

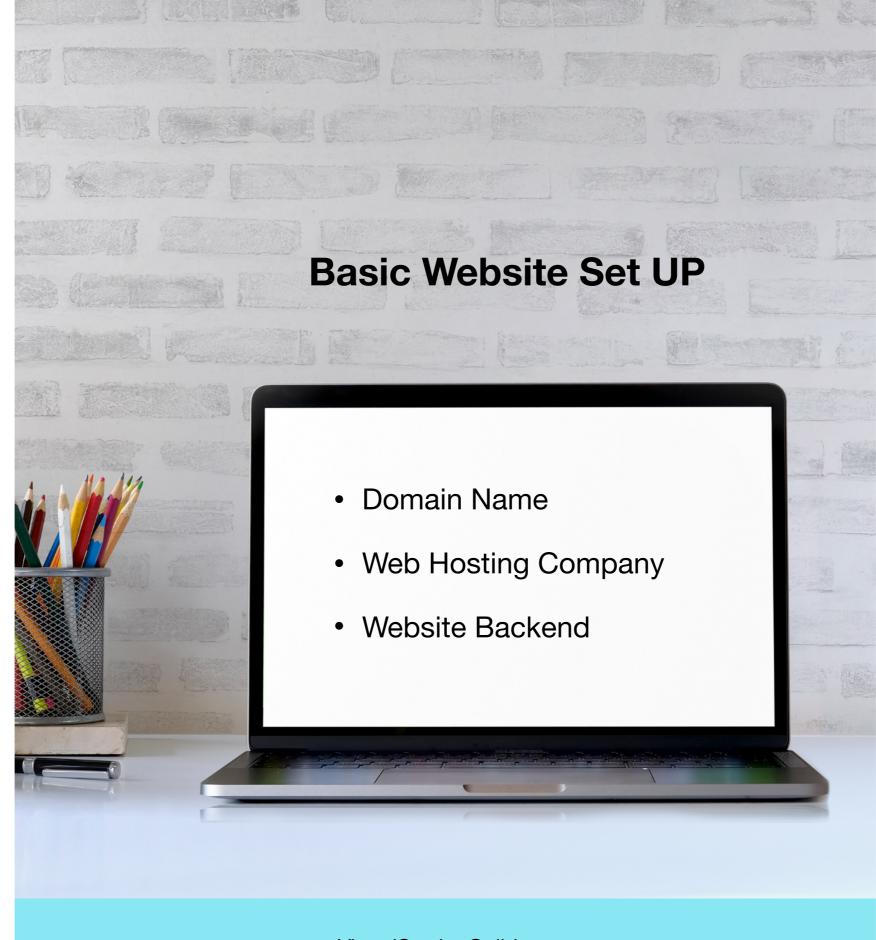
# Websites, OnLine Shops, Membership Areas, and Newsletters

Disclaimer: This is what I use, I am not trying to tell you what systems to you, just general information on how it all works together

- Basic website set up
- What you need for an online shop
- Membership areas
- Newsletters
- Getting in the right frame of mind for success







<u>VirtualSewingGuild.net</u>

# On Line Classes MADE EASY!











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-lass="container">
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                                                                                   <div class="carousel-caption">
        95
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        96
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100
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101
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102
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103
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104
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105
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106
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107
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108
                                                </div><!-- /.carousel -->
109
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110

111
                                       <div class="container">
112
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 113
                                                                  <div class="col-md-4"></div>
 114
  115
```



**Website:** Has information on it, videos, products, tutorials, designs, memberships..... BUT....what if somebody has all those products and they never put them out for anyone to see? They just keep them hidden or in storage and you can never see them.

That is what a website is without web hosting

**Web Hosting:** Is storage space and access for websites....for all your information. You will be able to be seen on the internet. People will be able to purchase your products, read your information, download your patterns etc. But how do they know where to get those product?

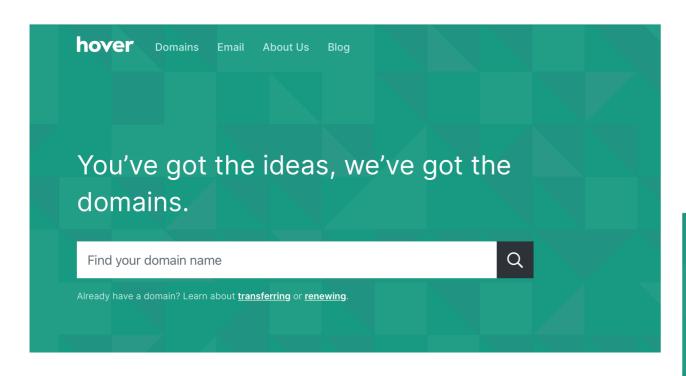
That is where your Domain Name comes in

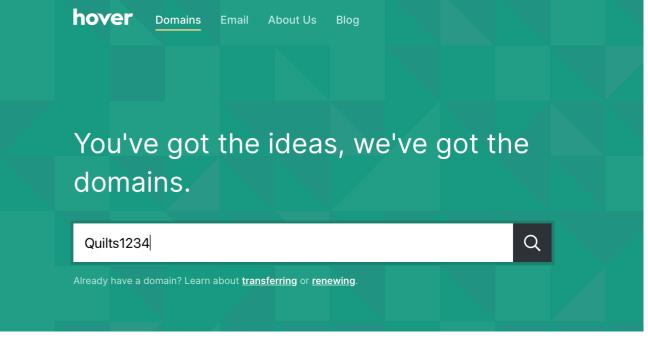
**Domain Name:** The letters and numbers that are typed into the address bar of your web browser that takes you to the website you want to view/interact with



## **Securing your Domain Name**

Hover.com

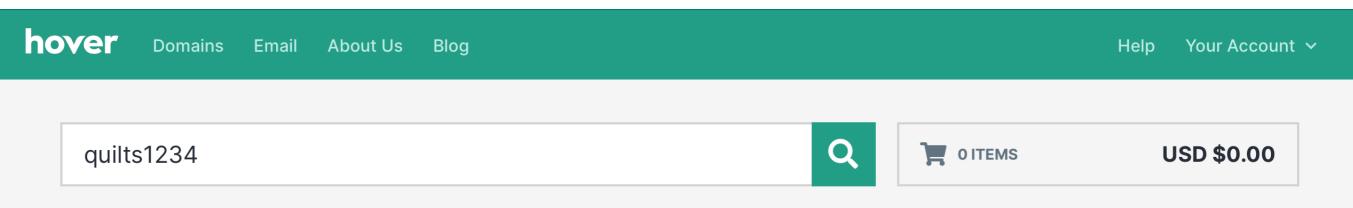




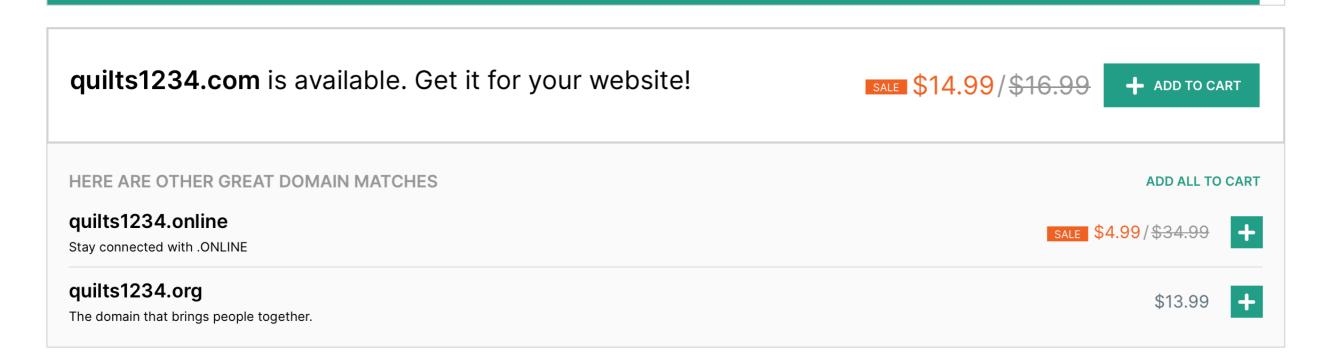


### **Securing your URL or Domain Name**

Hover.com



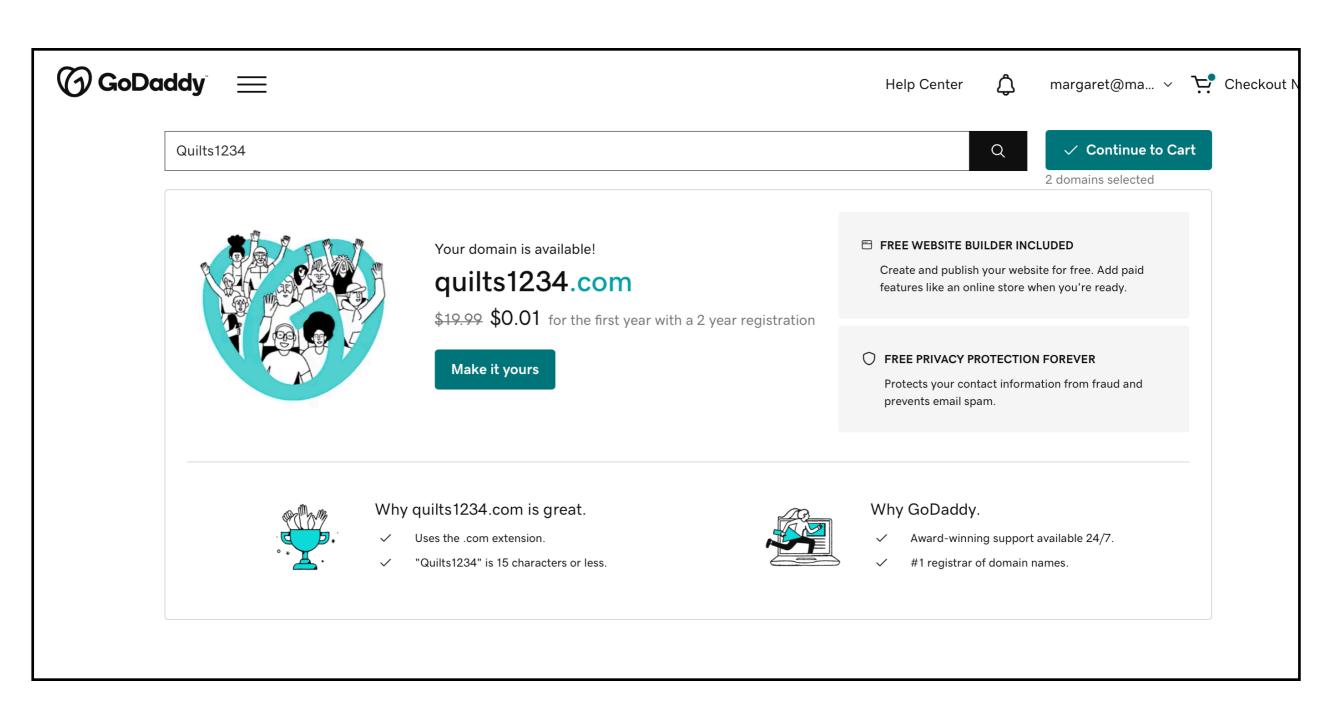
SEARCHING 453 REGISTRIES, 481 RECOMMENDATIONS FOUND.





