

# Cricket Club

## A Guide for Shops

All you need to know to  
start a Cricket Club in your shop

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## What is The Cricket Club?

Think knit night or spin in. These **social groups have become wildly popular because crafters love to gather together** to share common interests, learn new things, and be part of a group. By designating a time when customers can bring their looms to weave together, you can create a weaving community in your shop.

## Why We're Promoting It

Because of its friendly design and cost, **the Cricket Loom is the easiest entrée into the world of weaving.** It's so simple to weave on the Cricket Loom. It is really truly getting people weaving.

Our in-store Cricket Club is an offshoot of the Cricket Club we started on Ravelry a few years ago. We've found that it encourages new weavers to keep weaving! We are confident it'll do the same for you.

## How We're Supporting It

**This guide tells you how to launch your own Cricket Club.** We hope this booklet will give you the confidence to proceed. You'll also find support materials for the Cricket Club on our dealer-only page on our website, [www.schachtspindle.com/dealerinfo.html](http://www.schachtspindle.com/dealerinfo.html). We'll periodically generate "givies" (our handouts of helpful hints for new weavers) for you to hand out to your club members. These can be printed out from the website. Also, we are super knowledgeable about weaving and hope you'll feel free to call us for technical or inspirational support.

## Getting Started

First, you'll need a club leader. We like to think of this leader as a kind of coach—**someone who provides enthusiastic encouragement, knowledgeable guidance, and brings out the best in people.**

### A Cricket Coach Should Be...

**Enthusiastic.** Your coach should be excited about weaving, the Cricket Loom, and the new weaver. Nothing is more infectious than enthusiasm.

**Welcoming.** Joining a new group—especially for newbies— can be intimidating.

**Knowledgeable.** The coach doesn't have to be an expert weaver, but should know enough to be confident in problem solving.

**Fun. We can't overemphasize the value of fun.**

**Encouraging.** Celebrate success. Everyone feels good when their achievements are acknowledged.

**Comfortable selling.** Make sure your coach lets the club know about discounts, sales, and promotes your classes and special events.

## Creating a Successful Club

Creating a club that gels leads to a successful long-lasting group. Here are ideas that work.

1. Set a regular meeting time, whether it's once a month or once a week.
2. Make the rules. You can do this with grace and good humor.
3. Introductions. Start with the first meeting and continue as new members join. To keep it lively, pose a question each time, such as where they learned to weave, or their best weaving success.
4. Create community. We just can't stress enough how important it is to warmly welcome each person.
5. Refreshments. Even if it's just a pot of coffee and hot water for tea, offering refreshments is a welcoming gesture.
6. Allow for chat. Provide enough time during your club meetings for people to mingle.
7. **Add value to each meeting by giving a brief mini lesson or tip.** The demo need only take a few minutes, but it's the golden nugget that enhances their club experience.

## Pass It On: Promoting Your Cricket Club

Announce your Cricket Club in your shop newsletter (see our press release on our website).

Display your “Cricket Club Meets Here” decal in your shop window.

Display the Cricket Club poster at your register (suggested content on the back page of this booklet; the template is on our website).

Put up flyers in your library, coffee shop, gym, or community center.

Send a press release of the launch to your local media: newspaper, on-line news, radio, local fiber arts groups.

Encourage club members to bring new attendees.

Announce your Cricket Club at your local guild meeting.

Keep a Cricket Club bulletin board with meeting times, topics, photos and testimonials.

### **Don't forget the new media:**

Feature the Cricket Club logo on your website.

Write up the Cricket Club and post it on your blog. Include a photo of the Cricket Loom and the Cricket Club logo.

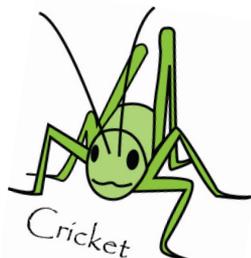
Post Cricket Club news and announcements on your shop's Facebook page with meeting times, topics, photos and testimonials.

Tweet Cricket Club happenings.

Pin images on Pinterest of your club members and projects.

