

what's inside

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.

7 ON OUR COVER

Do You Believe in Magic?

BERNINA Does!

Introducing the new top-of-the-line BERNINA 990, a sewing machine that can “do it all”—sew, quilt and embroider.

10 SELLING SEWING MACHINES

THE ELEPHANT IN THE SHOWROOM

To Offer Financing or Not

Amy Baughman provides a seven-point checklist on offering financing on sewing machines in your store.

14 THE FINE PRINT

Why Data Backup Is Important for Your Business

Don't lose money or customer trust in a data breach or disaster. Brian Powers is your guide to the what, where, why and how of data backup.

18 TECH TALK

A GUIDE FOR SMALL RETAILERS

Staying Compliant with PCI DSS

Navigating required data security standards for credit cards is essential for maintaining customer trust—and avoiding hefty fines. Cheryl Sleboda explains.

D 22 Merchandising Matters

Let these display ideas from your fellow shopowners inspire you with new ways to draw customers' attention to what you have in store.

24 TAKE CHARGE

Avoiding Scams & Scammers

Lisa Furleigh advocates for cybersecurity awareness, deciphering common scams to help you recognize—and avoid them.

26 SOCIAL CONNECTION

Using Social Media Polls for Your Shop

Wondering what your customers want? Poll them on social media, says Cheryl Sleboda, and gather valuable insights for a variety of purposes.

27 Advertiser Index

D 28 WEBCENTS

Applying AI Tools for Sales, Customer Service & Brand Visibility

Deb Messina is embracing AI technologies in her business processes—and you can too with the guidance she provides in this article.

31 REORDER RELIABILITY

IN THE BEGINNING FABRICS

Interwoven

Designs that never go out of style. These timeless blenders are available for reorder.

D 32 PROFITABLE PROMOTIONS

Plan and Present Product Demos to Drive Sales

Shopowners from across the country answered Deb Messina's call about what works for product and technique demos. See about applying these ideas in your shop.

D 33 Fabric Finds

Introducing new fabric collections in a range of styles, patterns and themes. Check out the exclusive FREE pattern download!

44 What's On Your Bookshelf?

Here's a preview of newly releasing book titles, covering a range of quilting topics from well-known industry experts.

--- D PLUS MORE IN THE DIGITAL ISSUE ---

- Biz Notes
- Time to Take Another Look at In-Person Classes
- From Our Library: Grant Funding for Your Business