

# THE BIZ-QUILTER'S PLAYBOOK



**NOLTING**



# INTRODUCTION

You love quilting. You're *great* at it.

But maybe you've wondered... could this be more than just a hobby? Could it become something bigger?

Or, you've already started your quilting business, but you're feeling stuck.

Finding clients is harder than you expected. Marketing feels overwhelming. And let's not even talk about figuring out pricing or deciding when to invest in a new machine.

Here's the truth: running a quilting business isn't easy—but it's absolutely worth it.

Because quilting isn't just about fabric and thread.

It's about creating something meaningful.

And when you turn that passion into a business, you open the door to:

- Helping others bring their cherished quilt tops to life & making an impact.
- Building a community of loyal, enthusiastic clients and leaving your own legacy in the quilting world.
- Creating an income that supports your goals while doing what you love every single day, and finally unlocking financial freedom.

But that doesn't mean it's simple.

*Where do you find clients who value your work?*

*How do you stand out when there's so much competition?*

*What's the best way to use your longarm as a tool to grow your business?*

*And how do you balance running your business with everything else in your life?*

This is where The Biz-Quilter's Playbook comes in.

# INTRODUCTION

Whether you're just dreaming about starting your business or you've already taken the leap, this playbook is designed to help you navigate the challenges and build something extraordinary.

Inside, you'll find practical, step-by-step advice to:

- **Define your niche** and find your ideal clients.
- **Build a strong brand** that reflects who you are.
- Set up simple, effective **marketing** systems (including your website and social media).
- **Maximize your quilting investments** and know when it's time to upgrade.
- **Keep your clients happy**, engaged, and coming back for more.

This isn't just a guide—it's a tool to help you take action.

By the time you finish reading, you'll have clarity, confidence, and a concrete plan for moving forward.

So, whether you're starting from scratch or ready to refine what you've already built, this is your roadmap to making your quilting business thrive.

Let's get to work.

**Best of luck,**

*The Notting  
Team* 

# **CHAPTER ONE**

## **YOUR CRAFT, YOUR CALLING, YOUR BUSINESS**



## “Why Quilting? Why Now?”

Quilting has always been more than just a craft. It's storytelling with fabric. It's comfort and genuine love stitched into every seam. It's art that gets passed down through generations.

But when you start quilting as a business, it becomes something even more.

It becomes a way to connect with others, providing them with quilts that they will cherish and pass down for generations.

A way to honor the stories behind each quilt top, and know your work is being appreciated.

And, yes, a way to earn money doing something you love.

If you've ever wondered whether you should take the leap into running a quilting business, let's talk about why **now is the perfect time to start**—and why the world needs you.

## The Growing Demand for Quilters

There's something magical about quilting that no machine or mass-produced product can replicate. People want quilts that came from a true artist.

They want custom work that reflects their memories, milestones, and moments.

And **they're willing to pay for it.**

The quilting industry is growing, and with more people discovering the value of handmade goods, the demand for talented, passionate quilters like you has never been higher. Also, with the current generation of quilters aging out and nearing retirement, there is more space than ever for excited quilters like you.

## Your Passion Can Pay Off

Let's be honest—quilting isn't just something you do.

It's something you live and breathe.

You light up when you see a bold new fabric pattern or hear the hum of a quilting machine in action.

When you FINALLY find *that* shade of thread you've been looking for.

You're not just creating quilts—you're creating joy, connection, and beauty.

Now, **imagine getting paid to do that.**

It's not just about the money.

It's about building a life where your passion and your purpose align.

It's about the freedom to set your own schedule, decide who you work with, and know that every quilt you complete is making someone's life brighter.

## Running a Quilting Business = Empowerment

Starting a business isn't just about profit—it's about:

- Taking control of your time and your income.
- Building something that reflects you—your skills, your creativity, your vision.
- Showing yourself and others that your talent has real, tangible value.
- Leaving your legacy in the quilting world.

And as you grow, you'll see the ripple effect of your business in ways you might not expect.

You'll inspire others to take their own leap.

You'll create a legacy that lasts beyond the quilts themselves.

# Your Quilting Machine Can Do More Than Quilt

Right now, your quilting machine is an incredible tool for your passion.

