

4 reasons every store should host a knitting group

- 1 Knitting groups create a friendly store image.** When other shoppers see the group meeting or signs announcing the group, they will view the store as a friendly place to shop and relax. It may encourage non-knitters to spend more time in the store and treat it as a gathering place.
- 2 Knitting groups help keep your craft section current.** Members of knitting groups are likely to have the most current information about new books and trends and will share it with other group members and your staff. They'll view the crafting section as their own and bring fresh ideas to the store.
- 3 Knitting groups create a familiarity and an intimacy with a store.** Members of the knitting group are more likely to identify your store as "their" bookstore. As a result, they are more likely to shop there than anywhere else.
- 4 Using your store as a gathering place attracts people to the store and keeps them there longer.** It also guarantees frequent store visits. When a knitting group gathers in a store, they are likely to come early or stay after the meeting to shop for books of all categories.

HOW to start a knitting group

Members: Invite knitters in the community to gather at the store through posters and flyers and an announcement in your store newsletter. Make it known that you welcome existing groups looking for a venue to meet at your store as well.

Staff: Especially when the group is new, you may need to make reminder phone calls and send reminder e-mails a couple of days before the meeting. It may also help to assign a staff member to manage the needs of the group, including tracking members and special ordering craft books for them. Chances are there is already a knitter on your staff who would be happy to take on this role.

Place: Find a suitable spot in your store, preferably near the crafting section; provide a table and chairs. Consider that the group will be talking so find a secluded place.

Time: Select a meeting time when the store isn't too crowded, perhaps Sunday or Monday evening. Announce several meeting times and adjust as the group becomes more established.

Format: The first meeting will set the tone and let people know what to expect. Encourage members to bring in patterns and share book ideas, maybe even have a book discussion. Perhaps occasionally announce theme nights, for example, a "Knit a Scarf Night" around the holidays to benefit a local charity. These themed nights could attract new members and help connect your store to the community.

Promote knitting books: Promote knitting books sold at the store in your store newsletter, on front tables, and through e-mail promotions. Post an informational poster about the knitting club wherever craft books are displayed.



For more information or to receive a catalog, e-mail CrownMarketing@randomhouse.com.

To subscribe to the free Potter Craft News newsletter for news on new crafting books and free patterns, visit www.PotterCraftNews.com.