### **Securing your URL or Domain Name**

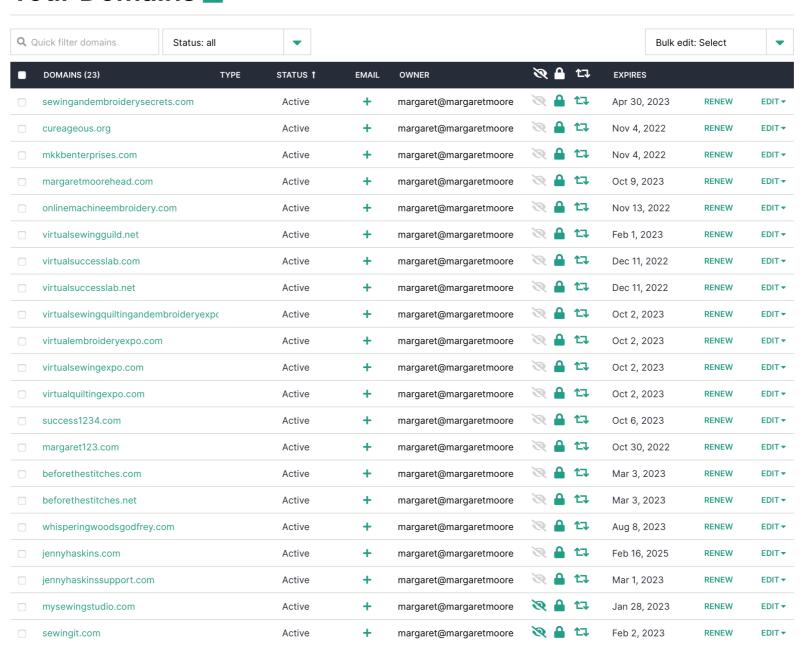
GoDaddy.com





## **Securing your URL or Domain Name**

#### **Your Domains**





**Securing your URL or Domain Name And Getting a Web Hosting Company** 











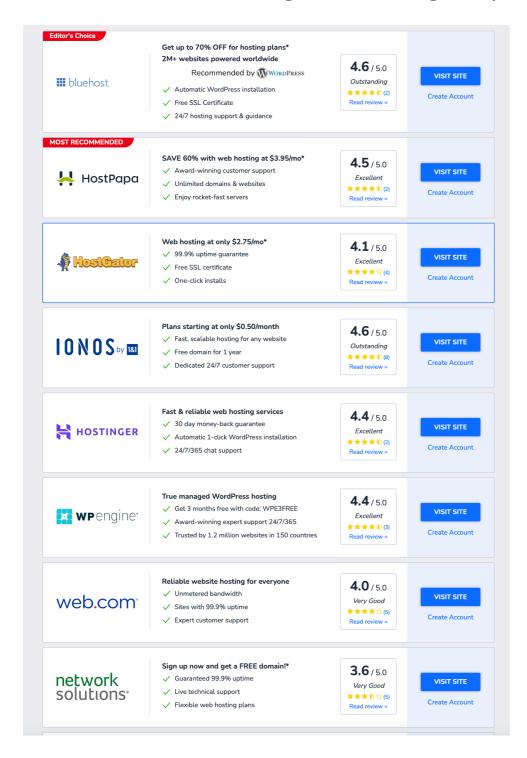
- Now you own a name or an address that it totally yours.
   Nobody else can use that name or address on the internet.
- But that is all you own.
- You don't have a way for people to see it on the internet.
- You don't have a website with information on it

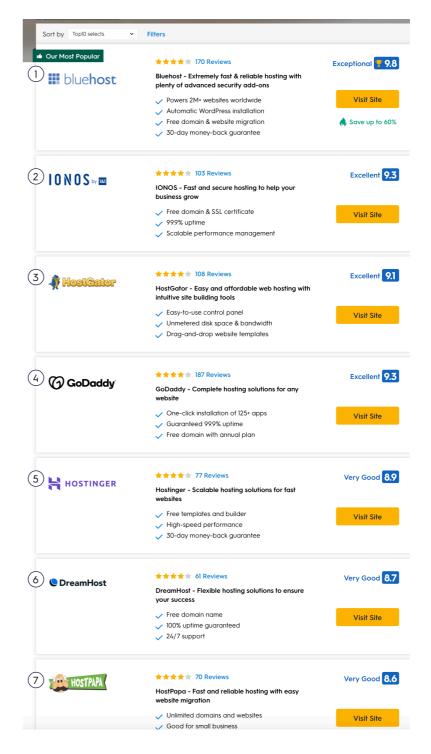
You simply own quilts1234.com



## **Web Hosting Companies**

Google Web Hosting Companies and choose a few sites to look at





#### VirtualSewingGuild.net

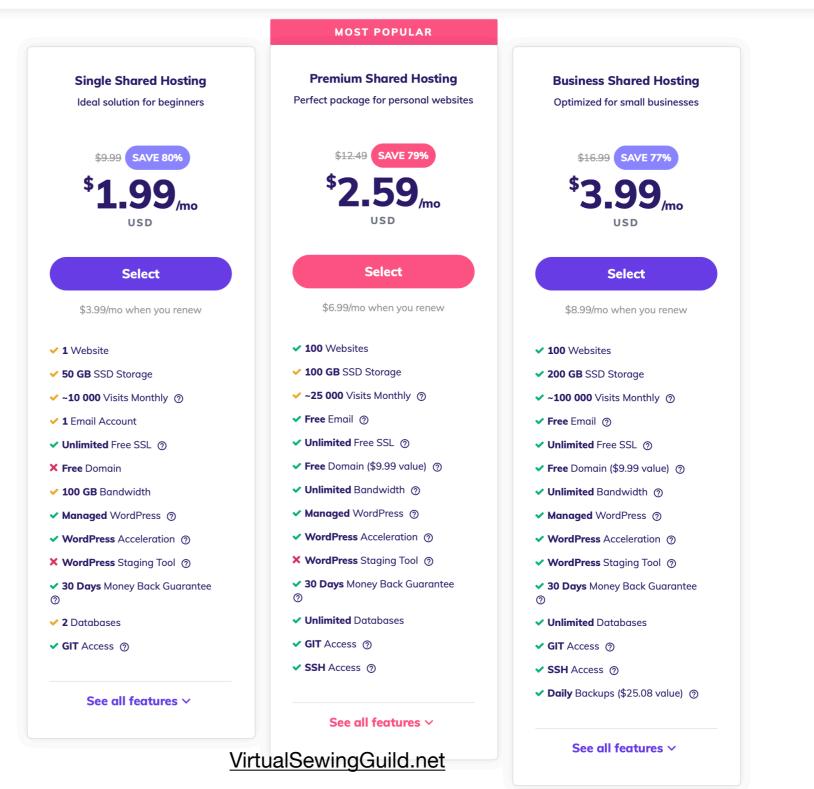


## **Web Hosting Companies**

 HOSTINGER
 English

 Hosting ∨
 VPS ∨
 Email ∨
 Domain ∨

 Log In





### **Web Hosting Companies**

#### BlueHost

NOTE: I store my videos on Vimeo so I don't need a large amount of storage on my website

I am currently using about 250GB storage on Vimeo

#### **BASIC**

When you need just one site.

**Save 70%** 

\$2.95/mo\*

Normally \$9.99

#### Select

Auto-renews at regular rate

#### **Top Features**

1 Website

10 GB SSD Storage

**Custom Themes** 

24/7 Customer Support

#### Also Includes

Free Domain - 1 year

Free CDN Included

Free SSL for the 1st year

#### **PLUS**

For those running multiple sites.

**Save 63%** 

\$5.45/mo\*

Normally \$14.99

#### Select

Auto-renews at regular rate

#### **Top Features**

**Unlimited Websites** 

20 GB SSD Storage

**Custom Themes** 

24/7 Customer Support

#### Also Includes

Free Domain - 1 year

Free CDN Included

Free SSL Certificate

#### RECOMMENDED

#### **CHOICE PLUS**

With added privacy and security features.

**Save 71%** 

\$5.45/mo\*

Normally \$18.99

#### Select

Auto-renews at regular rate

#### **Top Features**

**Unlimited Websites** 

40 GB SSD Storage

**Custom Themes** 

24/7 Customer Support

#### Also Includes

Free Domain - 1 year

Free CDN Included

Free SSL Certificate

Free Domain Privacy

Free Automated Backup - 1

VirtualSewingGuild.net

#### **PRO**

Get more power with optimized web resources.

**Save 51%** 

\$13.95/mo\*

Normally \$28.99

#### Select

Auto-renews at regular rate

#### Top Features

**Unlimited Websites** 

100 GB SSD Storage

**Custom Themes** 

24/7 Customer Support

**Optimized CPU Resources** 

#### **Also Includes**

Free Domain - 1 year

Free CDN Included

Free SSL Certificate

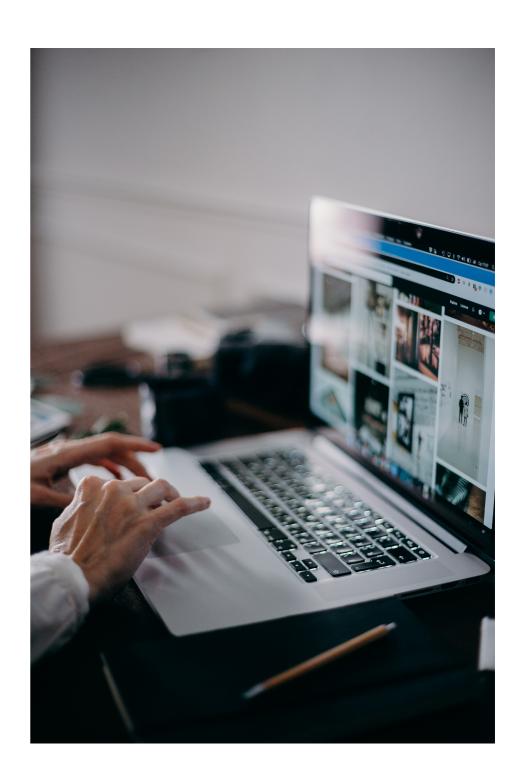
Free Domain Privacy

Free Automated Backup

Free Dedicated IP



- Now you own a name or an address that it totally yours. Nobody else can use that name or address on the internet.