But with the right plan, it can become so much more:

- A business asset that **generates steady income**.
- A way to connect with your community.
- A vehicle to turn your love for quilting into something bigger than you imagined.

Every time you load a new quilt top, you have the chance to make a difference—not just in the life of your client but in your own.

## Why NOW?

Here's the truth: there will never be a "perfect" time to start.

You'll *always* have questions.

There will *always* be doubts.

But if you're passionate about quilting and ready to see where it can take you...

There's no better moment to begin than now.

This playbook is here to guide you, step by step, so you don't have to figure it all out on your own.

You already have the talent, the tools, and the heart.

Now, it's time to take the leap and create something amazing.

Because the world doesn't just need another quilter.

The world needs you.

Let's get started.

# CHAPTER TWO

## YOUR FIRST STEPS TO SUCCESS



# Define Your Vision and Goals

Before you buy business cards or post on social media, take a moment to dream.

What kind of quilting business do you want?

- Are you offering custom quilting services?
- Selling your own creations at craft fairs?
- Teaching others to quilt?

Define your "why." Do you want financial freedom? More time for family? Creative independence? The clearer your goals, the easier it is to chart your path.

## Quick Exercise

Write down your top three reasons for starting your business. Keep them visible to stay inspired when challenges arise.

1.

2.

3.

# Choose Your Business Structure

Here's the not-so-glamorous part—but it's essential.

You'll need to decide how to set up your business. The good news? You have flexible options, depending on how you want to run things.

Here are a few popular approaches:

- **Sole Proprietor:** Simple and straightforward—perfect for starting small. However, there's no legal separation between you and your business.
- **LLC (Limited Liability Company):** Provides more protection for your personal assets, making it a smart choice if you plan to scale.
- **Online Selling Platforms:** Not ready to officially register a business? Platforms like Etsy or eBay allow you to start selling your quilts, patterns, or services quickly and with minimal upfront cost. These platforms also make it easier to reach a wider audience while you test the waters.
- **Craft Fairs & Markets:** If you prefer face-to-face interactions, selling locally at fairs or markets can be an easy way to get started without committing to formal business registration.

**Pro Tip:** Research what works best in your area. Some states have low-cost or even free business registration options, while online platforms often charge small fees to list your products.!

# Naming Your Quilting Business

Your business name should be memorable and reflect your quilting style.

Do you want a serious-sounding name or something playful? Do you want to use alliteration? Or what about incorporating your own name?

A great business name is:

- Easy to spell and say.
- Unique (check online to make sure it's not already taken).
- Relevant to your audience and brand (you wouldn't open a steakhouse called "Veggie Lovers' Grill"!)

## Quick Exercise

Brainstorm 10 potential names. Narrow it down to 3, then get feedback from a friend.

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2. \_\_\_\_\_
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10. \_\_\_\_\_

## Get The Tools You Need

Starting a quilting business doesn't mean buying every gadget under the sun. Focus on tools that make you more efficient, like:

- A reliable longarm machine (Hint: Nolting is happy to help you upgrade).
- A quality sewing setup for piecing and repairs.
- Organization that makes sense for you and your workflow.
- Software for invoicing, scheduling, or designing.
- A cute notebook that you'll be excited to write your business ideas in!

If you're just starting out, don't feel pressured to upgrade everything at once. Grow into your tools as your business expands.

## Finding Your Niche

Every successful business needs a clear focus. For quilters, finding your niche is about defining what makes you different and how you can serve your customers in a way that no one else can.

Your niche isn't just about what you do—it's about who you do it for. It's about understanding the needs of your audience and how your unique skills, style, and approach can solve their problems or make their lives better.

When you pinpoint your niche, you become the go-to expert for a specific group of people.

This makes marketing easier, helps you connect with your ideal clients, and positions your business for growth.

# Finding Your Niche (Worksheet)

Finding your niche is all about discovering where your passions intersect with the needs of your ideal customers. This worksheet will guide you through a series of questions designed to help you identify the specific type of quilting business that resonates with you—and the people who will benefit most from your work.

Take your time, think about your strengths, and consider what excites you most about quilting.

