

## Give a *Painless* Paper-Piecing demo at your next store event or in your booth at a quilt show

A crowd draws a crowd, so use a demo of something new to draw customers into your store or booth. More people will follow.

Prepare at least small sample (4 blocks?) using one paper pattern for each section in the block. “*Starflower*” is an easy block to make and quilters love the “*Starflower*” quilt. Treasure Star is another easy option.

*Before the event* : prepare patches for two additional sections. Sew and trim one of these sections. For the other section only sew patches 1 and 2 together on the paper-pattern.

*At the event* :

Talk to the quilters about the advantage of paper-piecing, how the quilter can accurately piece sometimes complex designs without using templates. Tell them that the sample quilt was made using two physical paper patterns (show the patterns).

Point out that there are many things that some quilters don't like about paper-piecing (you will see lots of head nodding):

- Fabric waste
- Difficulties positioning the patches before sewing and then having to take out tiny stitches when the patch doesn't fit properly.
- Then there is paper to tear out, sometimes weakening seams.

The new *Painless Paper-Piecing* book addresses all these issues.

- Show a fabric cutting guide.  
“Precut patches using cutting guides just 3/8” larger than finished patch. These are not templates (accuracy is required) so cutting goes quickly and pre-cutting to correct size/shape helps position the patch for sewing.”
- Hold up the X-section with X1 and X2 attached. Show X3 patch. “Sometime a quilter will look at this patch and wonder how to sew it onto the block or section.” Show the possible ‘wrong’ orientations for the patch.



- While going through the process tell the quilter what you are doing: “Positioning can be simple. Fold the pattern back on the next stitching line.  
“Trim the fabric 1/4” from the fold; this is the seam allowance”. Note: this has already been done but it is important to point it out to the quilter.  
“Find the shape of the pattern are to be covered by the patch on the BACK of the paper pattern.” Note: it helps to have that pattern area outlined with a highlighter.  
“Place the fabric patch, right side up, in the same orientation as the area on the back of the pattern.” Point out how the outlined pattern area and the fabric patch are oriented the same.  
“Pick the pattern and attached fabrics up and place on the fabric patch. The fabrics will be right sides together because that is always how we position patches when piecing. Line up the raw edges of the as you would when doing any piecing and make sure at least 1/4” of the underlying fabric extends all the way around the edge of the area on the paper pattern”. Point out how you can tell that the fabric is properly positioned.  
“ Now instead of flattening the pattern and sewing through the paper stitch as close as you can to the paper fold.” Use a stiletto or pin to show the quilter where to sew.
- While holding the seam (it won't be stitched of course) flatten the pattern and show how the pattern area is covered by the fabric.
- Then point out using the completed section that when done the quilter only needs to remove a few pins and the pattern is ready to be reused.

*Painless Paper-Piecing* tells the quilter all he/she needs to know about:

- making the fabric cutting guides and precutting
- preparing the paper pattern to make it easier to use
- stabilizing the fabric and paper as the quilter is sewing
- making sure the fabric is not shifting as sewing progresses

Other selling points:

- Techniques work with any paper-piecing patterns
- Book has 12 new blocks and 20 projects.
- If you want to make a quilt size not listed in the book then go to [www.PainlessPaperPiecing.com](http://www.PainlessPaperPiecing.com) where information for making 30 more projects from the patterns in the book is posted.

Also have on hand:

- *Add-a-Quarter*™ rulers, both 6” and 12” sizes are handy.
- Flowerhead pins.
- Scotch Brand Restickable glue sticks.

*Painless Paper-Piecing* book available for wholesale purchase from Quilt Woman [www.QuiltWoman.com](http://www.QuiltWoman.com) , or from your favorite distributor.