- quilts1234.com
- AND you have secured a hosting company
- But you still don't have a website...you still don't have any information for people to see





Decide what platform you want to use











web.com<sup>-</sup>









Decide what platform you want to use

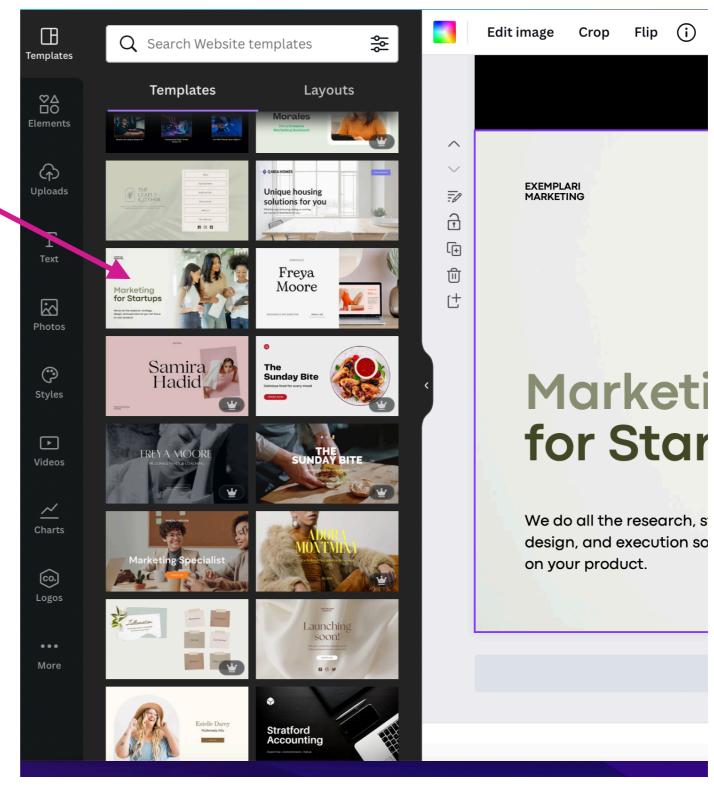




Once you decide on the platform you want to use, you are ready to start putting information on the website to share with the world through your hosting company!

## **Basic Website Set Up**

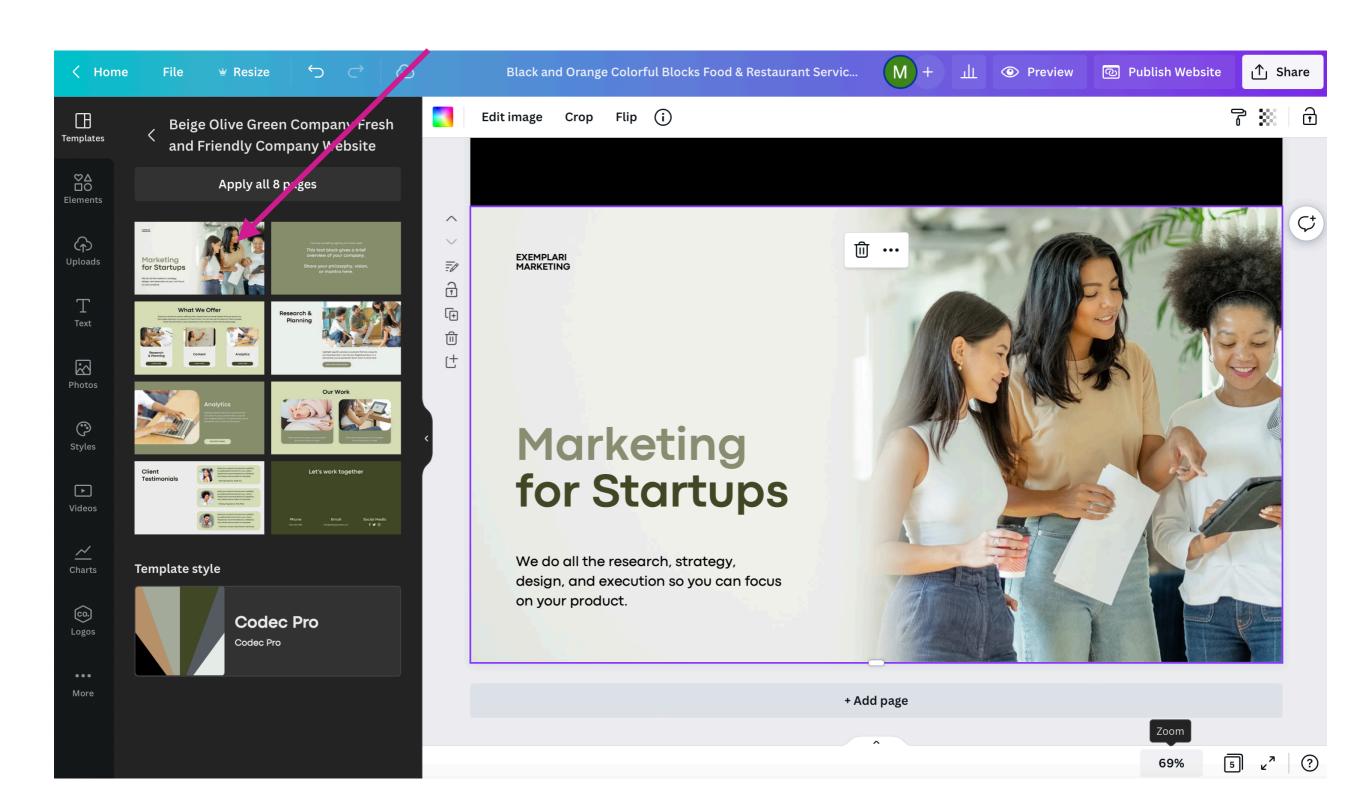
## **Themes/Templates**



VirtualSewingGuild.net

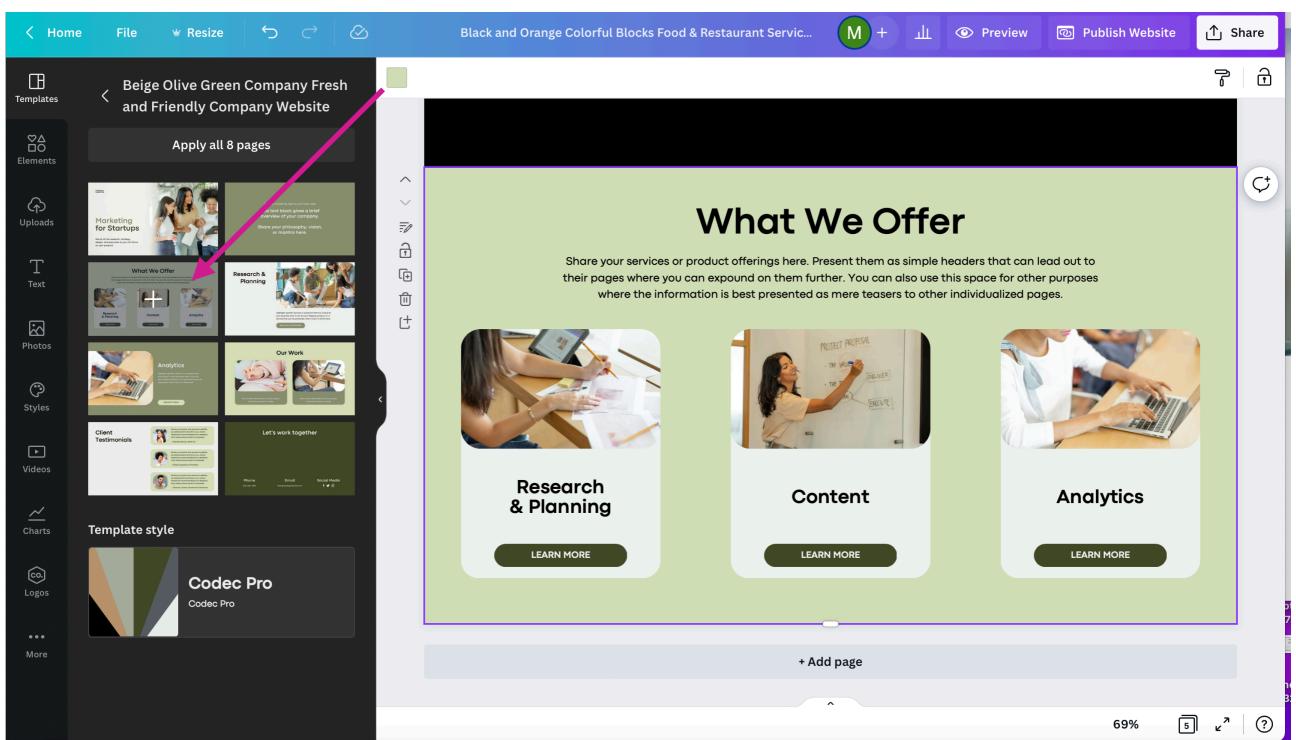


## **Themes/Templates**



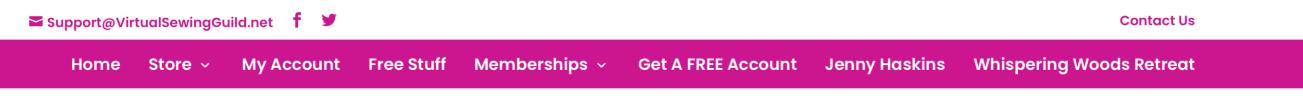


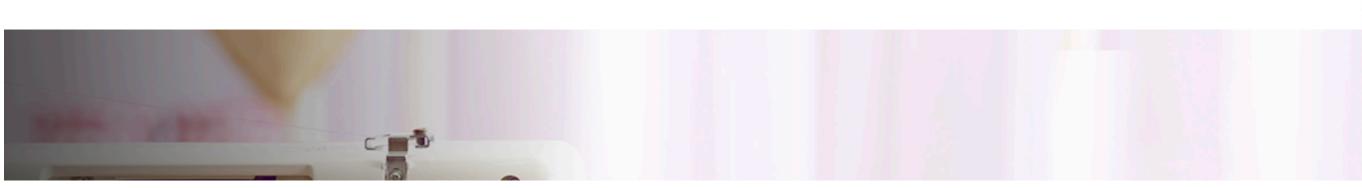
## **Themes/Templates**





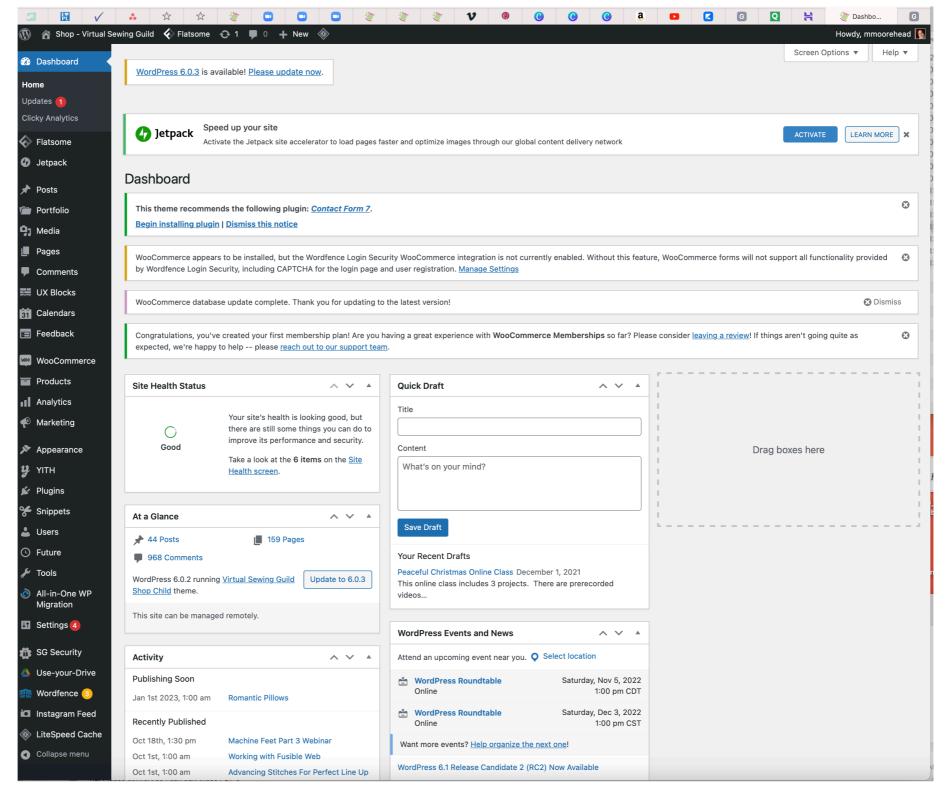
What pages do you want?