## **1. What quilting styles do you enjoy most?**

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## **2. Who would benefit most from your quilting?**

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## **3. What problems can your quilting solve?**

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## **4. What makes your quilts unique?**

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## **5. Who are you already quilting for?**

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# **CHAPTER THREE**

## **BUILDING YOUR BUSINESS FOUNDATION**



## Let's Get Into The Details...

So, you've decided to build a business around your quilting passion.

Congratulations! But before you dive into creating quilts for customers, there's some groundwork that needs to be laid.

## Setting Your Goals

To turn your quilting passion into a thriving business, you need a roadmap. And every good roadmap starts with a destination. What do you want your quilting business to look like in one year? Five years? Ten?

Start by setting three key types of goals:

- **Income Goals:** How much money do you want to make? This could be an overall revenue goal or a specific income goal for each type of service you offer (like custom quilts, classes, or repairs).
- **Time Goals:** How much time are you willing to dedicate to your business? Are you looking for a full-time gig, or are you running this as a side hustle?
- **Creative Goals:** What type of projects do you want to work on? Do you want to focus on creating specific types of quilts, or do you envision offering a variety of services to your clients?

On the next page, try out some interactive prompts for setting your goals.

## Setting Your Goals (Continued)

**What amount do you want to earn this year and in the next five years? Break it down into monthly or quarterly goals if that helps.**

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**How much time are you willing to dedicate each week/month to your business? Is this part-time, full-time, or somewhere in between?**

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**What type of work or projects are you most excited about? What would you like your portfolio to consist of by the end of the year?**

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# Business Prep Checklist

Take a moment to review all the key steps you've completed. A solid business foundation is crucial to long-term success, so check off each task to ensure you've covered everything.

- I've broken my income goals into smaller monthly or quarterly targets.*
- I've determined how much time I'll dedicate to my business each week/month (full-time, part-time, or somewhere in between).*
- I've decided on the types of projects I want to focus on (custom quilts, classes, repairs, etc.).*
- I've chosen the business structure that's right for me (Sole Proprietor, LLC, or Online Merchant like Etsy).*
- I've set up a system (spreadsheet, software, etc) to track my income and expenses.*
- I've picked my business name and checked its availability.*
- I've registered my business name with the appropriate local or state authorities.*
- I've made sure my business name reflects my niche and brand.*
- I've researched and obtained any necessary licenses or permits to operate my quilting business legally.*
- I've double-checked the requirements specific to my area (local, state, or federal).*
- I've researched what taxes I'll need to pay (income tax, sales tax, etc.).*
- I've clearly defined my business goals.*
- I've notified friends/family that I'm starting my business!*


# Pricing Your Quilts Effectively

Pricing is crucial for profitability and sustaining a business. This page includes tips and an easy-to-use calculator to guide you.

## Factors to Consider:

- **Cost of Materials:** Include fabric, thread, batting, notions, and machine upkeep.
- **Time Investment:** Estimate the number of hours spent on each quilt and assign a fair hourly rate.
- **Market Value:** Research similar quilt prices and identify your ideal price range.

## Basic Pricing Calculator

Item	Cost Calculation	Total \$
Materials	Fabric, thread, batting	\$ _____
Labor	Hours x Hourly Rate	\$ _____
Overhead/ Profit	Percentage markup (suggested - 20%)	\$ _____
Total Price:		\$ _____

# **CHAPTER FOUR**

## **When to Upgrade & Maximizing Your Investments**



# What's Your Current Quilting Setup Like?

Let's imagine something for a moment.

You've spent hours turning fabric into works of art. Quilts that spark joy, tell stories, and make your customers come back again and again.

You've built a reputation as the go-to quilter in your circle—the one who can take any vision and turn it into a masterpiece.

You're probably thinking that sounds like a dream.

That dream is something you can **ABSOLUTELY** achieve.

But can we be honest for a second?

Does it sometimes feel like you're **working harder than you need to?**

If you're using a domestic sewing machine—or an older longarm—you might be.

Every skipped stitch. Every bulky quilt you wrestle under a tiny throat space. Every tension issue that eats into your time.

It's frustrating. It's exhausting.

And most of all, it's holding you back from doing what you love—quilting and growing your business.



# Is Your Machine Helping You... Or Holding You Back?

Let's cut to the chase.

