

*inklingo*<sup>TM</sup>



*Instead of computer training, your Inklingo demo will focus on quilting, especially the benefits of having lines printed on the fabric and the new methods it makes possible for quilters who stitch by machine or by hand.*

You can do a great job of demonstrating Inklingo.

Giving a demo is probably easier than you imagine. You need a few samples (shapes printed on fabric), but *you do NOT need to have a computer and a printer at your demo.*

1. Review the short videos on the web site and try Inklingo yourself.
2. Plan a script using the flip chart pages under the Support tab at [inklingo.com](http://inklingo.com).
3. Print some test pages and shapes on fabric with Inklingo.
4. Print handouts from the Inklingo web site.

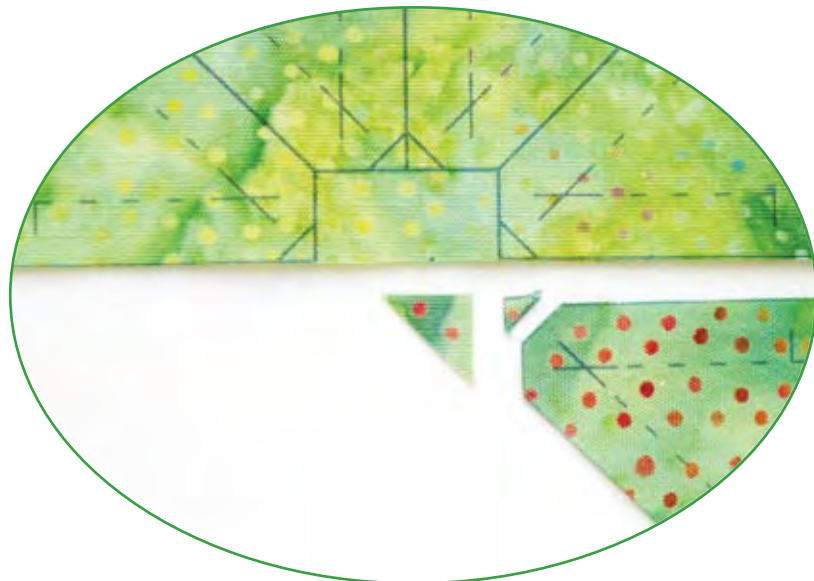
*NOTE* An Inklingo demo is only meaningful to quilters who have a computer at home. A quilter who does not use a computer for anything—even e-mail—is not going to be interested. However, no special computer expertise is required. You can be confident that a quilter who knows how to find and print an e-mail has enough computer know-how to use Inklingo.

When I did my first Inklingo demos (2006), I went to a lot of trouble to drag along computers, printers, power bars, etc. I learned that I did not need them!

Most quilters have printed photos or labels on fabric or know someone who has, and understand that fabric can be printed just like paper when it is ironed to freezer paper. Printing fabric does not hurt an Inkjet printer or all-in-one. HP and other printer manufacturers promote printing photos on fabric, and Inklingo is even simpler because we don't need to set the ink to prevent fading.

*demo it!*

demo



## OVERCOME MISCONCEPTIONS

Print shapes on fabric with any ordinary Inkjet printer—simple.  
The advantages—impressive!

Quilters often expect that Inklingo uses a limited range of fabric, or Bubble Jet set, or special ink, or a fancy printer, or some other expensive item, or that it requires installing and learning new software. All of those are misconceptions.

*Quilters are amazed that Inklingo is affordable, that it is easy to get started, and that they don't need to be computer experts!*

Quilters are familiar with Adobe Reader (included on new computers, free) and have opened PDFs before. When you assure them that they just need to find the Inklingo page in a PDF and print it, they understand. Since no drawing skills or new software is involved, even quilters who are intimidated by programs like Electric Quilt are comfortable with Inklingo. Your demo can be all about quilting, not computer training.

You can follow the suggested script or create your own. Use some or all of the pages from the sample flip chart (under the Support tab) and add more pages of fabric samples if you can.

You can also use the demo video from my web site. You can even burn the videos on CD to give away, if you want, or ask and I'll send you some. (The 2006 video does not mention the downloads. There are short videos on the blog and the web site, and more coming in 2010.)