Some pages will have tabs at the top
I have over 100 pages on my website, but only 8 tabs in the top menu



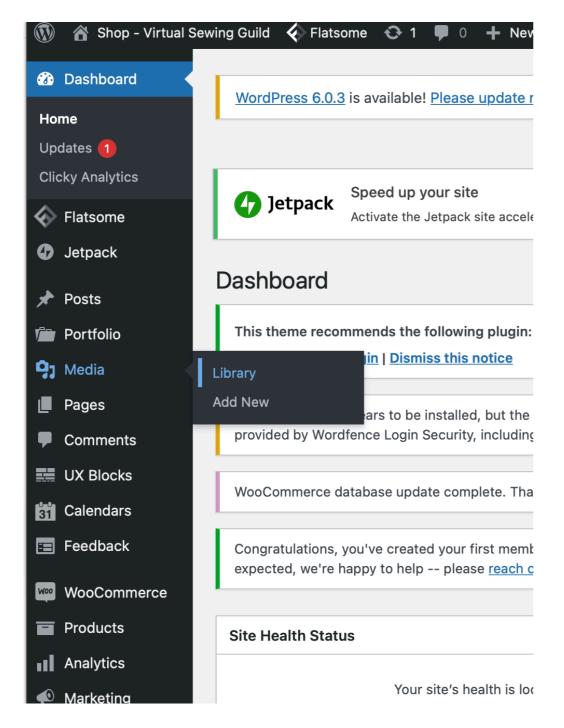


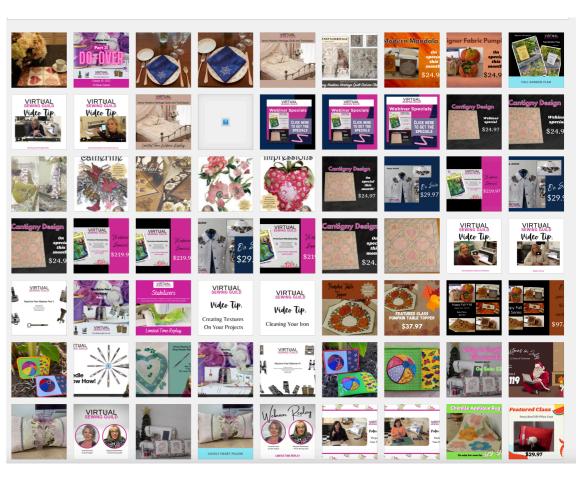
- Home Page/Welcome Page
- Shop
- Events/Classes
- Blog
- Gallery
- Membership Areas-Free and/or Paid
- Hidden Pages



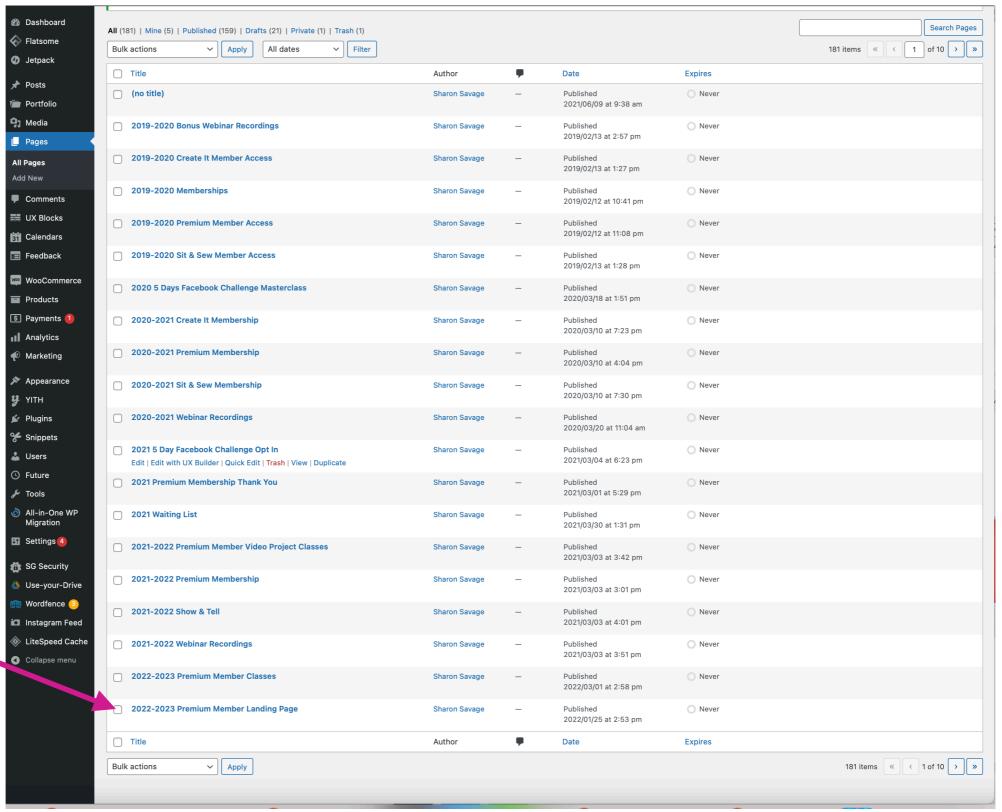




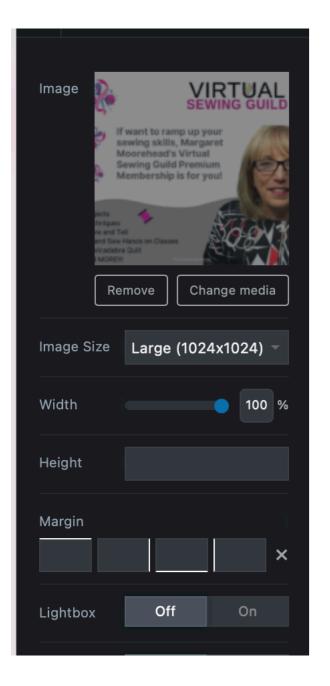








# On Line Classes MADE EASY!



# **Basic Website Set Up**

#### **Backend of website**

Q HOME WELCOME TO THE SHOP ✓ MEMBERSHIPS ✓ JENNY HASKINS

WHISPERING WOODS RETREAT

MY ACCOUNT CART / \$0.00

## ARE YOU READY TO TAKE YOUR SEWING SKILLS TO THE NEXT LEVEL?



**VIRTUAL** 

Join us for the 2022-2023 Premium Membership and the Jenny Haskins Fabricadabra!

Get all the support you need to take your sewing skills to the next level!

Tired of wasting time and money on fabric, patterns, and threads for projects that end up too overwhelming and then don't turn out the way you hoped? Missing being with a circle of sewing friends to share your projects and experiences?

This membership package is designed to expand your sewing and embroidery skills so you can get more done in less time with the professional results you desire!

Join other sewing friends around the world and let your creativity soar!

Add elements BI

BUY NOW!

Add elements

Virtual Sewing Guild Premium Membership includes:

- 4 Sit and Sew Virtual Hands-On Classes where all of us will be creating the same project during a virtual meeting. How cool is that! Don't worry if you can't make it live-they will be recorded so you can do these classes at your convenience.
- 6 "Show and Tell" meetings: where you get to share your creations! During these meetings you are the star! You'll inspire others with your creations and others will be inspired by you!
- 6 Video Project Classes: These classes are designed for you to learn new skills, maybe do some stash busting, create great projects and just have fun
- 4 half hour personal training calls with Margaret. These calls allow you to have Margaret's undivided attention so you can have all your sewing questions answered about your particular projects and issues!

#### Fabricadabra Feature Quilt Project includes:

- Complete instructions for making this 16 block quilt
- 34 Multi-formatted embroidery designs- every design need to complete this quilt top
- Webinars with step by step information of Margaret actually creating this quilt so you can see exactly how to get professional results. It is like she is sitting next to you in your sewing room as you enjoy your creating time!
