



DEBBY KRATOVIL'S

Calendar Girls[®]

a Quilt Shop Only Program

The **Calendar Girls[®] Quilt Shop Program** is a 12-month series of quilts based on blocks in the new Quilter's Block-a-Day Calendar. The program is **free** to quilt shops worldwide, to use in promoting both sales of the calendar and any fabric lines you want.

Why Join?

- It's **FREE!**
- Join when you want; quit when you want.
- You sell more of the *Quilter's Block-a-Day Calendars*.
- You get repeat traffic in your store every month.
- You can teach and create classes from the calendars.
- You sell more fabric in your shop!

Why is Debby doing this for FREE?

- This provides a great opportunity to promote her *Quilter's Block-a-Day Calendar* designed for Martingale & Company/That Patchwork Place.
- With her 15 years of experience as Special Projects Editor for *QUILT* magazine, Debby loves designing quilts and creating projects that quilters **enjoy** making – she **never** designs quilts that are difficult to make. Even beginners can understand and use them!
- This program provides an introduction to her work and encourages guilds to book her for workshops and programs.

So what do I get from this FREE program?

- Monthly emails announcing the new project, arriving as a small pdf file. It will include all cutting instructions, illustrations, and a color quilt image.
- You can receive the pattern up to 2 months in advance in order to make a shop sample and even a kit! Use any fabrics you want to promote the project.
- From time to time a bonus quilt pattern will be provided. This may be for a small wall hanging, table runner, pillow, tote, or similar project.
- Between 12 and 18 projects a year bring customers into your shop!
- You can teach classes from these projects – **FREE!**

Why is this good for your shop?

- Each participant in the *Calendar Girls Program* must own her own copy of the calendar. (Though she's not required to purchase it in your quilt shop, you can encourage it).
- Because quilt shop owners or individual quilters may not make unauthorized copies of the calendar pages or projects designed for this program, sales stay inside your shop.
- Customers love free patterns!
- This is a fantastic way to provide kits for your customers and promote fabrics you want to move.

Any other benefits?

- Participating shops get a free listing on Debby's website.
- Post your project photos in your shop or website so others can see what you've done – they will surely want to participate!

This program is NOT offered to guilds; only to quilt shops.



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