Domestic sewing machines are fantastic for piecing.

But when it comes to tackling larger projects or working efficiently on client quilts, they're just not built for the job.

And if you've been using the same longarm for years, chances are you've noticed the age is starting to show.

Maybe it's *outdated technology*.

Maybe it's *inconsistent stitching*.

Maybe it's that *loud, ugly noise* you just can't stop no matter what you try.

Or maybe it's just becoming more of a hassle than a help, all around.

Sound familiar?

Here's the thing: Every single minute you spend fighting with your machine is a minute you're losing.

*Losing time. Losing energy. And, let's face it, losing money.*

What would your quilting business look like if you could:

- **Finish projects twice as fast?**
- Take on **larger, more intricate designs** without batting an eye?
- Never deal with tension headaches or bulky quilts again?
- Guarantee reliability and fast turn-around to your customers?

The right machine makes all the difference.

# The Longarm Advantage

A longarm isn't just a tool—it's a game-changer.

It's faster, sure. But it's also smarter.

With a longarm, you can:

- *Breeze through large quilts without breaking a sweat.*
- *Deliver professional-quality results that set you apart.*
- *Take on more clients (and **more income**) without sacrificing your sanity.*

It's not just about working faster.

It's about working better.

And if you're already using a longarm but feeling like it's not keeping up with your goals, it might be time to upgrade.

Because the truth is: The right tools elevate your business.

The wrong tools?

They just slow you down.

Here's the good news:

Upgrading to a new, high-quality longarm machine is not only easier than you think..

But the investment could be what makes your business soar.

A new longarm could make your dreams come true in ways you never imagined.

And, having the right equipment will keep you motivated and excited to keep going.

## Upgrading Made Simple

Making the leap to a Nolting longarm isn't just easy—it's a decision you'll wish you'd made sooner.

You deserve a machine that's as serious about quilting as you are. One that doesn't just meet your needs but exceeds them in every way.

At Nolting, we don't cut corners.

We've been crafting longarms for over 50 years, right here in Hiawatha, Iowa.

Built to last. Engineered for precision. Designed with professional quilters in mind.

Our machines are the gold standard for quilters who demand the best—from hobbyists ready to scale their business to seasoned pros who refuse to settle for anything less than perfection.

## Luxury Meets Power

When you invest in a Nolting longarm, you're not just buying a machine.

You're investing in:

- **Flawless Performance:** Every stitch, every time. No skipped stitches. No tension drama. Just smooth, consistent results.
- **Industrial-Grade Durability:** These aren't machines that wear out or break down. They're built to run like a dream—even after years of heavy use.
- **Custom Solutions:** We offer a range of models and features to fit your quilting style perfectly. Need automation? Extra throat space? A specific frame size? We've got you covered.

# Ready to Discover the Nolting Effect?

Nolting isn't just another longarm brand. It's the longarm brand.

The one you'll rely on to elevate your craft and grow your business for years to come.

We've made it easy for you to take the next step:

- Call Us Today at 319-378-0999 and speak to a friendly expert who'll help you find the perfect fit.
- Email Us at [info@nolting.com](mailto:info@nolting.com) with your questions—we'd love to help.
- Schedule a Free Demo at [Nolting.com](http://Nolting.com) and see firsthand how a Nolting longarm can transform the way you quilt.

**Scan This QR  
Code to Book A  
Free, No-  
Pressure Online  
Consultation:**



*Ask about our 12 & 48 month financing options with no interest.*

Consider the following:

- What will help you finish more quilt tops?
- What reasons make you hesitant to invest in a longarm?
- How critical is it to have your current machine always up and running and in service?
- How can you enhance your quilting skills with advanced technology?
- What does it mean to you to customize your quilting experience?

## Maximizing Your Longarm Investment

You've made the leap. You've got your longarm set up, your quilting business is ready to roll, and the possibilities are endless. But how do you make sure this major investment is working as hard for you as you've worked to get here?

Here's how to maximize your longarm and take your quilting business to the next level.

## Streamline Your Workflow

Time is money, especially when you're running a business. Make sure your quilting process is efficient from start to finish.