- 12 Member Only Zoom Meetings-to help you stay on track with your project and to answer any and all questions you have as you are guided you through this project
- Membership to our Facebook Group where you can interact with sewing friends, share creations and get answers to your questions
- Unlimited email support-no need to try to figure it all out on your own. Let Margaret answer your questions and help you get the



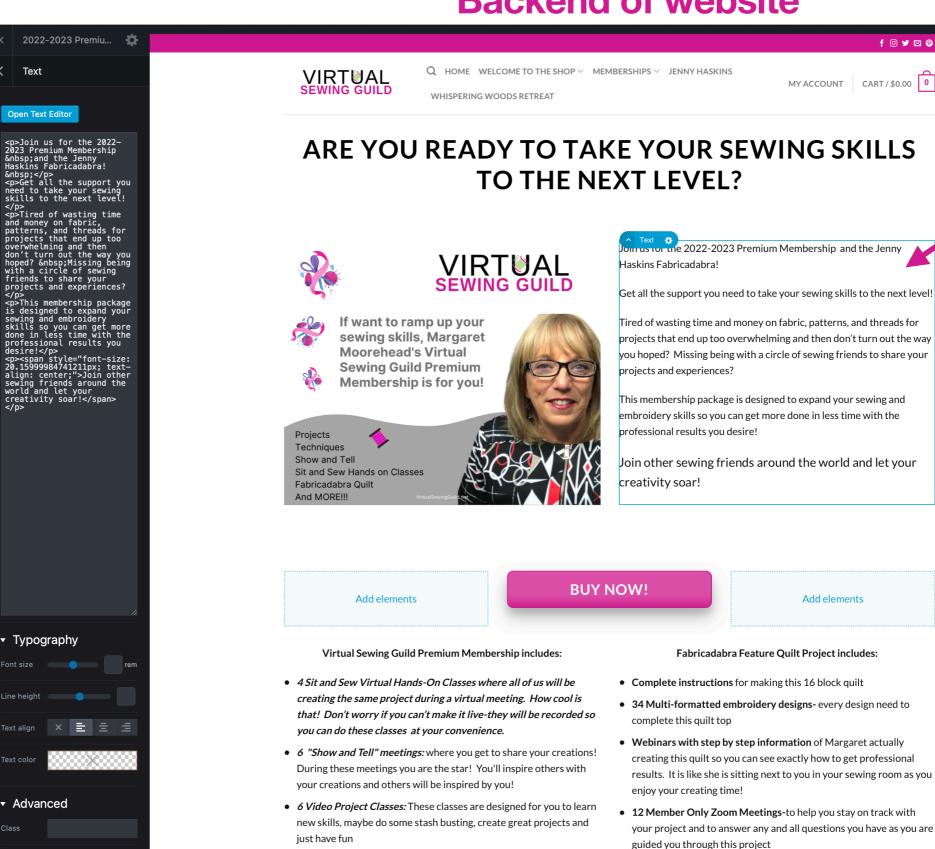
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CART/\$0.00 0

Add elements

• Membership to our Facebook Group where you can interact with

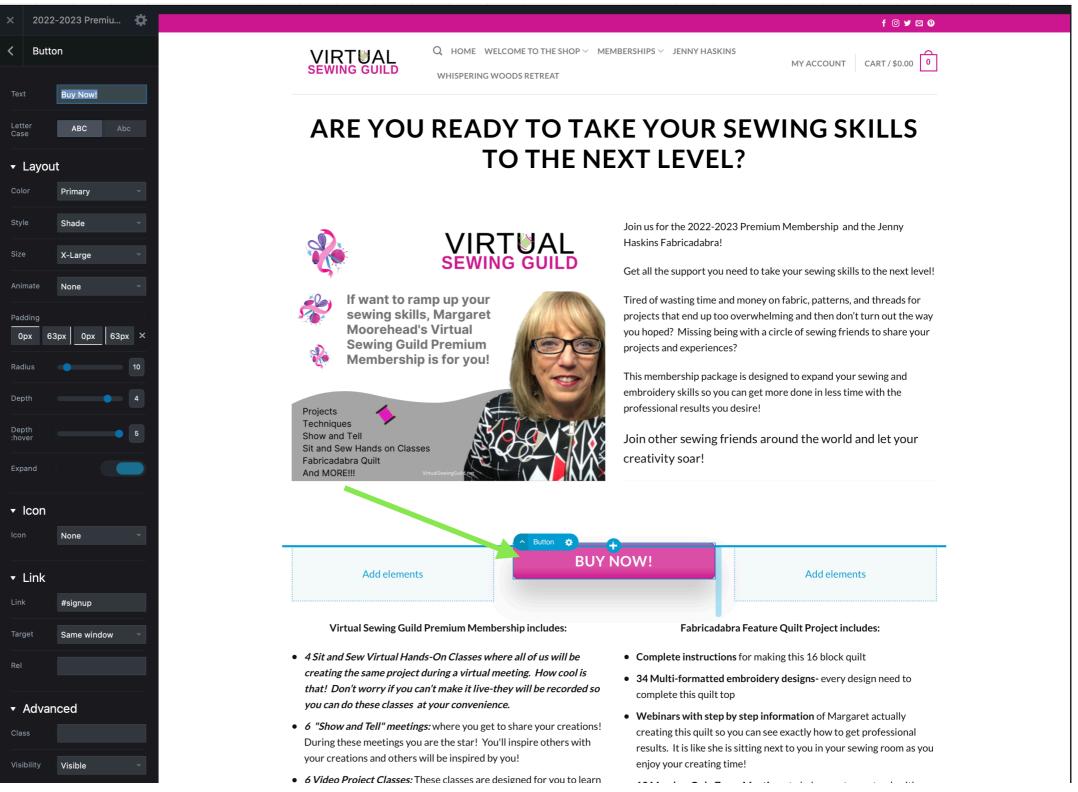
#### **Backend of website**



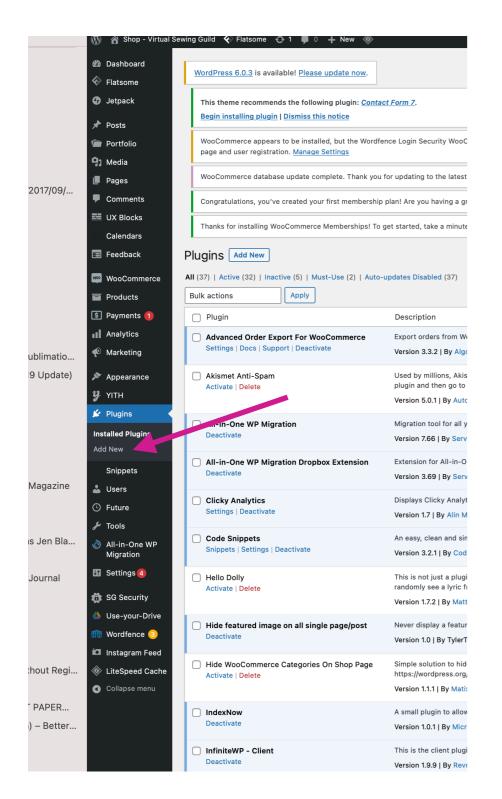
4 half hour personal training calls with Margaret. These calls allow

voluto have Margaret's undivided attention so you can have all your

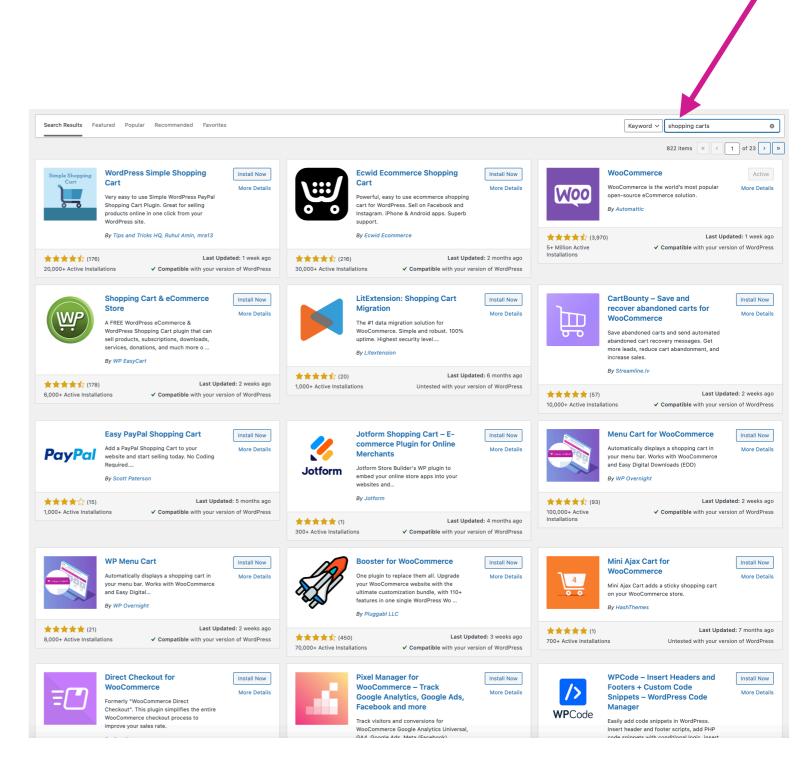




# On Line Classes MADE EASY!



# **Basic Website Set Up**





**Google Shopping Carts for OnLine Stores** 













## Time for a change





# What you need for an online shop Payment Gateway • Product Shopping Cart



# **Online Shop**

## **Payment Gateways**

Basically a "Payment Gateway" is a check out portal

stripe











# **Online Shop**

## **Product**

VIRTUAL SEWING GUILD

Q HOME WELCOME TO THE SHOP Y MEMBERSHIPS Y JENNY HASKINS

LOGIN CART/\$0.00 0

SALE



CLASSES

PREMIUM COLLECTIONS

MEMBERSHIPS

SEWING STUFF

WEBINAR RECORDINGS

#### **CLASSES**



CLASSES Gotta Have It Wallet Class \$64.97 **\$44.97** 



CLASSES



CLASSES 4th of July Mini Wall Hanging



CLASSES



CLASSES **Spring Has Spring Pillows** 





CLASSES





CLASSES



CLASSES







CLASSES Halloween Mini Wall Hanging \$44.97













































Chenille Applique Rug \$44.97







CLASSES
A Pair of Spring Pillows
\$64.97



Happy Handbag \$64.97

















Utensil Wrap \$44.97



Toowoon Bay \$164.97



#### PREMIUM COLLECTIONS



















12 Days of Ch \$579.97



Summer Camp \$219.97

MEMBERSHIPS







Sewcially Stunning Class 2021 \$197.00 \$149.00



#### WEBINAR RECORDINGS























WEBINAR RECORDINGS Webinar Recording, Sue O'Very Designs \$64.97



Webinar Recording, Christmas in July \$64.97







Webinar Recording, August Crazy Webinar \$64.97



WEBINAR RECORDINGS
Webinar Recording,
Margaret Moorehead
\$64.97
WEBINAR RECORDINGS
Webinar Recording,
Sarah Vedeler
\$64.97

#### DESIGN COLLECTION



Grand Beginnings \$39.99



Webinar Recording, Judy Kessinger \$64.97

Extraordinary Ornaments \$49.99

#### SEWING STUFF





SEWING STUFF



SEWING STUFF CHROME Stretch Needles/5 Pack 75/11 CHROME Universal Needles/5 Pack 80/12 \$4.19

SEWING STUFF

Double Eye Needle \$5.49





SEWING STUFF

Twin Needles - Assortment Hemstitch Needles 120/19 \$10.00 \$3.49





Bobbins \$12.00

Jenny Haskins 40 Weight Rayon Thread \$20.00



# **Online Shop**

## **Shopping Cart Program**

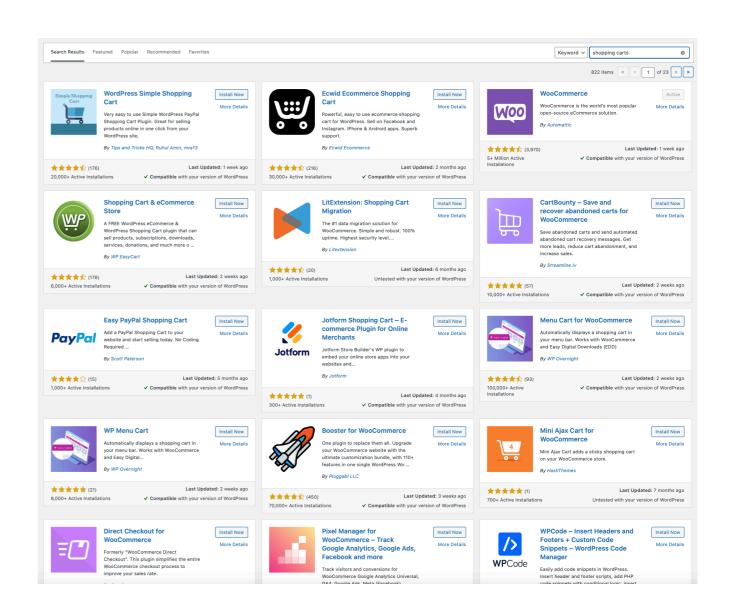
Used on your website to sell products.

