

The 10-Point Checklist for Growing Your Shop

Retailers, storefronts and online, you are not alone! As FabShop members, you have access to resources, support, tools—and each other. Together, you have the opportunity to learn, share, grow, and prosper.

If any of these 10 points ring true for you, it's time to become a member of the FabShop Retailers' Association.

- 1. I have questions about purchasing, inventory, a staffing issue, or a promotion in the shop. Where can I find answers when I need them?** There's a private Facebook group for that—a 24/7 place where as shopowners, you can ask for and get advice, ideas, and support from other shopowners.

Member Resource: The FabShop Forum

- 2. Getting to know (and collaborate with) other shopowners outside of my area would be helpful. Is that possible?** Join us as we celebrate successes, cheer each other on, and learn from things that didn't work out as expected. There's a party going on and you're invited—Wednesdays at 5:00 pm (Pacific) on Zoom.

Member Resource: FabShop Member Happy Hour

- 3. My time is limited. What's the best resource for me to keep up with industry news?** FabShop members rely on *FabShop News*, the bimonthly magazine with focused industry-specific content, timeless business advice, new product releases, and more! Most members save every issue to refer back to.

Member Resource: FabShop News Magazine

- 4. Attracting new customers to my website is challenging. How can I increase web traffic and build my email list?** An online shop hop where hundreds (or thousands) of creative shoppers participate—every single month? Yes, please!

Member Resource: FabShop Hop

- 5. Are there programs I can run in my shop without having to search out or create them myself?** So many choices (download or CD). Choose a project that fits your timeline, follow the marketing plan, and sell, sell, sell! Your customers will love you for it.

Member Resource: FabShop BOMs & Club Programs

- 6. So many general small business books out there—is there something written just for my shop?** You don't need general advice, you need advice specifically for our unique industry. Choose from a shelf full of industry and topic-specific content to answer your creative business questions.

Member Resource: FabShop Handbooks & Workbooks

- 7. So many things to learn—is there a quick way to do it, on my schedule?** Pick an industry-specific topic and watch it when your schedule permits.

Member Resource: On-Demand Webinars

- 8. Keeping up with what's new and what's coming—how can I do that without traveling to a show?** No travel necessary! You and your key employees are invited to Zoom in for the FabShop Virtual Schoolhouse. A full day of product announcements, new fabric releases, tools, and techniques.

Member Resource: Virtual Schoolhouse

- 9. How do I encourage my community to shop local?** Make some "Shop Local" noise with promotional ideas, graphics, and press release templates for Local Quilt Shop Day, Worldwide Quilting Day, and I Love Fabric Days.

Member Resource: Shop Local Events

- 10. I could use an "all-in-one" tool for planning out my marketing. Is there a planning tool?** Exclusive to FabShop, our marketing planner is designed specifically for creative shopowners like you. Plan, track, and execute events all year long using this single tool.

Member Resource: 2025 Marketing Planner

The Fabric Shop Network, Inc.

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Membership Application

Join FabShop Today! FabShop is *the* trade organization for independent quilt, fabric, and yarn retailers. Whether you're a new shopowner or a seasoned veteran, FabShop has the training, resources, and connections to help your business succeed! Eligibility for our Annual Retailers' Membership includes independent Storefront, Online Only, or Design Studio retailers whose primary business is reselling quilting/sewing/yarn products and supplies to consumers.

PLEASE PRINT

Date _____

Owner's Name _____

Company/Store _____

Address _____

City _____ State or Province _____

Zip _____ Years in Business _____

Phone _____ Fax _____

Email _____

Web Address _____

Shopowner Profile: facebook.com/ _____
(your personal Facebook name)

Payment: Check Credit Card

Credit Card _____

Expiration Date _____ CW _____

Signature _____

Subtotal this page: \$ _____

Subtotal before tax: \$ _____

WA state sales tax 8.7%: \$ _____
Sales tax for Washington residents only

TOTAL: \$ _____

PLEASE CHOOSE MEMBERSHIP CATEGORY

- Retailers' Annual Membership**
in the FabShop Retailers' Association plus 6 issues
of **FabShop News** trade magazine: \$150 \$ _____
- New Membership Renewal

MEMBERSHIP CATEGORY

- Independent Storefront Retailer**
 Quilting Sewing Yarn
- Independent Online Only Retailer**
 Quilting Sewing Yarn
- Design Studio** (designers who retail) producing original
copyrighted sewing/quilt/yarn-related items, including
books, notions and tools, patterns and/or similar products

fabricshoppersunite.com listing

- FabShop Member Benefit
- Nonmember – \$50 annual fee

FabShop News trade magazine – **subscription only**

- One-year subscription, 6 issues bimonthly
- Digital – \$50 \$ _____
- United States – Print \$60 \$ _____
- Canada – Print \$80 \$ _____
- International – Print \$90 \$ _____

webcentsmagazine.com subscription only

- One-year subscription – \$50 \$ _____

REQUIRED:

Mail, email, or fax a copy of your business license and resale certificate plus a preprinted voided company check.

MAKE PAYMENT TO THE FABRIC SHOP NETWORK, INC. AND SEND PROOF OF BUSINESS IDENTIFICATION VIA EMAIL OR TO THE ADDRESS LISTED BELOW.

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