- Organize your workspace so you can easily find & access your supplies.
- Create a pre-quilting checklist to reduce interruptions during projects (adjusting tension, bobbin supply, design setup, etc...)
- Batch your work: prep multiple quilts at once so you're always ready to load the next project.

By minimizing downtime, you'll free up more time for creative work—or for taking on additional clients.

## Invest in Professional-Grade Supplies

Your longarm is a professional-grade tool, and the supplies you use should match its capabilities. Plus, quality tools ensure your longarm remains in good health.

Premium materials produce premium results—and they'll help you stand out in a competitive market.

## Use Technology to Your Advantage

Automation and digital tools can be game-changers for your business.

- If your longarm is equipped with automation, explore its full capabilities to create intricate designs more efficiently.
- Invest in quilting software to plan layouts, calculate yardage, or digitize custom designs for your clients.

The right tools make it easier to deliver high-quality results while saving time and effort.

## Keep Your Machine in Top Condition

Your longarm is the backbone of your business, so treat it like the professional-grade equipment it is.

- Follow a regular maintenance schedule: clean, oil, and check for wear and tear after every project.

Pro-Tip: Download our **FREE Essential Care Guide** at [Nolting.com](https://www.nolting.com) to make sure your longarm is being kept in tip-top shape!

**Scan to Download the  
Essential Care Guide:**



- Replace needles frequently to maintain consistent stitch quality.
- Keep tension settings optimized to avoid costly mistakes during quilting.

A well-maintained machine not only produces better results but also ensures you're not losing valuable time to breakdowns or repairs.

## Offer Value-Added Services

You've already invested in top-tier equipment, so why not maximize your offerings?

- Provide custom quilting services with personalized designs tailored to your clients.
- Offer finishing services like binding or adding labels to complete the quilt.
- Create sample quilts or kits to sell at craft fairs or online, showcasing your longarm's capabilities.

The more services you offer, the more opportunities you create to grow your income.

## Push Your Creative Limits

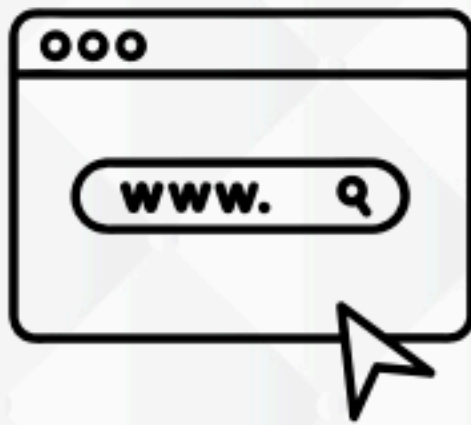
Your longarm opens up endless possibilities for your quilting business—so don't stop at what feels comfortable.

- Experiment with free-motion quilting to add a personal touch to your designs.
- Take on challenging projects that push your skills and expand your portfolio.
- Stay up to date on trends, techniques, and patterns to keep your work fresh and relevant.

By embracing growth and creativity, you'll continue to stand out and attract clients who value your artistry.

# CHAPTER FIVE

## Clicks to Clients: Creating a Website That Works



# Your Website: The Employee That Never Sleeps

Imagine this: someone hears about your quilting services. Maybe it's from a friend, a quilt show, or a social media post. Their first instinct? They want to know more.

Where do they go? **Online.**

And there it is—your website. Your 24/7 storefront.

The place where potential clients can see your work, fall in love with your style, and reach out to hire you.

The problem? Building an online presence can be so, SO intimidating.

The good news? *Setting up a website is easier than you think.*

You don't need to be a tech wizard.

You don't need to know a single line of code.

You just need a clear, simple, and welcoming space for people to land.

Let's break it down step by step.

## Step One: Start Simple

Think of your website as a cozy waiting room for your quilting business.

It doesn't need to be flashy or complicated—just warm, inviting, and easy to navigate.

It's kind of like an old clothing catalog, or one of those ten minute infomercials you used to see on TV all the time.

The point is your potential customers will have a place to go for all of the information they need, so that they can get an idea of who you are and why you're the BEST quilter to work with!

