

WHAT IS THE SELLABLE SKETCH 3?

The SS3 is a seven week workshop that will prepare your business for pattern sales and introduce you to new industry contacts. We'll walk you step by step through the process of developing a professional portfolio website and other marketing tools which allow you to confidently market your work to industry buyers and agents.

At the end of the workshop you'll present your work to three buyers and agents from the apparel, quilting and home decor markets. Participating companies include Pendleton, Keeco, Ten-Sixty Sherman, Creative Capital Design, Modern Yardage, Hunt+Gather, Pink Light Studios and more.

WORKSHOP SCHEDULE

The SS3 is a seven week workshop with lessons released on Monday, Wednesday and Friday, giving you time to implement the materials each week. Feedback is given through four chat sessions and our private forum. If any technical Wordpress issues arise, you'll have one free 15-minute consultation with software engineer, Ken Chapple*. In addition to The SS3 workshop materials, you'll also have two months access to The Textile Design Lab, which includes self-study courses, design activities and tutorials.**

PROGRAM DETAILS: WEEK BY WEEK

BEFORE THE WORKSHOP

Two weeks before the workshop begins you'll receive your first lesson and begin preparing the visual identity of your business. If you already have your branding identity developed this is a time to reflect on its use and decide if it needs to be updated or improved.

WEEK ONE: YOUR WEBSITE, YOUR BUSINESS

Before building your website it's important to identify how your site will help you to achieve your business vision. This week you'll decide what role your website will have in your business, what your website will look like and how to prepare your artwork files for upcoming weeks. *Lessons include: "Your Website, Your Business", "A Visual Guide to Your Website" and "Preparing Your Artwork For Online Marketing"*.

WEEK TWO: DEVELOPING A WORDPRESS WEBSITE

In week two we'll walk you through the process of purchasing a theme, hosting and domain name.*** You'll build the foundation of your website and learn about more advanced tools such as SEO and Google Analytics. *Lessons include: "Introduction to Wordpress", "Configuring Your Website Part One" and "Configuring Your Website Part Two"*.

WEEK THREE: DEVELOPING A WORDPRESS WEBSITE, CONT.

This week we'll begin adding content to your site and discuss what work should be posted publicly and what should be kept behind a password protected area. You'll also add the finishing touches to your website and begin to explore the use of social media. *Lessons include: "Selling Your Vision", "It's All About The Artwork" and "Social Media Integration"*.

WEEK FOUR: PREPARING FOR THE SALE

In week four we'll begin putting systems in place for future pattern sales. We'll cover popular business entities in the United States, selling copyrights vs. licensing and collecting payments. You'll develop invoices, set up bookkeeping systems and decide on the perfect file delivery system for your business. *Lessons include: "It's Time To Get Real", "Systems for Sales" and "Sales: The Final Steps"*.

WEEK FIVE: GROWING YOUR LIST

This week we'll cover how to grow your contact list using LinkedIn and then staying in the forefront of their mind through a powerful newsletter. You'll learn how to set up a professional newsletter, what topics to discuss and how to encourage new subscribers with a free incentive. *Lessons include: "Newsletter Basics", "Newsletter Content" and "LinkedIn Marketing and Networking"*.

WEEK SIX: REACHING OUT TO BUYERS

The time has finally come! In week six we'll put the final touches on your website and prepare to reach out to three buyers participating in the SS3. *Lessons include: "Buyers Expectations", "Communicating With Buyers" and "You Got This: Make It Happen"*.

WEEK SEVEN: PLANNING FOR THE FUTURE

In this final week we'll prepare your business for future growth. You'll learn how to use your new industry contacts to grow your business, how to reach out to blogs and expanding your website's performance. *Lessons include: "Working With New Contacts", "Reaching Out To Blogs" and "Planning For The Future"*.

**Existing members: Please use the member's coupon code to offset this bonus*

***Additional 15 minute consultations can be purchased for \$45*

**** You are welcome to use products that you have already purchased, but we may not be able to answer all your technical questions or troubleshoot any issues that may arise. Estimated material costs include: \$45 Wordpress theme and \$45/year for domain purchase and hosting.*