When integrated with newsletters and membership areas you have automation at its best!





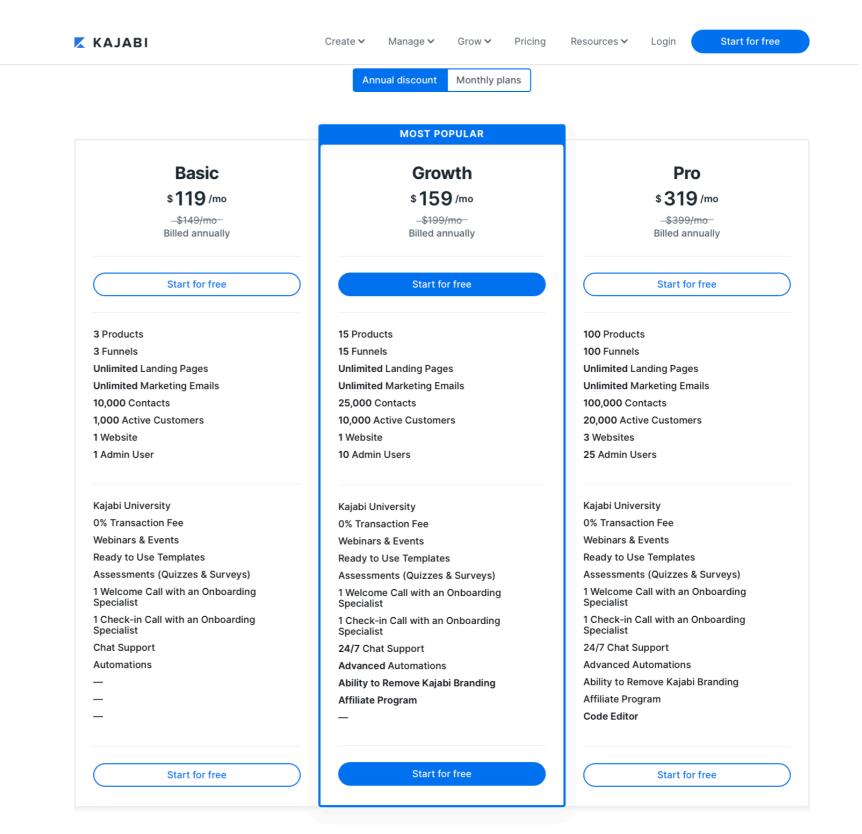






# **Online Shop**

## **Shopping Cart Program**





## **Membership Areas**

- Free Membership Areas
- Monthly Subscription Areas
- Paid Membership Areas

<u>VirtualSewingGuild.net</u>



# **Membership Areas**

#### **Process**

- Someone goes to your website
- They select a product
- They put it in the cart
- They go through the checkout process
- They automatically get the downloadable information they purchased
- The shopping cart works with the payment gateway to take the payment
- Some/most payment gateways and/or shopping carts will automatically send a receipt
- Some systems have a link to get to the product they just bought so they can download information
- In this little example when the product was created it was flagged as part of a membership area.
- The system will now allow the customer access to the secure area. This is all done automatically behind the scenes so you don't have to do anything
- Your newsletter system might be triggered to send out a personalized email with added information
- You have a happy customer!



**Benefits** 

- You have an area to store great information that only those that have paid for that particular product can access.
- It's all automated
- Customers can come back over and over again to view their information
- Customers are returning to your website so they are right where they need to be to make a purchase, and google likes active websites
- If you have any updates or added information the customer can go directly to the membership area to get all the updated info
- Once it is created you can sell that "membership product" over and over again
- The customer likes knowing they can just go to the site and not worry about having their computer crash, or loosing their files



**Free Memberships** 

Put quality information in the Free Membership Area so the customers can get a taste of the great information you provide.

- If you sell designs giving a free design is a great way for them to see the quality of your designs
- If you teach classes (in person or online) put a good, but short class, in the free area so the customer can experience your teaching style, your written instructions etc.
- If you do Facebook events put a recording of the event to entice them to join you on Facebook
- If you have webinars put a webinar recording in this FREE area
- Make sure you provide great information here so they will want more and purchase what you are selling

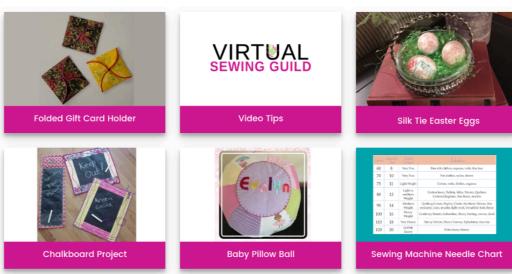


#### **Free Memberships**

Free Membership Access

HOME / FREE MEMBERSHIP ACCESS





Join the NEW monthly membership!





#### **Free Memberships**

Folded Gift Card Holder

HOME / FOLDED GIFT CARD HOLDER



Please download this information to your computer so you can have it in your files FOREVER!

**Folded Gift Card Holder Instructions** 

Folded Gift Card Holder Video

Folded Gift Card Holder Designs

**Download All** 

VirtualSewingGuild.net



#### **Free Memberships**

**Video Tips** HOME / VIDEO TIPS

#### This month's tips and tricks





Working with Fusible Web

Advancing stitches for perfect line up

Want to see more great sewing tips and tricks? Join the monthly membership.



VSG Monthly Subscription \$4.97 / month

# On Line Classes MADE EASY!

\$4.97/month

# **Membership Areas**

#### **Monthly Subscription**







A La Chocolat



Gotta Have It Wallet Class



 $Bella\,Fiori\,Beautiful\,Flowers\,Velvet\,Shawl$ 





Machine Feet Webinar

Machine Feet Webinar Recording



Wing Needle Webinar Recording



Working With Twin Needles

Working With Twin Needles Webinar Recording



Needle Know How Webinar Recording Bonus: Edited version



All About Thread





**Monthly Subscription** 

#### Let's do the math



#### \$4.97/month

1 person x 12 months = \$59.64/ year

100 people = \$5,964

200 people = \$11,928

300 people = \$17,892

500 people = \$29,820

1000 people = \$59,640



#### **Paid Memberships**

2021-2022 Premium Membership







HOME / 2021-2022 PREMIUM MEMBERSHIP











# On Line Classes MADE EASY!

# PREMIUM MEMBER VIDEO PROJECT CLASSES

# **Membership Areas**

#### **Paid Memberships**

2021-2022 Premium Member Video Project Classes

HOME / 2021-2022 PREMIUM MEMBER VIDEO PROJECT CLASSES



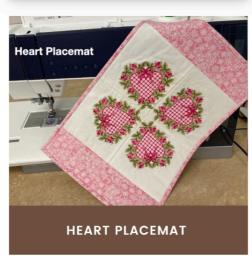






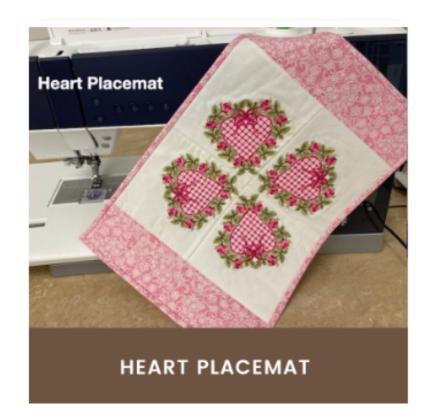








# OnLine Classes MADE FACTORION **EASY!**





Q HOME WELCOME TO THE SHOP Y MEMBERSHIPS Y

JENNY HASKINS WHISPERING WOODS RETREAT

MY ACCOUNT | CART / \$0.00 0

#### **Heart Placemat**

#### HOME / HEART PLACEMAT





To download these class files, click on the links below and then choose the location on your computer to save your information.

