

PatternSpot.com

Downloadable Pattern Marketplace

We get you sewing

Designer FAQ

Frequently Asked Questions

Q Who are we and what is PatternSpot.com?

A We are C&T Publishing. We have been a leader in selling how-to quilting and soft craft books and products for more than 25 years. We recently launched our Stash Books line of books, and now we're excited to launch PatternSpot.com. PatternSpot.com is the online destination for everyone looking for quilting and sewing patterns. As a designer you can sell your patterns through the site. You upload your pattern, a description, and a photo and you set your own price. As customers purchase your patterns, we pay you monthly. For a small fee on uploaded patterns and a percentage of each pattern sale, we manage the site, facilitate the customer downloads, manage the designer payments, and provide marketing to drive customers to the site.

Q Will ePattern sales detract from my print pattern sales?

A We believe electronic pattern sales go hand-in-hand with print pattern sales and benefit your business in many ways. ePatterns can actually enhance print pattern sales. The first month of sales for our Quick & Easy Block Tool App for the iPhone were very successful due to our marketing efforts. These efforts positively impacted our printed tool, too—its average sales doubled in that same month! ePatterns appeal to a whole different audience who prefer to avoid shipping fees or who live in remote areas. If you wish, you can sell the pattern as both an ePattern and a printed pattern at the same time to appeal to all possible audiences. It takes a considerable amount of your energy and funds to manufacture and fulfill print pattern orders. By selling ePatterns, you can significantly expand your outreach and better leverage your resources at the same time. Furthermore, offering your new patterns as downloads first is also a great way to test how the market will respond before you invest more money in printing.

Q Am I allowed to upload and sell previously published patterns?

A Yes—as long as you personally own the rights to any of your previously published patterns (electronic or printed), you are welcome to also sell them as ePatterns on PatternSpot.com.

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Q How will the PatternSpot.com site be promoted?

A We will be advertising widely online, as well as in national quilting and sewing magazines. The site will be featured in our catalog, sales collateral, and at trade and consumer shows. We will be highlighting PatternSpot.com regularly on our heavily-trafficked blogs and website, as well as through all of our social media sites. Our blog badges and monthly e-newsletters to users will encourage viral marketing. We have the resources and established reputation to successfully market your patterns internationally to a very large audience of prospective shoppers, which is a wonderful benefit for all of our designers.

Q Who is your target audience of shoppers?

A PatternSpot.com is aimed at all types of quilters and craft and garment sewers, as well as mixed media and fiber artists. We plan to collect basic information from our shoppers to regularly share with our designers, so that you'll know more about our shoppers' interests as you develop new patterns.

Q How will you support the designers to help them succeed?

A We have an informative monthly Designer eNewsletter that will provide plenty of sales and marketing tips, articles about best practices for small businesses, and the latest news about the site and shopper feedback. We will also share techniques for writing and editing pattern instructions, taking good pictures, and more.

Q How will you deal with the possibility of piracy on ePatterns?

A As a security measure, your pattern file will be "stamped" in the margin of each page upon each sales transaction with the shopper's name, email, and order number. This type of customized watermark acts as a deterrent to shoppers' sharing patterns beyond the point of sale. However, piracy issues for downloadable patterns are no different than with printed patterns; crooks will be crooks no matter how they get the pattern. You may wish to set up your own Google Alerts to monitor any online activity of keywords within your pattern's title and description. Designers are solely responsible for handling any copyright infringements you may discover.

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Q What if bad patterns are uploaded (unappealing imagery, inaccurate instructions, etc.)?

A The Charter Members of our PatternSpot.com designers will set the quality standard for future designers who upload. We are extending private invitations to some of today's most talented designers to upload their patterns before the site launches. We will be very selective about which patterns are featured in rotation on the home page. The site's ranking system will allow shoppers to quickly and easily rate the patterns they have bought. The site's robust search engine gives shoppers the option to sort patterns by rank. While we are not editing uploads for content, if a pattern receives direct complaints or too many negative reviews, we may remove it from the site.

Q What is your return process and policy for shoppers?

A A shopper will have up to 7 calendar days after purchase to contact us if they are dissatisfied with a pattern. While ePatterns are not physically returnable, satisfaction will be guaranteed. The shopper's complaint will first be forwarded to the designer, who will have 48 hours to try to personally help the shopper with their issue. If there is no resolution in that timeframe, then we will give the shopper a full refund and deduct the related payment from the designer's account. Refunds will be tracked and limited per shopper to prevent abuse.

Q What if there is a problem with a download?

A We handle all technical problems with the site and downloads.

Q Will you provide any editing, technical or otherwise on patterns posted?

A We will not provide any editing to the patterns posted.

Q Will you be able to post my company logo?

A You may include your company logo, and any other contact or company information that you wish, on your pattern pdf.

Q Will patterns be translated into different languages for overseas buyers?

A Patterns will not be translated or in any way edited.

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Q If an error is found in a pattern, how will a correction be made?

A You are responsible for all editing and corrections. You would just need to remove your pattern, correct it, and re-upload it. If we are notified of any errors in the pattern, we will forward the notification on to you.