*Fabric samples printed with Inklingo are the key to a great demo!*



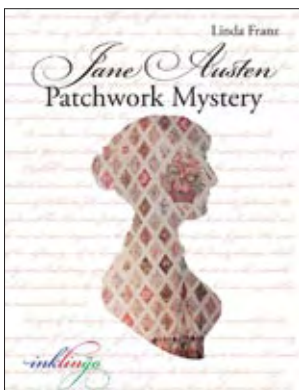
## FLIP CHART & BOOKS

To help you organize your demo, you can print a flip chart (under the Support tab at [inklingo.com](http://inklingo.com)) which summarizes your script. A flip chart binder can be used over and over again.

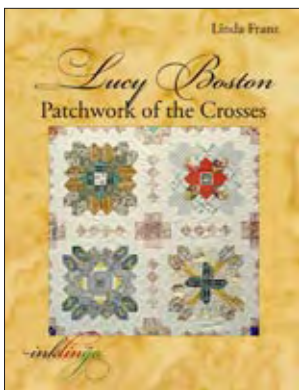
Samples can be

- test pages on light, medium, and dark fabrics
- printed fabric sheets which are still attached to freezer paper
- printed fabric sheets in custom sizes (portrait or landscape)
- printed fabric sheets which are ready to cut
- printed fabric sheets which are cut into rows and stacked
- individual pieces, a couple of GFG flowers, a sheet of HST, shapes from any collection

Add more flip chart pages to customize your demo.



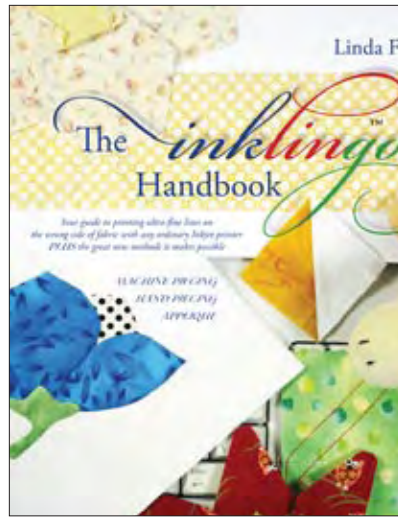
I don't usually cut shapes during a demo anymore. It is easy for quilters to visualize how easy it is to cut on a line instead of measuring. (Haven't we always wanted a line?)



Point out that rotary cutting with Inklingo is safer because you plant the cutter on the line and then move the ruler into position, so you are less likely to chip the ruler or cut yourself. ([Video online](#)) You might also be surprised how many quilters want to use scissors, and fall in love with Inklingo for that reason alone.

Since I don't cut fabric in the demo, I don't have to take a ruler, mat, and cutter (nice props, but not essential), or prepare new samples for each demo. Also, less space is required, so there is more room to display samples of printed fabric and books like *The Inklingo Handbook*, *Inklingo Shape Collection # 3*, *Lucy Boston Patchwork of the Crosses*, and *Jane Austen Patchwork Mystery*.

# demo resources



## FREE RESOURCES <http://www.inklingo.com>

- “Printing with Inklingo” (free chapter of handbook to download)
  - Triangle Tips file under the Machine Piecing tab
  - Index of Shapes under the Support tab
  - Printing a custom page size under the Support tab
  - Demo handouts under the Support tab
  - Demo flip chart under the Support tab
  - English Paper Piecing Rescue under the Hand Piecing tab (for quilters with old, unfinished EPP projects)
  - Inklingo Hexagons under the Support tab
  - Inklingo Diamonds under the Support tab
  - Videos on the web site and the All About Inklingo blog
- New items are often added under the Support tab.

You only print one of the two fabrics for Sawtooth Squares, Hourglass, Flying Geese, etc., so it is simple and fast. Since there should always be some contrast between the two fabrics, you can print the lighter fabric to make the ultra-fine lines easier to see.

Show how to use one printed sheet of fabric as a cutting guide on top of layers of unprinted fabric, instead of measuring, when stitching lines are not required on every shape (HRT example in the Triangle Tips). When you print one fabric to cut many layers, it doesn't matter how dark the unprinted fabrics are.

Sew fabric, not paper! Many quilters are familiar with paper triangles on a roll and understand how much simpler triangles are with Inklingo (half square, quarter square, flying geese) PLUS there is no paper to pick off afterwards.

