



# what's inside

ON OUR COVER

**BERNINA**

## bernette 79 Harry Potter

Enchantment comes to sewing and embroidery with the bernette 79 Harry Potter. With charming Hogwarts-inspired details, this new machine feels like crafting in a wizard's workshop.

## 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 SELLING SEWING MACHINES

**MAKE-IT/TAKE-IT EVENTS**

### Small Projects, Powerful Machine Sales

The best way to sell sewing machines is still the same, says Amy Baughman: Put the customer in the chair and let the machine speak for itself—at a make-it/take-it event.

## 14 TRANSITIONING TO AN ONLINE SHOP – 3 PART SERIES

### Keeping Your Online Business Vibrant, Profitable & Personal

**PART 3: MAINTAINING AND GROWING A ROBUST ONLINE SHOP**

Deb Messina shares tips from three shopowners and her own experience on how to keep an online shop functioning well for the long term.

## 22 Why You Should Use the Facebook Events Feature

Check out Facebook Events for a highly effective way to increase your visibility, boost attendance, and engage with new customers. And it's free!

## 24 Newly Found Collections

So many themes, so many projects! These upcoming collections are sure to capture customers' imaginations with their range of styles, patterns and colors.

## 30 SIMPLY SUCCESS

### Applying the 80/20 Rule

**IN FABRIC RETAILING**

Steve Butler elaborates on the 80/20 rule for maximizing efficiency: Focus on the vital few inputs that drive most of your results rather than the smaller outcomes.

## 34 TEACH. STITCH. INSPIRE.

### Finding the Right Educators for Your Shop

Your classroom can drive fabric sales, machine upgrades, and customer loyalty—depending on the person in front, as Teresa Coates advises.

## 36 Advertiser Index

## 38 THE FINE PRINT

### Understanding 'Interstate Commerce' and DOT Regulations

If you are carrying your own products in a motor vehicle or a trailer, under federal law you are a motor carrier operator. Brian Powers outlines regulations that apply.

## 42 Is Shopify Right for Your Quilt or Fabric Shop?

As a Shopify Partner with quilt and fabric shopowners, Mary Pham has seen shops that thrive and shops that feel overwhelmed. Find out how to achieve success!

## 44 TAKE CHARGE

### Getting More Done in Bits and Pieces

Imagine removing the need for high motivation to get things done. That's the beauty of the Tiny Habits Model of behavior change, as Lisa Furleigh explains.

## 46 New Notions and Accessories

There's something new here for just about every maker—to ease their way, boost their creativity, or simply add fun to their day.