## Step One: Start Simple (Continued)

Here's all you need to start:

- **An “About” Page:** Share your story. Why do you quilt? What makes your work unique? People connect with people, so let them get to know you.
- **A Portfolio:** Show off your best quilts! Post clear, well-lit photos that capture the beauty and craftsmanship of your work.
- **Services:** Be specific about what you offer. Custom quilting? Longarm services? Pricing? Make it easy for clients to understand how you can help them.
- **Contact Information:** Don't make people hunt for a way to reach you. Add an email address, phone number, or even a simple contact form.
- **Testimonials:** If you've quilted for anyone before, they've probably had very nice things to say about your work. Adding a quote from them (or better yet - a video of them talking about your work) about how amazing it is to work with you can help potential clients feel a stronger connection to your business.

## Step Two: Choose the Right Platform

You don't need to hire a web designer or spend a fortune.

Platforms like Wix, Squarespace, or WordPress make it easy to build a website with drag-and-drop tools.

Many of these platforms even have templates specifically for creative businesses, so you can plug in your content and go!

## Step Three: Make it User-Friendly

Here's the golden rule: *Don't make visitors think too hard.*

Your website should feel simple and intuitive. Here's how:

- Use big, readable fonts (no squinting required!).
- Keep your menu short and sweet: Home, About, Portfolio, Services, Contact.
- Make sure your buttons are easy to find, like "Contact Me" or "Request a Quote."

## Step Four: Show Up in Searches



Want more people to find your website?

A little search engine magic (called SEO) can help.

Here are three simple tips:

- **Use clear, descriptive titles:** Instead of "Welcome," try "Custom Longarm Quilting Services in [Your City]."
- **Add keywords:** Sprinkle words like "quilting," "longarm services," or "[Your City] quilter" into your pages naturally.
- **Keep it fresh:** Update your portfolio, add blog posts, or share customer stories to keep your site active.

## Step Five: Know What NOT To Do

Make sure you avoid these common website pitfalls:

- **DON'T Overcomplicate it:** Yes, you want your website to be impressive, but too many flashy elements or complicated designs can make it hard for people to navigate. Think about it: when was the last time you enjoyed a website that was overly busy or confusing? Probably never.
- **DON'T Use Unrelated Images:** It can be tempting to fill up your website with generic stock photos, but they won't help you build a connection with your audience. Use real images of your quilts and your workspace to show the authenticity of your business.
- **DON'T Overload Your Home Page:** Your homepage is your website's first impression, so make it count. However, that doesn't mean the homepage should be cluttered with everything you offer and all of the information you can provide. Try not to overwhelm visitors right away.

## Final Thoughts

Think of your website as the foundation for your quilting business. It's where the journey starts for your customers—but it's not the whole story.

Use it to build trust and showcase your expertise, highlight client reviews, and build your email list.

Your website doesn't just work for you; it works with you. It turns curiosity into clients and interest into income—all while you're busy quilting.

# CHAPTER SIX

## Marketing Made Simple



# Marketing Made Simple

Imagine this: You've invested in the perfect longarm machine, mastered your craft, and created beautiful quilts that people rave about.

You even have the perfect website.

But if no one knows about your work, *what's the point?*

Without marketing, your talent is like a tree falling in a forest—no one hears it.

When you don't actively market your business, *you're leaving money on the table.*

You're missing out on opportunities to connect with the customers who are waiting for your quilts.

Word of mouth only goes so far.

Without a strategy to share your expertise, your business can stall before it even takes off.

The truth is, **the best quilt in the world doesn't sell itself.**

In this chapter, we're going to make marketing simple.

We'll show you how to attract new customers, build relationships, and get your quilts in front of people who are ready to buy.

Whether you're tech-savvy or a complete beginner, these strategies will help you grow your quilting business and bring in the clients you deserve.

Let's dive in and make marketing work for you.

# Running Giveaways: The Gift That Keeps on Giving



Who doesn't love a good giveaway?

Imagine the excitement when your customers know that just by engaging with you, they could win a free quilt, a discounted service, or a fabulous quilting accessory.

Giveaways are not just fun—they're also a great way to **introduce new customers** to your business!

Ask followers to tag friends, share your posts, or create quilt-related content of their own for an extra entry. Not only will you be building excitement around your brand, but you'll also be spreading the word to a wider audience!