Prepare samples in advance, and you will have a fresh, exciting demo or class that will WOW everyone! Be sure to give everyone a demo handout and tell them how to get the free shape collection.

# e-mail demo?



I often hear from quilters who love Inklingo and are trying to spread the word in e-mails and on blogs, but say “they don’t get it.” Of course, you do not have to tell your friends about Inklingo, but if you do, there are ways to make your blog and e-mail messages more effective. Think from the point of view of a “pre-Inklingoist.”

### *1. Focus on quilting, not computer training.*

Just like an in-person demo, don’t get lost with computer training and little details. “Inklingo files are big PDFs with copy protection, so you don’t have to install or learn completely new software—just find the page of shapes and print.” Your message can focus on how Inklingo lines make quilting better/faster/more fun/more precise.

The first step is to understand the benefits. A quilter will pick up the details for test pages, custom sizes, etc. when she is ready.

### *2. Tell her how to get started.*

Many of the questions you get from your friends will be answered by the Quick Start page at

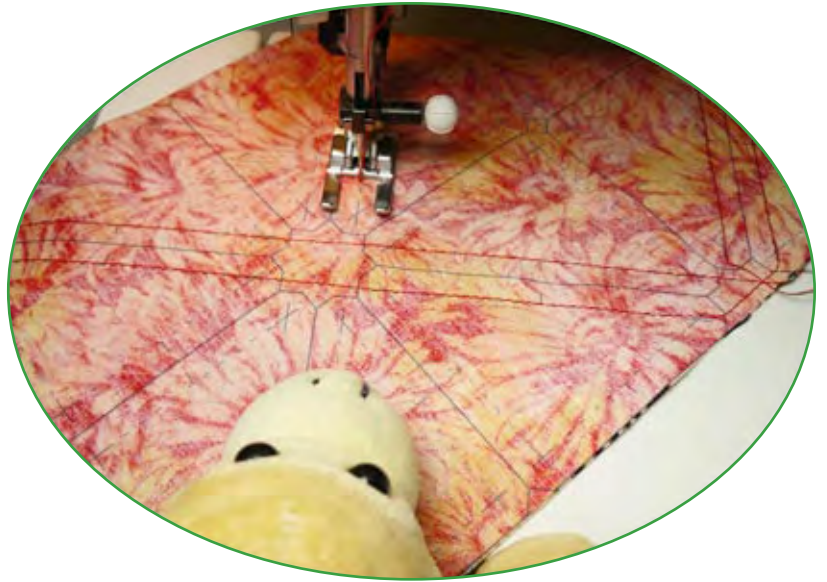
<http://lindafranz.com/index.php?sectionId=63>

A free collection valued at \$20 is a great incentive!

### *3. Please mention machine piecing!*

This is Monkey’s biggest frustration—and mine! The majority of quilters who hear about Inklingo the first time assume that it is for hand piecing, partly because Monkey is a hand piecing snob (*Quilted Diamonds*), and partly because some of the most active Inklingo quilters happen to be hand piecers.

Please remember to mention that Inklingo is amazing for machine piecing! The [Triangle Tips](#) file (under the Machine Piecing tab) includes some convincing evidence.



*4. Offer links to the freebies.*

Your friends will thank you for information about how to get the free Design Books and free patterns. There were many online references to the Winding Ways collections during the first week, but only one or two of them mentioned the free design book, and it is fabulous! Check out all the free patterns and books online.

*5. Be specific about “printing on the fabric.”*

Since you are familiar with Inklingo, it is easy to forget to mention that you are printing *on the fabric*. Printing the shapes on fabric with Inklingo goes fast, and once the printing is done, when quilters are describing their progress or sharing photos, they often don't mention the lines printed with Inklingo, and friends don't realize why they are getting such fast, precise results.

When you mention printing in an e-mail or on your blog without specifically mentioning Inklingo, online friends probably assume that you are referring to a method that is familiar to them, like printing on freezer paper for templates, printing foundations, or paper piecing. Be specific, if you want them to take notice.

When I read messages from the point of view of a “pre-Inklingo” quilter, I can see why “they don't get it.”

*Thank you!*

One of the things that makes quilting so special is the way quilters share, both in person and online. Thank you for telling your friends about Inklingo. I hope these tips will make it more fun for you and your friends. If you have other suggestions, please let me know.