

From: Jenny Bessonette <jennyb@craftyarncouncil.com>
Subject: CYC Discover Instructor Newsletter Volume 3 Issue 1
Date: May 7, 2012 4:15:17 PM EDT
To: tina@blissdesign.com
Reply-To: jennyb@craftyarncouncil.com

The Newsletter for Teachers

Craft Yarn Council
Knit & Crochet Classes

Craft Yarn Council
Discover Instructor
Newsletter

Volume 3
Issue 2
May 7, 2012

MAY OPEN HOUSE May 19th, 1pm - 3pm



The May 19th Open House will not offer a discount on the Discover Knit and Crochet classes, however, the Open House will be promoted by Michaels to bring customers into the store to meet YOU, a certified knit/crochet instructor. Please use this time to promote your classes and encourage sign

ups by selling your expertise and the fact that you are CYC certified and most classes are small so you can offer individualized attention. *As a reminder, this is not a time to do a demo, but a time to sell your classes.* **A prize will be given to each of the top seven stores who have the most student**

Purls of Wisdom *Ideas from a Successful Discover Instructor*



CYC received an email after the last instructor newsletter was published from Sue Olson, a new Discover knit instructor at Store 5103 in

Phoenix, AZ. She asked if any of the instructors who had the most sign ups during the last Open House could share what they are doing to be so successful. So, we wanted to share with you what one of our very successful and seasoned Discover knit instructors, Susan Leibowitz (teaching at three stores in New Jersey,) shared with Sue. I hope you are able to take her tips and ideas and incorporate them into your class promotions and increase student enrollment!

By: Susan Leibowitz, Discover Knit Instructor

I've been teaching Discover Knit classes at Michaels since October 2010 when the program was just introduced. There was no corporate marketing support for the program at that time so I employed as many guerrilla marketing techniques as I could think up and continue to do so. The view I take is that I have my own business within

enrollments during the Open House. Prizes were donated by Craft Yarn Council member companies. Please see your Store Manager for more details.

Kudos!

Michaels management honors associates with the largest number of class registrations every month. Winners receive a **recognition pin and certificate**. Congratulations to the top five stores and their instructors for April!!!

1) Store 9563 - Reston, VA
Elizabeth Weber - Knit & Crochet Instructor
Total Registrations: 37

2) Store 4811 - Wayne, NJ
Susan Leibowitz - Knit Instructor
Rosemary Garrison - Crochet Instructor
Total Registrations: 29

3) Store 7720 - Chambersburg, PA
Susan Keefer - Knit & Crochet Instructor
Total Registrations: 24

4) Store 3948 - Ottawa-Orleans, ON Canada
Heidi Wischniowsky - Knit & Crochet Instructor
Total Registrations: 20

5) Store 3544 - Victorville, CA
Julie Adkins-Smith - Crochet Instructor
Marilyn Rutan - Knit Instructor
Total Registrations: 19



Michaels. I don't have to worry about rent or inventory or payroll. I just have to get people in the door.

Demo as much as your time and store management allows. The face to face contact with the customers is the best way to get people to sign up for classes. [I designed the sign-up sheet you can find on the Discover site.](#) Collecting emails is the best way to keep in contact with former and prospective students and it is free. Rose Garrison, the crochet instructor, does the same so when we each demo we collect names for each other which makes maximum use of our time.

I sit at the demo table by the front door knitting. I display class samples and a certificate for being a top seller in my district or my CYC teaching certificate. I casually greet

people as they come in. If someone shows an interest, I tell them we have knit and crochet classes at Michaels. "Are

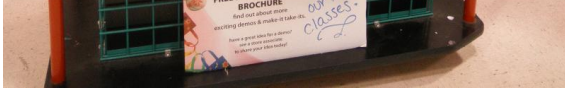


you a knitter or a crocheter?" "What kinds of things do you like to make?" are my usual conversation starters. Ask them to sign up for emails. I have copies of my schedule and offer them one to take home. The answers to my questions help me know which classes to suggest to them. If they want something I don't offer, I make note. Because of customer suggestions, I'm doing socks during Discover TIME classes and am getting a good response.

