



## WHY TEACH INKLINGO?

Profits from the Affiliate Program are great but Inklingo sells more fabric and more classes too.

It is good to have something truly new and exciting to show to your customers, and it is important to make money selling Inklingo, but the biggest benefit is that *Inklingo makes quilting more accessible.*

We all know that it is necessary to attract new quilters and retain existing quilters for your shop (and the quilting industry) to be healthy. Inklingo can help you achieve your goals.



### ***Make it Easy to start quilting!***

Quilting can be an expensive hobby, but with Inklingo a beginner does not have to buy or use a rotary cutter and mat on her very first day. Everyone does eventually, but it is not the price of admission or a barrier to that first class. Inklingo shape collections are great value compared to other tools and there are even FREE downloads to make it easy to get started.

### ***Younger Quilters***

Inklingo appeals to young women who may know more about social media than they do about “right sides together” but who want to express their creativity in unique and useful ways. Inklingo brings quilting up to date for the computer generation and “modern quilters.”

### ***Make it Exciting to keep on quilting!***

Some designs are complicated, slow, and expensive with traditional templates and tools. When you print the lines on fabric with Inklingo, you can make designs like Double Wedding Ring in a fraction of the time *with better results!* Quilters who have been around for a while are excited about the Inklingo designs they can finish in the time they want to spend making a quilt.



### ***Older Quilters***

Inklingo allows everyone to keep quilting even if they have limited space or can no longer use a rotary cutter. There are quilters in their 80s who tell me they would no longer be quilting if not for Inklingo. Inklingo PDFs are simple enough for the least geeky among us.

### ***Beginners***

The ultra-fine lines printed on the fabric with Inklingo give beginners confidence to start and finish attractive projects. Inklingo’s perfect straight grain and matching marks make it more likely a new quilter will be satisfied with her results and want to start another project.

Are you teaching children’s classes? Quilting is much more appealing to them when it involves the computer too.

### ***Experienced Quilters***

No one can get bored with Inklingo shapes. Complex designs like Double Wedding Ring, Clamshell Pickle, New York Beauty, Alabama Beauty and many others are easier and faster than ever, so quilters, teachers and designers can work with the most interesting shapes.

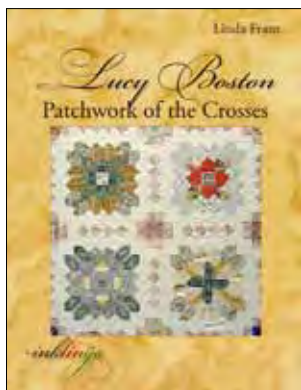


### ***Confidence***

Inklingo makes it possible for any quilter to get better results and that makes it more likely she will keep quilting.

### ***Quick & Easy***

Inklingo makes it possible for any quilter to finish faster—and come back for fabric and a pattern for her next project. Are you tired of being limited to squares and triangles? Quick & easy is not simple & boring!



### ***Finish What You Start***

Do you want a quilter to work for a year making a quilt with English Paper Piecing or do you want her to hand piece the same design in three months with Inklingo and be excited about buying more fabric?

### ***Safety***

Rotary cutting is easier and safer when you don't have to measure at the same time. With Inklingo you can rotary cut several layers at a time or use scissors. I have been surprised by the number of quilters who prefer scissors. That is wonderful if you teach children too.

### ***Competitive Edge***

You can be the first to introduce many quilters to Inklingo and you benefit when quilters buy downloads OR traditional books. Anyone can teach Inklingo methods (no restrictions). You can be an Affiliate or buy traditional Inklingo books wholesale.

### ***Samples***

Preparing samples is faster and simpler too. Just print some shapes on fabric and show it to a quilter! Most quilters understand the advantages of the lines in an instant. Our tip called "Inklingo in an Elevator" on the All About Inklingo blog can be enough. Try leaving fabric beside the cash register—still attached to the freezer paper—and enjoy the reaction.

### ***Blog Fodder***

Are you always looking for something new for your blog? Inklingo will keep you energized and inspired.

### ***Demos***

A computer is not recommended for a demo, although you may choose to have one for a class. There are demo notes under the Support tab at [inklingo.com](http://inklingo.com). Got fabric? Got freezer paper? You could start printing and have a demo ready in the next few minutes.

*The Smart Shopper's Idea Book (under the Support tab) is a great resource for shop owners, teachers, and quilters.*



### ***Exciting New Classes***

What would you like to demo or teach? Machine piecing? Hand piecing? Appliqué? Flying Geese? Half Square Triangles? Hexagons? Double Wedding Ring?

Browse through the Inklingo Smart Shopper's Idea Book to choose something you are excited about.

New shapes are added frequently, and you can also request new shape collections. With Inklingo, the options are endless.

### ***Start NOW***

When you learn to print on fabric, any project is more fun. Learning how to print on fabric opens the door to more quilting excitement.

You can get a quick overview of Inklingo from pages under the Support tab on the website, like these:

- Quick Start Guide
- Inklingo Welcome (Print your first sheet of fabric.)

The "Top Ten Tutes" on the All About Inklingo blog are a great resource for teachers too.

You may have missed the rotary cutting revolution but you are just in time for Inklingo. Welcome!