Giveaways get people talking. The best part? Even if someone doesn't win, they'll remember your name and **keep coming back for more.**

You're building trust, connection, and awareness—all while having a little fun!

## Referral Programs

Let's be honest: your current clients are already your biggest fans. They've seen your work, experienced your service, and love what you do. So why not turn that love into new business?

Offer your customers a reward for referring friends—maybe a free session, a discount on their next quilt, or a special surprise for every new customer they send your way. The beauty of referral programs is that they tap into a ready-made audience: your existing happy customers.

# Attending Local Craft Fairs and Quilt Shows

Ever notice how people at quilt shows are just buzzing with excitement? There's a reason these events are a quilting business owner's dream. Craft fairs and quilt shows are goldmines for networking, and you'll find hundreds—if not thousands—of potential customers all under one roof.

When you attend a local show, make it memorable. Have a booth with vibrant displays of your work. Offer a chance to try out your longarm machine, or let attendees feel the texture of your latest creations. You don't have to spend a fortune on a flashy booth; sometimes a few small touches—a personalized sign, a smiling face—are all it takes to draw people in.

As you chat with potential clients, offer them an exclusive discount for attending the show. Show them that you're the expert in your field, and they'll want to know more. When they see your skill and passion in person, they'll trust you with their own projects.

## Offering Workshops & Classes:

Offering workshops and classes is a brilliant way to build authority in your community and give back to your fellow quilters. You can teach them everything from basic longarm skills to advanced quilting techniques. The best part of teaching is that you get to make a personal connection with your students (who are also potential customers!). These are people who value your knowledge—and your business.

## Handling Social Media

Social media might sound like something for the younger generation, but it's actually one of the best ways to connect with potential customers—no matter your age. It's free, it's easy to use, and it can help you build a loyal following.

## Pick One Platform to Start With

It's tempting to try and be everywhere—Facebook, Instagram, Pinterest, TikTok—but that can quickly become overwhelming.

Instead, pick one platform to focus on first.

- **Instagram** is perfect for showcasing your quilts with photos and short videos.
- **Facebook** is great for building a community and connecting with local customers.
- **Pinterest** is ideal for sharing quilt designs and tutorials, especially if you want to reach DIY quilters.
- **TikTok** is the best for showing videos of your quilting process, or sharing customer reactions to receiving your quilts.

Once you get the hang of one platform, you can always expand to others, but starting small keeps it manageable.

## Post Consistently (But Don't Stress Over Perfection)

You don't have to post every single day, but consistency is key. Whether it's once a week or every day, create a schedule that works for you and stick to it.

- Share pictures of your quilts—the more, the better. People love seeing beautiful creations, and your work will speak for itself.
- Show behind-the-scenes moments: your workspace, tools, and process. People love seeing the human side of your business.
- Engage with your audience. When someone comments or asks a question, reply! Social media is about building relationships, not just broadcasting your work.

## Use Hashtags Wisely

Hashtags are your ticket to getting discovered by new people who might not follow you yet.

- Don't just use general hashtags like #quilt or #quilting. Add specific ones like #longarmquilting, #quiltbusiness, or #modernquilts to target your niche.
- Try using hashtags with your city and state to reach local customers.
- Check what your competitors and quilting influencers are using to discover relevant hashtags for your audience.
- Use AI Platforms like ChatGPT to get customized suggestions for the best hashtags to use.

# **CHAPTER SEVEN**

## **Interactive Exercises for the Biz-Quilter**



## Your Biz-Quilter's Playbook in Action

Let's have some fun while tying it all together!

This final chapter is all about *doing*.

You've learned the ins and outs of starting and growing your quilting business, and now it's time to make it real.

These interactive exercises are designed to keep things simple, creative, and even a little fun.

They'll help you pull your ideas together, spark fresh ones, and give you that gentle nudge toward action.

**Let's put that  
learning to the  
test!**



# Your Services in One Sentence

Let's get crystal clear about what you offer. Write a sentence that sums up your services and makes people say, "I need that!"

**Start with this template:**

"I help [type of customer] get [specific result] by offering [your unique service]."

**Example:**

"I help busy parents preserve memories by quilting custom baby quilts that last a lifetime."

Keep it simple and heartfelt—this is your business's mission in a nutshell!