During demos, I will show a quick technique but I do not teach anything that takes longer than a minute or 2 and don't put needles in their hands....even if they think a demo is a free class, it isn't. Set boundaries and politely keep them. Your job at a demo is to sell classes.

During demos be prepared for the "tough" questions...the wonderful customer armed with word darts... Like, "I don't need you. I can learn off You-Tube." Or "Are the classes free? What? \$25.00? Each?" Remain positive in the face of unexplainable hostility and thoughtless rudeness. The answer in whatever words you choose is...."The best way to learn to knit/crochet is in person in our small classes. I am not only an accomplished knitter but I have have been trained to teach these courses that were thoughtfully developed by professionals." I do believe these classes are a bargain and any customer who is smart enough to take advantage of the opportunity is getting an exceptional teacher and learn-to-knit experience. Own it. Exude confidence.

Suggest gift cards. I had one student buy



Demo Table at Store 3766 in Quakertown, PA, created by Karisha Bristow, Discover Knit Instructor

What your students are saying...

We receive MANY [student evaluations](#) every week and we want to thank you for so faithfully mailing them to Jenny every month. Here are what some of your students are saying about you and your classes!

I enjoyed the class very much. Also, I enjoyed the company of the classmates!

-Student of [Shirley Legen](#), Crochet Instructor at Store 5749, Waterbury, CT

I LOVE Kari! She's given me the gift of KNITTING!

-Student of [Kari Arcara](#), Knit and Crochet Instructor at Store 2014, Clarence, NY

I loved the personal attention. Kathy is extremely knowledgeable and has a great eye for knitting.

-Student of [Kathy Jackson](#), Knit and Crochet Instructor at Store 2118, Lynnwood, WA

This was my first Michaels' class and I loved it. I will definitely take more.

-Student of [Debe DeAngelo](#), Knit Instructor at Store 2736, Raleigh, NC

I have been crocheting for 30 years and I learned two new things in my first class!

-Student of [Mary Bloodgood](#), Crochet Instructor at Store 9825, Pembroke Pines, FL

I had a great time and was very happy with my granny square. Awesome teacher!

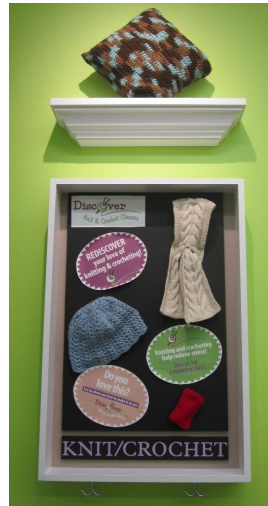
-Student of [Allene Eldridge](#), Crochet Instructor at Store 9526, Southern Pines, NC

The class was wonderful. I am already going to sign up for more classes. Learned a lot!!!

-Student of [Claretta Bostic-Holland](#), Knit and Crochet Instructor at Store 7804, Greensboro, NC



classes for her friends for Christmas and they all came together.



I have flyers in the aisles as the management permits. I have storyboards in the classrooms and over the aisles made with the help of the CEMs and the scrapbooking teacher.

I set up a separate email account. I send emails to all former and prospective students regularly...but not so much I make a pain of myself. I put all email addresses in a BCC so their email addresses are private. People I met a while back pop up and ask about the classes. A student who

came 6 months ago is now ready to move forward and the email gave them the extra push.

I blog. I opened a blog along with my email account on Google. It is free. Once you select your design, doing an entry isn't much more difficult than writing an email. <http://susdbella.blogspot.com>

My blog has a static page with my class schedule.

I post things about my classes on my Facebook page...again, in moderation. Your friends may not want to learn to knit but they may know others who do. Look for other local opportunities...on-line newspapers, Craig's List and the like.

