

## 4 Members' Favorite Benefits

Are you using your FabShop membership to the fullest? Review the many benefits, see if you're missing anything, and start taking advantage today.

### 6 Promotional Calendar Ideas

Use these calendars to help you plan themed events and classes in your shop.

### 10 TAKE CHARGE

## Let's Talk About 'Tour Group' Discounts

Lisa Furleigh emphasizes specific points to inform your decision making about discounts to groups of visiting quilters.

#### 14 SELLING SEWING MACHINES

#### **BUILDING A COMMUNITY**

## The Key to Growing Your Retail Business

Amy Baughman explores the importance of community building for retail businesses and provides practical strategies to cultivate a thriving community around your brand.

## 18 PROFITABLE PROMOTIONS

### STORMY WEATHER? SNOW PROBLEM! There's a Promotion for That

Deb Messina collected promotion ideas from three retailers who shared what's worked for them to keep sales coming in no matter the weather.

### **26** Perfect Panels

Check out the colorful displays that four shops created with panel quilts—along with some of the latest offerings in panel prints and how-to books.

### 28 TECH TALK

## Unleash the Power of Email Marketing Automation

Cheryl Sleboda explains how automation of your marketing and email can help you streamline your communication efforts, engage customers, and drive sales.

## 32 THE FINE PRINT

## Understanding Insurance Coverage for Your Small Business

Brian Powers alerts you to risks involved in running your business—and the insurance that can protect you from those risks.

## 36 social connection

## CapCut for Short-Form Video

THERE'S AN APP FOR THAT

A new, free app can simplify content creation for short-form video. Cheryl Sleboda outlines how to use CapCut.

## 37 Advertiser Index

## $38\,$ extend & grow through social media

READY, SET, GROW

## SMART Goals for Social Media Marketing

Teresa Coenen makes clear how developing SMART goals can help you achieve the highest return on investment and return on effort in your marketing strategies.

## 40 HARSH REALITY

# Why Is Inventory Turn Important?

IT'S ALL ABOUT CASH FLOW

If you are not continually working to improve inventory turn. you are likely to have too much cash tied up in increasingly unproductive inventory. Laurie Harsh explains.

### 42 FROM OUR LIBRARY

### How Valuable Is Your Customer List?

If your customer list is not as large as you'd like, learn some ways to build it up, and then keep it protected as one of your most valuable assets.

### 44 MILESTONES

## Making the Dream Work

FabShop News recognizes industry colleagues celebrating milestone anniversaries of 20, 30 and 45 years.

### 48 SPECIAL SECTION

### Fabric Finds

Introducing new fabric collections in a range of styles, patterns and themes.

#### ON OUR COVER

## Andover Century Solids

Andover shares the advantages of its Century Solids. beginning with being made exclusively from cotton grown in the USA. Read more on page 7.