**Heart Placemat Class Video** 

**Binding Video** 

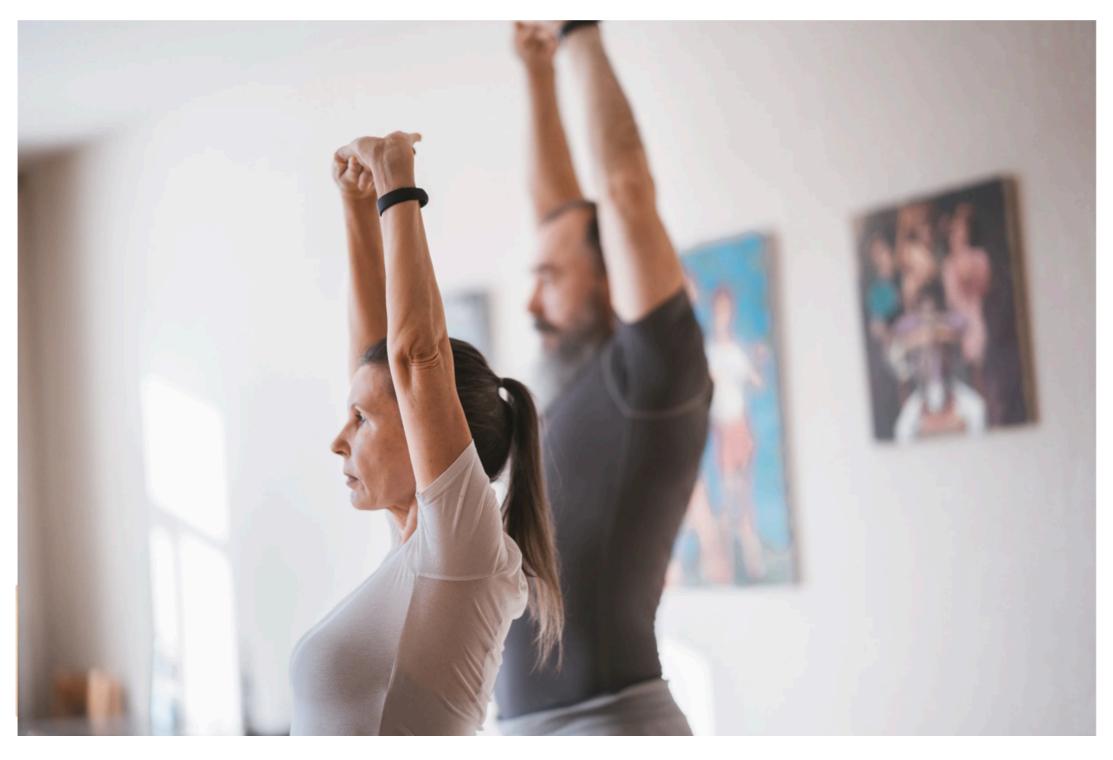
**Heart Placemat Class Designs** 

**Heart Placemat Class Instructions** 

Click here to download all files

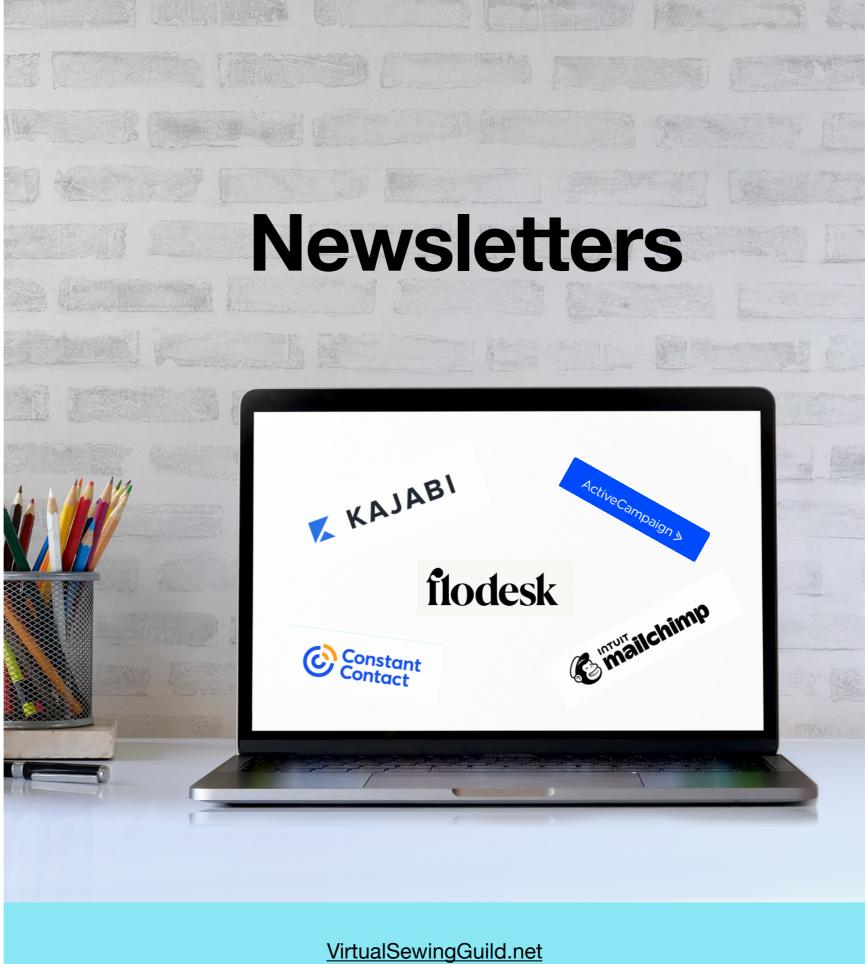


#### Time for a stretch



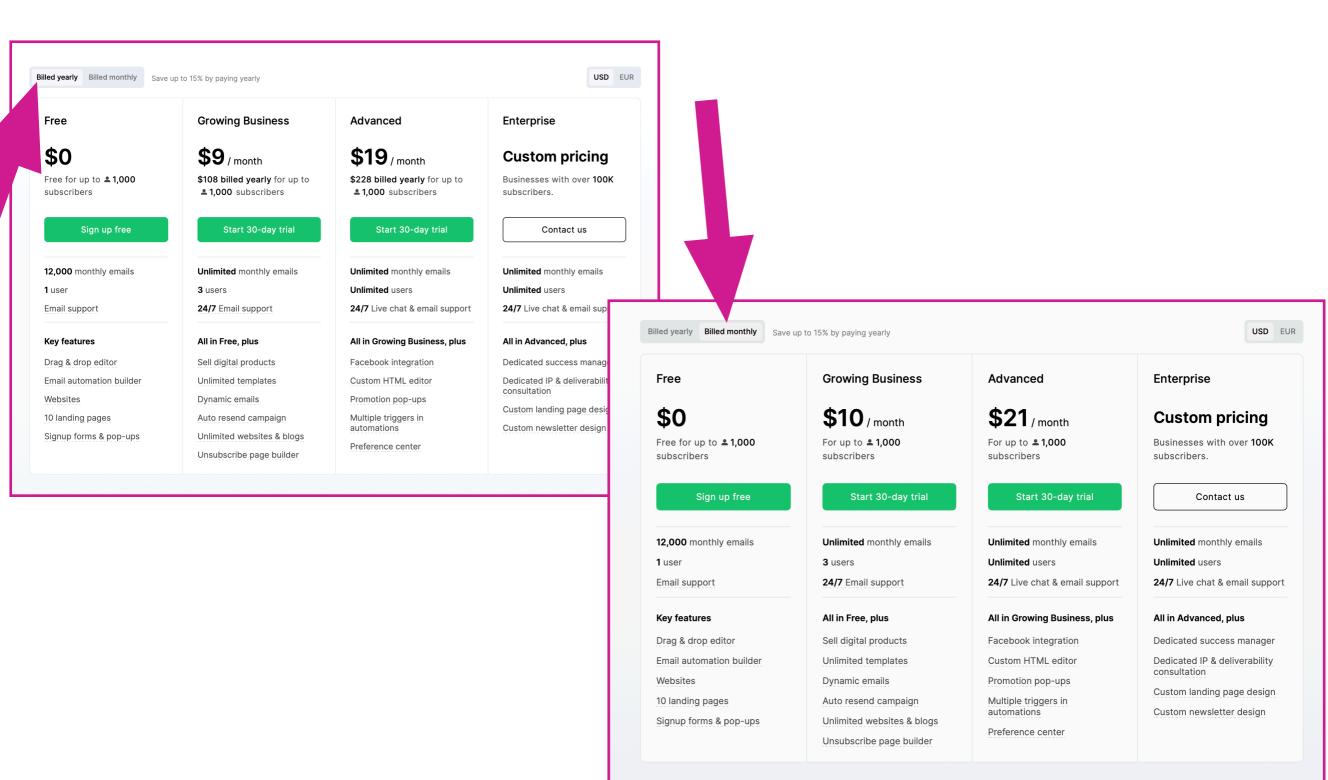
VirtualSewingGuild.net

OnLine Classes MADE **EASY!** 



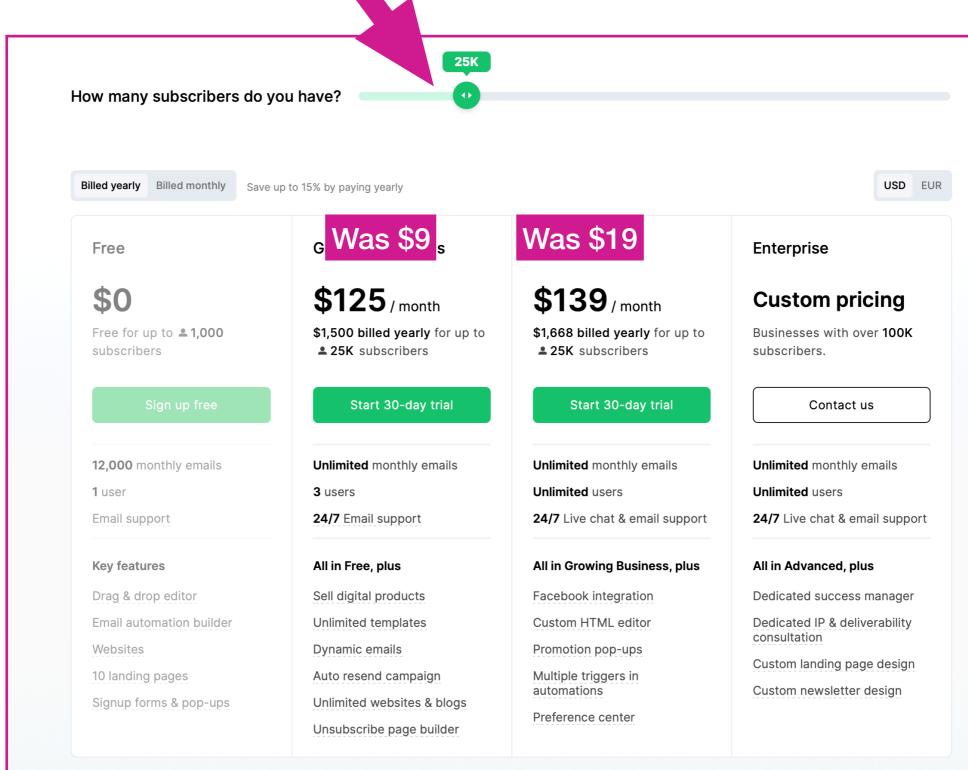


#### **Newsletters**





#### **Newsletters**



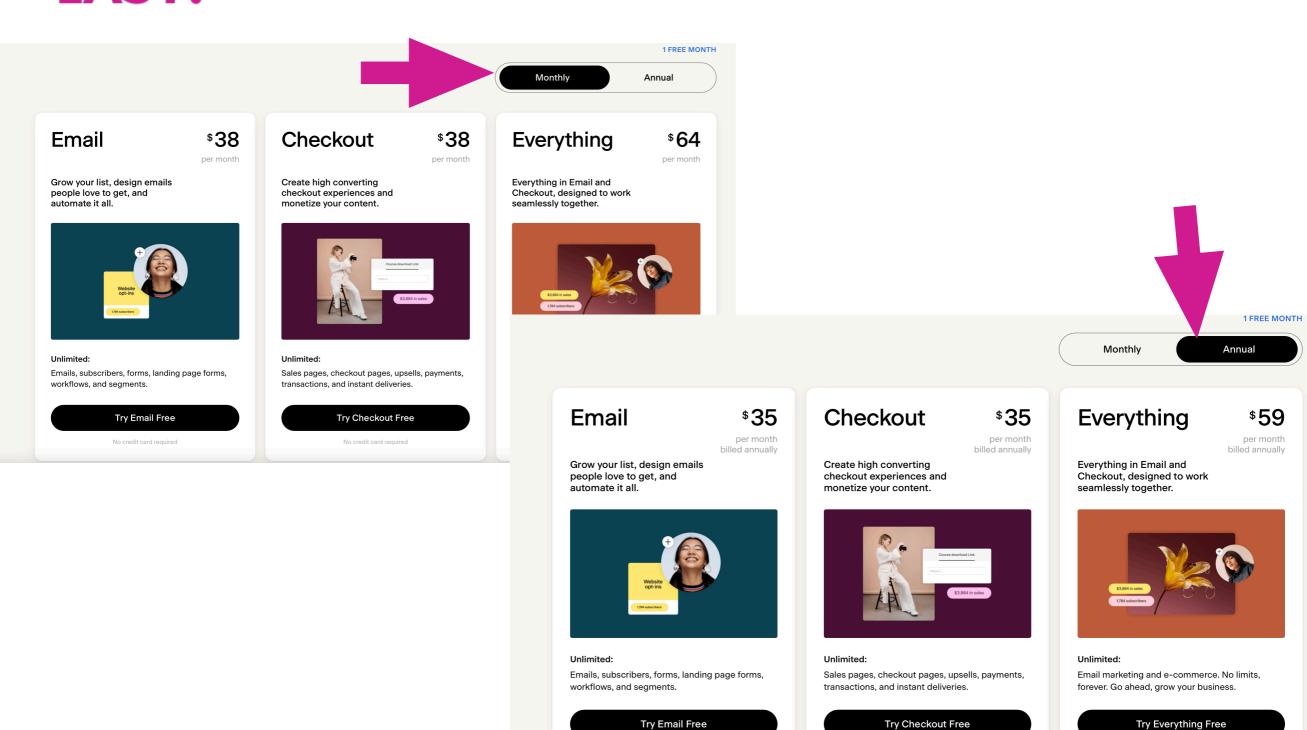


No credit card required

No credit card required

#### **Newsletters**

#### **FloDesk**



No credit card required



#### How to utilize your newsletters

- Create and Contact individual groups
- Auto Responders
- Reminder emails for webinars, sales, renewals etc.

<u>VirtualSewingGuild.net</u>



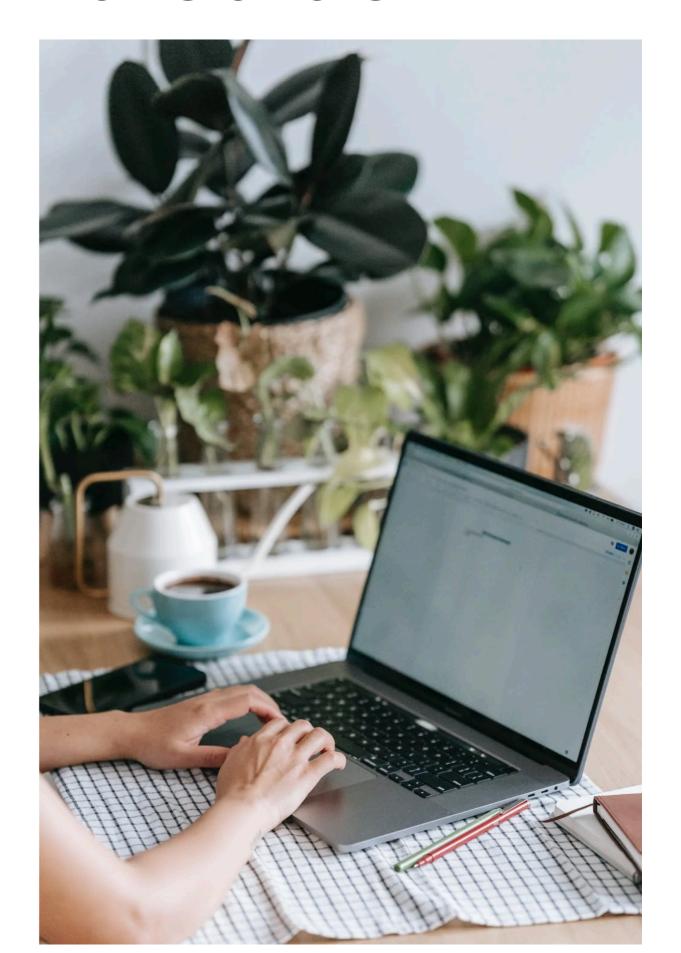
**Newsletters** 

# Create separate audiences or groups or list

Free Member
Monthly Subscription Members
2021-22 Premium Members
DIME Webinar Attendees
Heritage Quilt Members
2020-21 Premium Members



- Send an email to your monthly subscription members saying a new tip video and/or project has been added
- Send an email to everyone
   EXCEPT the monthly subscription
   members saying that a new tip
   video and/or project has been
   added





#### Nothing lasts forever...



The Gotta Have It Wallet Class will be going away on November 1st. This makes a FABULOUS Christmas gift!

If you haven't accessed this project yet, it is still available in your member's area, but only until the end of October!

#### To access this project:

- 1. Go to <a href="https://virtualsewingguild.net/shop/my-account/">https://virtualsewingguild.net/shop/my-account/</a>
- 2 Log in
- 3. Next, go to https://virtualsewingguild.net/shop/vsg-monthly-subscription/ (or on the menu bar Memberships →VSG Monthly Subscription)
- 4. Now you are ready to enjoy this month's content!



#### Nothing lasts forever...



The Gotta Have It Wallet Class will be going away on November 1st. This makes a FABULOUS Christmas gift!

If you're not a Monthly Subscription Member yet, join today and get this class in the member area, but it's only available until the end of October!

Click here to become a Monthly Subscription Member!

Please let me know if you have any questions or you need any help with anything!

Fniov!

Please let me know if you have any questions or you need any help with



**Automatic responders** 

# Create automatic newsletter responses

- When a customer makes a purchase send them a coupon code for their next purchase
- When someone joins the free membership (or any membership for that matter) send them a series of emails that contain good information, and then ask them to make a purchase (upgrade to monthly subscription, or premium member status)
- Collect birthdates and send birthday cards and a coupon code
- Anything you can think of to automate you should!



#### Inspiration!



Somethings just trigger memories and this dictionary is one of them.

As a kid when I asked "How do you spell......"

My dads answer was "Look it up in the dictionary"

Many years later, I came upon it.... the well used dictionary of my

The cover for the spine was completely gone and the corners ragged, however, I just couldn't part with it....It sparked beautiful memories.

"Jumbo ric rac" was created from fabric to cover the spine,

