletter from your computer, that clicking on anything shown in blue will link you directly to the correct website referenced.*

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## E-Commerce ... Where Did It All Begin?

I realize that the past few month's issues regarding E-Commerce may not have been to everyone's taste, liking, and preference. Not every weaver wants to sell their wares or maybe they only feel comfortable with a booth at their local festival or Farmer's Market. And that's perfectly fine. As the subscriber list continues to grow (and YIKES, it's getting big!), I'll always try to find subjects that interest different factions of the group.

Here's a tidbit of information that you all might find interesting though ... one of the very first things ever purchased on the internet (as we know it) was a large pizza from Pizza Hut in 1994! That shows you just how important pizza should be in ALL our lives, lol.

However, WAY before that in the 1970's, Stanford students used an early "packet switching network" to engage in a transaction with students at MIT. And it wasn't for pizza. It was for Marijuana, making it most likely the first product ever sold through telecommunications. Now the next time you're playing Trivial Pursuit and this question comes up ... you've been informed. And you heard it in The Reed Reader of all places.

I'm sure you've all been reading and hearing on the news about the changes to the internet lately. A lot of it involves "secure" transactions (FYI ... the 1<sup>st</sup> "secure" transaction on the internet was a purchase of a Sting CD on 8/11/1994) and changes to the way websites handle your privacy. You've no doubt received various emails wanting you to review and/or revise your privacy settings on multiple websites. I know I have.

Please know that I value your privacy as much as my own, and I do not share your email address, or any other personal information obtained through purchases on my website with anyone or any company.

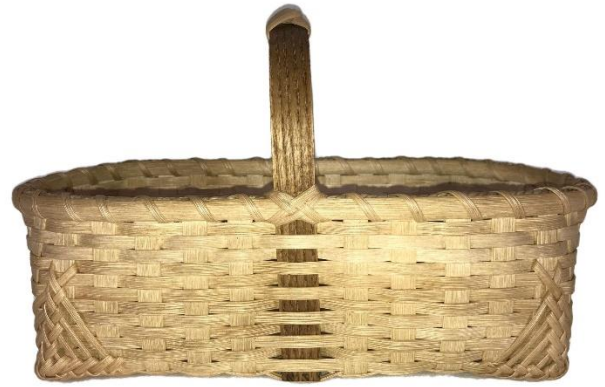
Your subscription to the newsletter is purely voluntary and you may opt out at any time (and for any reason) by simply unsubscribing using the quick link at the bottom of your email. But I hope you don't. In fact, it's my hope that you find the articles of interest and that you share the newsletter with your other weaving friends. Subscribing is easy too. Just go to my website and follow the links. You don't want to miss out on what's to come!

**Did you know that you can access back issues of "The Reed Reader"?** If you'd like to read any of the newsletters you missed or share back issues with a friend, just click here ...

[www.BrightExpectationsBaskets.com/TheReedReader](http://www.BrightExpectationsBaskets.com/TheReedReader)

## "BABY PAISLEY"— Small Market Basket

"Baby Paisley" is the offspring of the larger, mama sized market basket. This smaller version doesn't skimp on the details though. 32 photos will walk you through each step of learning the techniques for the corner detailing, double X on the handle, and the Butterfly Knot on the handle. I'll also be teaching this design at [Camp-Tuck-A-Basket](#) in Normal, Illinois on September 7-9, 2018. Registration is now open and I would love to see you there!



To purchase this pattern,  
please click here  
["BABY PAISLEY"](#).



## The "WRETCHED GRETCHEN"— Rim Technique

I've been asked to again feature this rim tutorial in the newsletter with the link to the pattern. This has been one of my most popular tutorials since it contains **step-by-step instruction ... with photos**, to help you conquer the Wretched Gretchen rim technique. The pattern is not about a fancy basket design ... it's just to teach the border. You can easily adapt the border then to any basket pattern or design.

Did you know that every pattern is an Instant Download? No waiting on snail mail for your pattern to arrive.

To purchase this pattern,  
please click here ["GRETCHEN"](#).



