

MaggiesCornerDotOrg Newsletter

Volume 4, Issue 8

www.maggiescorner.org

August 2014



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<http://www.maggiescorner.org>
Phone: 850.665.7699
Fax: 877.272.0446
Classes and Tutorials
maggie@maggiescorner.org

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[Maggie's Etsy Shop](#)
[Maggie's Craftsy Shop](#)
[Maggie's Good Reads Blog](#)
[Maggie's Just-a-Pinch Shop](#)
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[Maggie's Ravelry Blog](#)
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Shout Out:

Congrats to my sister Pam!

She opened her first Etsy Shop

[RavensJewelryDesigns](#)

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Welcome Message

If you are reading this newsletter on paper you won't be able to access the information behind the Internet links. A link on paper is a locked door with no key. When on the internet the click of a mouse on the computer, or tap of a finger on the tablet or smartphone, is the key turning in the lock and the door opens, so go to my website at www.maggiescorner.org and find the newsletter link. It's on the right hand sidebar, scroll down to find it.

If you have been following my newsletters, I'm sure you noticed that this month it has a new look. I like the worn pencils that I used for the border; that is how my own pencils look from all the design, layout, and budget plans I've been figuring' on.

As I write this newsletter for August 2014 I ask myself "Where has the last 7 months gone to," and "What have I accomplished in those 7 months?"

I actually have accomplished a lot in the 7 months since News Years day, but when there is so much to do it seems like a drop of water in a 5 gallon bucket!

I been doing lots of planning and figuring; I decided it would be a good strategy to make a list of Goals.

Top Ten Goals for August 2014

1. Continue research on QR Code and try to generate one for MaggiesCornerDotOrg to use in printed promotional literature.
2. Spend at least one hour a day investigating and implementing online opportunities to promote [MaggiesCornerDotOrg](#)
3. Continue [Floor Cloth Project](#) and develop a strategy to expand product line by making floor cloths in my studio and promoting both locally and online.

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4. Create new tutorials for all new designs, then publish, and list in my Etsy and Craftsy shops.
5. Revise old tutorials to update edition with improved techniques, then publish as revised editions, add to listings in my Etsy and Craftsy pattern shops so that previous customers can download the updated version and new customers will have the newest edition to purchase.
6. Develop a strategy to incorporate a classroom and reference library area into my [Avant-garde Studio Revamp Project](#) plans as part of the strategy for expanding and increasing local customer base.
7. Complete the two weaving projects that are currently on my two “Backstrap Looms,”
8. Start the Asymmetri-CAL weaving project for one of my groups [Yarns at Yin Hoo’s](#) on [Ravelry](#)
9. Continue [Back Deck Project](#)
10. Continue [Faux Floor and Wall](#) finishes project, and begin the [Salvage Project](#)

Highlights from July:

At the Desk:

I spent a lot of time at my desk in July. I promoted Etsy shop listings by posting on social media using hashtags, such as #recycle #upcycle #sewing. I notice that on the social media sites, where I can track views, the ones I posted with hashtags have many more views than without hastags.

I also spent a lot of time in July updating my listing information in my Etsy Shop. I had to

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update the shipping fees because of recent postal increases. I renewed about 60 expired Etsy listings in July, the listing fee pays for four months, and then it expires again. All of my Etsy Shop listings show pictures of previous custom orders that I show for example only, all my listings are “Made to Order,” I don’t sell any readymade items, each order is custom made for the customer according to their choices. I have about 125 listings up in my Etsy Shop so it’s a never ending task to keep everything current.

The “Shop Stats” feature on Etsy is very useful, and helpful to see how many people visit my shop, where my customers are coming from, and how they find me. I am shocked that in 2013 I had nearly 9000 more visitors in my Etsy shop “year to date - 2013” than I’ve had this year - 2014-! The “Shop Stats” for July this year shows about 1000 visitors visited my Etsy shop, and the visitors came from many different places. Stats show that about 740 visitors came from Etsy searches, about 190 came from iPhone, iPad, and Android devices using the Etsy mobile app., about 50 came from direct traffic (they clicked on a link to my shop) and the other 50 from Google searches, about 20 from Pinterest, and the balance came from several other search engines. About 40 visitors chose an item in my shop as one of their favorites, and 10 chose my shop as one of their favorite shops. The income generated in July will pay sellers fees, and some of the costs of doing business online, such as internet service.

In the Studio:

It is a challenge to work in my studio the way it is currently, ideas for revamping my studio dance in my head all day and in my dreams at night. For years I’ve had plans but with no budget for the project I can’t do much. I have tablets filled with sketches, measurements, and ideas for

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shelving, a design wall, layout counter, cutting tables with storage underneath, and sewing machine table where large projects can be spread out onto the adjacent tables surrounding the sewing machine so that the material doesn't drape onto the floor.

On the Back Deck:

The Back Deck is where I process the recycled feedbags and coffee bags. I spent a good bit of time in July out on the Back Deck cleaning bags and cleaning the decks. At 7 years old, the decks are in need of maintenance and repair.

Friends and family helped me build the decks from new treated wood in 2006 – 2007; although the wood is treated, the deck boards are now in critical need of refinishing.

Follow along with [My Deck Refinishing](#)

In the Kitchen

I spent a lot of time in the kitchen in July. I created several original recipes that I posted on my [Just-a-Pinch page](#)

Here is a quick and easy way to have a healthy treat that is fast and tastes great!

- 2 bananas (ripe) mash with fork
- 1 cup oats (Old Fashion rolled oats)
- ¼ cup walnuts (chopped)
- 1 carrot (grated)
- 1 tsp cinnamon (ground)

Mix together all ingredients, drop 1 tbsp at a time onto a parchment paper lined cookie sheet pan. Bake in hot 350 degree (F) oven for 12 minutes, until lightly browned. Let cool for 5 minutes.

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Featured Article

Beautiful Material in Disguise

by: Maggie

Recycling used materials takes a lot of effort but I get a satisfaction from knowing that feed bags, and coffee bags are really beautiful material in disguise! I upcycle the bags and transform the material into something useful and beautiful. The shopping totes and other items I make from the recycled materials will be enjoyed by someone for many years to come!

It starts when I get the bags, sometimes people drop off the bags at my house, other times I pickup the bags at varied locations. Then I store the bags in the garage; which involves pest control measures that I won't go into here. Then when I'm ready to process the bags into material, I bring the selected bags to the back deck where I have a table and other equipment to layout the bags, cut off ends, cut side of bags, and then wash the bags and hang on the line. To learn more about the process go [HERE](#).

(See the pictures and more of the article [HERE](#))

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