A beautiful flower and butterfly were stitched out as a free standing

appliqué.

A bit of time, glue and creativity were added, and now my beautiful dictionary sits proudly on a shelf!

# **Newsletters**

#### **Email Automated Sequence**

Dear ##SubscriberFirstName##

Inspiration!



Decorative stitches create a plaid background.

Wonderful appliqué embroideries embellish the corners.

Handles transform a picture frame into a tray!

How's that for creative!

From my sewing machine, to yours...Happy Creating!

Margaret

VirtualSewingGuild.net



It all starts with a free account. If you haven't created yours yet, click here.

(Having trouble with the link above, copy and paste this link into your browser.)

https://virtualsewingguild.net/join-us/create-your-free-account-now/

Dear ##SubscriberFirstName##

Inspiration!



We are so happy that you have joined us, we want to invite you to enjoy this great online Embroidered Candle Wrap class!

You'll get... Detailed video and written instructions Embroidery Design

All from the comfort of your own home!

Click here to access this class!

From my sewing machine, to yours...Happy Creating!

Margaret

VirtualSewingGuild.net



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#### **Email Automated Sequence**

- Immediately after joining- Welcome email
- 1 day after-have you joined our FB group? Give them the link to join
- 3 days after-Have you had a chance to look around in the free area? (Insert Picture of project) You can find this design in your free membership area. Be sure to post a picture in our FB group when you get yours made
- 6 days after-I love using the deco stitches on my machine, look how you can embellish the hem of your jeans (insert picture)
- 9 days after-There is a great video about how to clean your iron in the free membership area, if you haven't watched it yet, be sure to head to the site now (include directions and a link to the site)
- 12 days after- here is "secret link" for you to watch one of my favorite webinars! This webinar shares all my tips and tricks about stabilizer
- 14 days after-I hope you are enjoying all the great information from Virtual Sewing Guild. If you would like even more tips and tricks, be sure to become a monthly subscriber for only \$4.97/month. This membership includes.....
- Eventually move them into the general mailing list audience





Other Mics. Info

- You can personalize the email by inserting the name of the person you are talking to, this can be done anywhere in the newsletter, not just the beginning
- You can schedule emails in advance
- You can see all your stats, how many people it was sent to, how many opened it, how many clicked on a link
- Some systems allow you to send emails to anyone who hasn't opened an email...this varies from system to system
- Not every email will be delivered to every person. Sometimes the recipients email box is full, or there is a server problem. Some systems allow emails to bounce 3 times, or 5 times or 7 times and then they delete them. Some systems remove them right away, and some systems never remove them. Be sure to look at your numbers and make sure the emails are being delivered.



#### Don't Let Fear Stop You

- Take it one step at a time
- Get out of your comfort zone
- Go Further then you think you can
- Focus on and visualize what you want

<u>VirtualSewingGuild.net</u>

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