### 2019 Weaving in the Sunshine State

#### ➡ **TEACHER LINE-UP**

Polly Adams Sutton  
Laura Lee Zanger  
Pam Talsky  
Karen Kotecki  
Alice Ogden  
Pam Milat

Jimmie Earl & Mary McKinzie  
Patty Feather  
Debbie Wilson  
Cheryl Dixon  
Barb Nelson  
Amy Jorgensen  
Becky Bechtel

If this line-up of teachers doesn't entice you to join us for the 2019 Weaving in the Sunshine State basket weaving retreat, well ... not much else will! I couldn't be more pleased with this selection of instructors and I just can't wait until you see the classes that will be offered. The Retreat Brochure and Class Catalog will be available early July and registration will begin August 1, 2018.

A new concept that will be offered in 2019 on Tuesday evening is a seminar class by Debbie Wilson on gourds and how to prepare them with ink dyes and the multiple ways that they can be incorporated with traditional weaving techniques.

This fun evening will include socializing with old and new friends, a hot appetizer buffet, and a cash wine and soda bar. Pre-registration (and payment) will be required as seating is expected to be limited. Full details will be provided in the Class Catalog.

# E-Commerce and Pinterest

Are you a Pinterest addict? I'm certainly not an "addict" as I may go days and days and never touch the app on my iPad or open the website from my computer. But I would definitely call myself a "troller" of various subjects. I've got various boards set up for everything from Seafood Recipes to Grandkid Projects to even one called "Chuckle, Chuckle, Ha, Ha" which you can pretty much guess what type of stuff is pinned there 😊. Pinterest is my go-to-place for getting some inspiration when my brain can't seem to function creatively, and I've created multiple boards for different categories of basket weaving ... Inspiration, Technique, Twill Designs, Base Designs, Pine Needle Coiling, etc. Note that I said INSPIRATION. It's NOT a place that you should go to COPY someone else's design. Copyright has been covered multiple times in the newsletter and if you need a refresher, refer to the September 2016 issue of the newsletter ([www.brightexpectationsbaskets.com/pages/2016-archives](http://www.brightexpectationsbaskets.com/pages/2016-archives)). Pinterest can be known as a "Virtual Search Engine" for people like me who like to see a photo to spark my interest, rather than a lengthy line of verbiage.

Here are some interesting statistics for you (If you know me, you know that I research just about everything to understand how it works, why it works, where it started or began, and on and on. My husband can attest to my unending questions. I don't think I ever outgrew the "Why?" toddler stage.). Stats and demographics per the Omnicore Agency.

- Pinterest was founded March 2010.
- As of January 2018, there were 175 MILLION active monthly users, 75 million of which were in the U.S.
- There are over 50 BILLION Pinterest pins and over 1 billion Pinterest boards.
- 81% of Pinterest users are female, but 40% of new sign-up users are men so they are gaining ground.
- Millennials (who coined that term?? More research 😊) use Pinterest as much as Instagram. The median age of a Pinterest user is 40; however, the majority of ACTIVE pinners are below 40.

But here are the interesting Marketing statistics:

- 2 million people use Shopping Pins on boards DAILY using \*Rich Pins\*.
- 87% of Pinners have purchased a product because of what they saw on Pinterest.
- 72% of Pinners use Pinterest to even decide what to buy off-line.
- 93% of active Pinners said they plan to use Pinterest to plan for deciding on future purchases.

\*Rich Pins\* provide more information about an idea or product because they show extra information DIRECTLY on the Pin. There are four types of Rich Pins: app, product, recipe, and article. A Recipe Rich Pin includes the ingredients, cook time, etc. within the image you see on Pinterest. A Product Rich Pin contains where to purchase, the cost, etc.

Let's first touch on re-pinning from websites, etc. If you are on someone's website (like mine), you'll see a "Pin It" icon appear when hovering over an image. That's because I've ENABLED it in my settings – meaning I ALLOW or GIVE YOU PERMISSION to pin from my website. If you don't see the "Pin It" icon, it means that the owner of the website has not given carte blanc permission for you to do such. When you pin something from my website and it becomes re-pinned on down the line, it carries with it the backlink to my website and the origination of the photo.

