



GROWING YOUR CUSTOMER LIST
with Angela Walters

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Fail Fast, Fail Cheap

GETTING STARTED

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- Always have an example of your quilting.
- Get around other quilters.
- Embrace social media as well as local options
- Realize that it just takes one customer to start your business.



DISCOUNTS?



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Can be productive if:



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- It has a specific, limited duration.



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- the customer is aware of the pre-discount price.



DISCOUNTS

Can be productive if:

- It has a specific, limited duration.
- the customer is aware of the pre-discount price.
- it is not proposed as a “new quilter” discount.



ALTERNATE

.....
OPTIONS

➤ Flash Sale



ALTERNATE

OPTIONS

➤ Flash Sale

➤ Value Added Offer

An abstract quilt pattern background featuring various shades of red, orange, and yellow in a patchwork style.

ALTERNATE

OPTIONS

➤ Flash Sale

➤ Value Added Offer

➤ Multiple Quilt Discount

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Growing Your Business



DEVELOP A NICHE



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- Point to your niche as often as possible.
- It should change as your business grows.



WORD OF MOUTH REFERRALS



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Word of mouth is the ultimate advertising!



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- Ask for the referral.

“

I hope you love the quilting so much
that you tell all your friends about me.

-You



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Word of mouth is the ultimate advertising!

- Ask for the referral.
- Contemplate whether or not you want to compensate for referrals.



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PRESENTATION
IS KEY

An abstract quilt pattern background featuring a complex arrangement of overlapping rectangular and triangular blocks in various shades of red, orange, yellow, and pink. The pattern is dense and colorful, with some blocks appearing slightly more prominent than others.

PROVIDING A GREAT ..CUSTOMER EXPERIENCE.....

- What are you doing to set yourself apart from other quilters?

An abstract quilt pattern background featuring various shades of red, orange, yellow, and pink, arranged in a complex, overlapping geometric design.

PROVIDING A GREAT ..CUSTOMER EXPERIENCE.....

- What are you doing to set yourself apart from other quilters?
- Find little ways to give your customer a great experience.

An abstract quilt pattern background featuring various shades of red, orange, yellow, and pink in irregular, overlapping rectangular blocks.

PROVIDING A GREAT ..CUSTOMER EXPERIENCE.....

- What are you doing to set yourself apart from other quilters?
- Find little ways to give your customer a great experience.
- Presentation




PROVIDING A GREAT ..CUSTOMER EXPERIENCE.....

- What are you doing to set yourself apart from other quilters?
- Find little ways to give your customer a great experience.
- Presentation
- Quilting Execution



PROVIDING A GREAT ..CUSTOMER EXPERIENCE.....

- What are you doing to set yourself apart from other quilters?
- Find little ways to give your customer a great experience.
- Presentation
- Quilting Execution
- Follow up



For machine quilting tips and
inspiration, visit
quiltingismytherapy.com