*Your turn! Write down three ideas using the template above.*

1.

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2.

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3.

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2.

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3.

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# Marketing Bingo

Marketing doesn't have to feel overwhelming. Let's turn it into a game! Each time you complete a task, mark it off - and reward yourself when you hit five!

**TIP:** Email a photo of your finished bingo card to [info@nolting.com](mailto:info@nolting.com) for a 10% off coupon, just for you.

# B I N G O

POST A QUILT PHOTO	ATTEND A QUILT SHOW	GET FIRST FOLLOWER	MAKE BUSINESS CARD	GET CUSTOMER REVIEW
BUILD A WEBSITE	SEND MARKETING EMAIL	RUN A GIVEAWAY	LOCAL COLLABORATION	TRY USING SEO
HOST CLASS OR WORKSHOP	DESIGN BRAND LOGO		POST A VIDEO	REPLY TO A COMMENT
PORTFOLIO PHOTO SHOOT	RUN CRAFT FAIR BOOTH	GET YOUR FIRST ONLINE ORDER	NAME YOUR BRAND	UPDATE WEBSITE
SEND POSTCARDS TO CUSTOMERS	DESIGN A BRAND KIT	MAKE A SLOGAN	MAKE SOCIAL MEDIA ACCOUNT	POST BEHIND-THE-SCENES ONLINE

## Six-Month Biz Plan

Think of your business like a quilt: every block builds the bigger picture.

Use a 6-block “quilt” on paper. Each block represents something you’ll work on in the next six months. Write one action inside each block.

**For example:**

<i>BUY A NEW LONGARM</i>	<i>NAME MY BUSINESS</i>	<i>BUILD MY WEBSITE</i>
<i>ATTEND QUILT FESTIVAL</i>	<i>COLLABORATE WITH QUILT SHOP</i>	<i>HOST MY OWN CLASS</i>

*Now, make your own.*


# Worksheet: Staying Inspired

This worksheet is designed to help you stay motivated, creative, and excited about your quilting journey while running a business.

**What first drew you to quilting?**

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**Why do you want to share this craft with others?**

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**What patterns and fabrics inspire you?**

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**What people & places inspire your creativity?**

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**What's one business milestone you're excited about?**

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# FINAL THOUGHTS

Dear Reader,

You made it. You've read through every chapter, taken in the lessons, and dreamed up ideas for how to turn your passion into something extraordinary.

But let me tell you something important:

This isn't the end—it's the **start of something incredible.**

Building a quilting business is no small feat. It takes guts, creativity, and a willingness to try—even when the road feels uncertain.

And yet, here you are, equipped with the tools, strategies, and inspiration to move forward.

But before you rush off to tackle your next big idea, let's take a moment together.

Think back to why you started quilting in the first place. Was it the joy of piecing something beautiful together? The pride in seeing someone cherish what you've made? The quiet satisfaction of knowing your hands brought something meaningful into the world?

That spark you felt when you began—it's still there, waiting for you to nurture it.

**Here's What We Want You to Remember:**

Your quilting business isn't just about making money. Sure, that's part of it—but it's also about building something that reflects you. Your talent. Your vision. Your heart. It's about creating something that makes people feel seen, connected, and inspired. Will it be easy? Not always.

But the most meaningful things never are, right?

# FINAL THOUGHTS

You'll have days when you question if it's worth it. When you doubt yourself or feel stuck. Those are the moments to flip back through these pages. To revisit your goals, your strengths, and the reasons you said "yes" to this journey in the first place. And when you take those small steps—posting on social media, meeting new customers, or sharing your work with the world—you're building something far greater than a business. You're building a legacy.

## **The world NEEDS what you have to offer!**

There's no one else like you. No one else with your ideas, your talent, or your perspective. That's your superpower. And the world needs the warmth, the beauty, and the creativity only you can bring to it.

So keep going. Keep learning. Keep growing. Take every opportunity to connect, create, and inspire.

When you're in doubt, remember: the quilt you're working on now is just one piece of a bigger picture—a story that's uniquely yours.

And, just so you know, we truly can't wait to see what you create next.

Here's to your quilting success and the incredible journey ahead!

**Best of luck,**

*The Notting  
Team* 