If you save a photo that someone else posted on Facebook and then decide to pin it to one of your boards, there is NO link to the photo's origination or to the creator of said basket (in our scenario). This could be considered copyright infringement and you should be wary of potential consequences. However, if you re-pin a photo that was "uploaded by user", they have implied by making the photo public that it's OK to re-pin it. It is ALWAYS polite (albeit not necessarily mandatory) to give credit to the originator if you are aware of who it is.

See one of your designs on Pinterest that you didn't authorize and don't want to be there? Pinterest makes it easy to file a Copyright Infringement Notification by filling out a simple form. But be aware ... if your images on Pinterest, they WILL get copied by someone to at least some degree. I don't mind if I "inspire" you to create a unique basket but I do mind if you copy my exact design and call it your own. And I'm guessing most weavers feel the same way.

## E-Commerce and Pinterest, cont.

### Ways to Market your Baskets, Patterns, or Just About Anything on Pinterest

**Make the Switch!** Pinterest offers two types of accounts – Personal and Business. Get your brand name out there by either switching your personal Pinterest account to a Business account (to keep the followers you have already established) or create a new Business account separate from your personal one. Steps are super easy and can be found at [www.business.pinterest.com](http://www.business.pinterest.com) and you must agree to their [Business Terms of Service](#).

**Start Pinning!** Many online merchants, such as Etsy, provide a “Pin It” button for easily pinning your item to one of your Pinterest boards. Etsy, for example, encourages you to pin it right after creating the listing. They automatically show you your listing of boards to choose from, select your first photo from your listing, and give you the option to edit the caption under the photo which will be carried along as the “written advertisement” portion.

**Create a Pin with Interest and Detail!** Did you know that all pins are the same width but can have an unlimited length? A good size to shoot for is 736 x 1102 pixels for a typical pin. You can use just about any photo editing software to create pins – and most have a template pre-established to aid you in this task. One of the easiest I have found is PicMonkey. I have been using this software for years and it USED to be free. But no more. Two plans are available, and the cost is typically around \$6 per month if billed on an annual basis. The bright side is it's easy to use for not just photo editing, but also for creating nifty collages, birthday cards or invitations, as well as specifically sized templates for Facebook, Twitter, Instagram, etc. as well as a Pinterest template. I use it a lot and find it well worth the money. I have recently however, purchased both Corel's PaintShop Pro and Adobe Photoshop Elements. You can purchase older versions of both these on Amazon for seriously discounted prices compared to the most current versions – and yet still have most all the bells and whistles available on the newest software. Just make sure that whatever version you purchase is compatible with the Windows or Macintosh operating system you are currently using. See the sample pins I've shown below to get an idea. The pins you create must be then “Uploaded by User”. *Be sure to include the URL or website link (Pinterest will ask you this question in the upload process) as part of your pin.*

**When to Pin?** Your newly created pin is of no value if no one sees it. Plus, you're hoping that it gets shared, and then shared some more (think of the old chain letters you used to do – write five letters and get 125 in six weeks, lol). Research says the optimal posting times are 2 pm to 4 pm EST and 8 pm to 1 am EST, with Saturday morning being the primo day and time of the week.



*Bright Expectations*  
Ready Made or Custom Created Baskets  
Basket Weaving Patterns and Kits

Don't be fooled that I've got it all together. The content in these newsletters inspires me to work harder and try to reach more people too. It's all about sharing our love of basket weaving with others. We all want to encourage new weavers to the craft as well as help you to master new techniques and designs. Pinterest is just another avenue available to explore.

Would you like to “follow” me along on Pinterest? Explore my various boards and feel free to pin to your heart's content. Follow one board or follow them all. Enjoy!

[www.Pinterest.com/BrightExpectationsBaskets](http://www.Pinterest.com/BrightExpectationsBaskets)

*Bright Expectations*  
Baskets  
Ready Made or Custom Created Baskets  
Basket Weaving Patterns and Kits



Learn the Wretched Gretchen basket rim technique. Instant download of PDF pattern with step-by-step photos. Conquer your fears! Easily adaptable to any basket design or pattern.

[www.BrightExpectationsBaskets.com](http://www.BrightExpectationsBaskets.com)

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# Sampling of Bright Expectations Basket Patterns

*Clicking on any PICTURE will connect you to the pattern listing.*