Build a network. Some students will come once and never return. Some attend from time to time. Some will come for a few weeks and have what they needed from you. The best is when they make friends in class and attend your group not only to learn but to visit. **Encourage friends to bring friends. Get associates to take your classes. Be friendly to the managers and associates. Make friends with the other teachers. Take their classes. Most people do more than one craft and if they are willing to sign up for one class, they are likely willing to sign up for another.**

Be flexible. I offer the Discover Knit classes just like they are designed and they are my priority at each class. However, I also welcome people who want to come with their own projects. This coming Tuesday I have a woman who wants to learn to knit because she wants to support her friend who is working with Alex's Lemonade Stand. She's never knit before and wants to make the Debbie Macomber blanket which is an Intermediate level pattern. We discussed it and have agreed to substitute. So I'm going to cover everything in the Discover the Knit Stitch class with her and get her started on a garter stitch blanket made to the suggested dimensions of the Macomber blanket.



Completed Warm Up America Afghans held by Knit and Crochet Instructor, Claretta Bostic-Holland, Store 7804 in Greensboro, NC

Discover Class News

1) **There will be Knit and Crochet CIP On-Site Classes scheduled to be in Reno, NV on September 10th & 11th**, just prior to the Knit and Crochet Show, sponsored by TKGA and CGOA. If you are interested in getting certified at this on-site class, please email Jenny for more details.

2) **Our new Discover Class Instructor Facebook group is 164 members strong and growing.** This is an awesome support group for instructors and we hope you will [join us!](#)

3) **Update on the Crochet CIP Manual:**

For instructors waiting for the newly revised CIP Crochet Manual, our apologies for the unexpected delays. There have been challenges in updating test samples and illustrations, but we are in the final editing stages.

Warm Weather Challenges

As someone who has had the opportunity to work in the yarn industry for many years, I wanted to address many instructors' frustrations that class sign ups are especially slow now. Traditionally, there is a slow down in industry sales beginning at this time of year. It's a time when knitters and crocheters put aside their projects and head outdoors and the warmer weather discourages newbies from picking up needles and hooks because the idea of working with "wool" is counter intuitive.

However, take heart, there are opportunities to build class enrollment by promoting holiday gift ideas. Craft Yarn Council consumer research shows that gift-giving drives many people to pick up hooks and needles. **Start Your Holiday Projects Now! is one idea to build classes during the warmer months.** For consumers new to knitting or crocheting, the how to knit and crochet projects are perfect gift ideas. We also know that many of you have great gift ideas--fast and fun projects that would be ideal for a Discover Time Knit or Crochet class and we'd encourage you to share those projects on our [Facebook page](#).

Mary Colucci
CYC Executive Director

So it's not a big garter stitch rectangle that becomes a hat....it's four big garter stitch rectangles that become a blanket. She'll also go home with lots of my business cards so for anyone else in the group working on a blanket that needs a class. The chair of her group has committed to 50 blankets. I'm going to help her do that. Build goodwill.

Wear what you make wherever you go and keep business cards in your pockets. Vista Prints has great offers on business cards. Buy some and



Pictured: Susan Leibowitz wearing her favorite scarf

they'll send you better offers. I got my last set on Zazzle. I think my first ones came from 123 Prints. Pin the cards up at local businesses wherever allowed.

During each class, gently sell what's coming up in future classes. Entice them into the next project. Bring the samples for the next class to class and display them. At the end of each class, ask them to come

back. After each class, send them an email thanking them for coming to class.

Don't dwell on the days when no one signs up. Be prepared to do something else during that time. Do a spur of the moment demo...with permission. Or go to the local coffee shop or bookstore and knit. Or work on your marketing.

Thank you Susan for sharing these wonderful Purls of Wisdom!!



Try it FREE today.

This email was sent to tina@blissdesign.com by jennyb@craftyarncouncil.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Craft Yarn Council of America | 469 Hospital Dr. | Suite E, 2nd Floor | Gastonia | NC | 28054