

4 Register for Local Quilt Shop Day!

Host an in-store scavenger hunt on Local Quilt Shop Day, Saturday, Jan. 26, 2019. Free registration to FabShop members. Join the fun!

4 Promotional Calendar Ideas

Use these calendars as a springboard for planning themed events and classes in your shop.

8 Harsh Reality

Increase Your Gross Profit

Managing gross profit is an important key to improving net profit. Laurie Harsh outlines four steps you can take to boost the total dollars of gross profit.

12 The Necessary Evil of Mrs. Hanson

How Do You Make Money? Let's Count the Ways

Karen Hanson explains how to identify your shop's income streams, evaluate each category for profitability. and decide whether to add a new revenue model.

16 Become a Savvy Buyer

Consignment Orders

Creating a consignment relationship with your favorite distributor can ease the stress of ordering product for a special event. Karen Montgomery provides guidelines.

20 Profitable Promotions

Focus on the Customer

Rather than trying to control the uncontrollable in your business, zero in on meeting customer needs. Donelle McAdams explains.

24 The Rubber Band

The Law of Respect

What does respect look like to you? Sandy Pirdy offers several ways to think about this question and cultivate respect among your staff and others.

29 New & Now Fabric Collections

See what's New and available Now!

38 Social Connection

Social Media + Personal Story = Branding

To connect with your customers online, says Cheryl Sleboda, let your personality shine through in your posts. How? Think of yourselves as best friends.

39 On Our Cover

I Dream of Poppy, from Timeless Treasures

Introducing Chong-a Hwang's 36" panel collection, featuring a field of vibrant poppies. Imagine panel quilts, attic window designs, and stunning tote bags.

42 The Fine Print

Beyond CAN-SPAM: Understanding Data Protection Requirements

Brian Powers outlines business practices and procedures for ensuring that your customers' data is protected when they engage with you online.

46 Abandoned Shopping Cart Statistics

Review these latest shopping cart abandonment stats and see what insights you can glean about your own customers' online shopping behavior.

48 What Are Your Abandoned Shopping **Cart Numbers?**

How many "carts" are being abandoned by your online shoppers? Learn how to calculate these numbers and then craft an email campaign to recover those dollars.

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55 FabShop Market Kickoff Dinner Party

Time once again for this perennially popular pre-Market dinner party. Don't miss the State of the Industry discussion.

56 Shop Local

Advocate for Independent Business in Your Community

FabShop's Mandi Schulz outlines five ways you can start having an impact on shaping your community's local economy and the future success of your business.



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