Start a Meetup page for your Cricket Club on Meetup.com with your store as the meeting place. (Some fees apply.)

**Promote our resources for ideas and product updates: [Schacht Spindle blog](#) and [web newsletter](#), [Youtube channel](#), [Facebook](#) and [Pinterest](#) pages.**



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## Ideas for Club Activities and Mini Coaching Sessions

**Contests**—a great way to get people involved. A deadline motivates like nothing else.

**Charity weaving**—create a simple scarf design with yarns you stock in the store and have your club members weave scarves for the homeless shelter.

**Guest speaker**—invite a Cricket Club member or someone on your shop staff to share a special technique.

**Coaching sessions**—announce what you'll be presenting ahead of time. Though it makes sense to begin at the beginning with warping, try not to think of these sessions as Weaving 101, broken down into subsections. Your Cricket Club is a play date. Try to keep it light.

For more ideas, visit our website. Our newsletter and blog feature many projects for rigid heddle looms.

## Generating Sales: Make Sure Your Club Is Working For You

1. Always point out the features of the equipment you are using. What you like is what sells.
2. **If you mention it, stock it.**
3. Promote your classes and events during club meetings.
4. Share what's new in the shop. So the newest cross stitch pattern has nothing to do with weaving, it still might inspire a sale.

## Stock It: If You Have It They Will Buy It

Year after year we've learned the importance of merchandise in the store. Here's the reason: if you're going to bring people into your shop for a specific reason, you want to have those items in stock so that they can buy them. Let's face it, **the reason you're establishing a club is to bring people into your shop.** If you are doing your job of creating buzz, the worst thing you can do is have your enthusiastic club members leave empty handed.

## Products to Stock

**Cricket Loom** on a **Cricket Floor Stand** The Cricket Loom comes with everything you need to weave—including two balls of yarn. Available in 10" and 15" weaving widths.

**Cricket Table Display Stand** nicely shows off the Cricket on a table. (\$30).

**Flip Loom** on a **Trestle Stand** with a **Flip Trap**; available in 15", 20" and 25" weaving widths. The 25" is our best seller.

**Reeds** a general rule of thumb: 5=bulky; 8=worsted; 10=sport; 12=fingering.

**Variable Dent Reeds** let you change dents to accommodate different yarn thicknesses in one warp; available in 10", 15", 20", and 25" weaving widths.

**Pick-Up Sticks and Stick Shuttles** come in a wide variety of sizes. The Cricket Pick-Up Stick fits perfectly between the sides of the loom.

**Flip and the Cricket Loom Bags** make it simple to carry looms to and fro.

**Warping Boards** our 4½ yard warping board is compact and versatile.

**A good selection of books and DVDs** is very helpful. We can't help recommending these. (Full disclosure: Jane is the Schacht Creative Director, and Liz and Stephanie are Schacht alumni. )

## Resources and Inspiration

*Woven Scarves* by Jane Patrick and Stephanie Flynn-Sokolov (Interweave, 2014). Introduces weavers to a broad range of techniques with smashing results.

*Weaving Made Easy Revised and Updated* by Liz Gipson (Interweave, 2014). Weaving for beginners who know nothing and want to know everything.

*Slots and Holes: Three Ways to Warp Your Rigid Heddle Loom* with Liz Gipson (DVD, Interweave, 2011). The title says it all.

*Life After Warping* with Liz Gipson (DVD, Interweave, 2013). How to weave, once you get your loom warped (sequel to *Slot and Holes*).

*The Weaver's Idea Book* by Jane Patrick (Interweave, 2010). See what's possible on the rigid heddle loom. Each chapter could be the basis for a class.

*Weaving on a Rigid Heddle Loom* with Jane Patrick (DVD, Interweave, 2011). Companion DVD to *The Weaver's Idea Book*, includes warping, pick-up, and using two heddles.

*Simple Woven Garments* by Sara Goldenberg and Jane Patrick (Interweave, 2015). Patterns and ideas for creating garments using the rigid heddle loom.

*Yarnworker.com* is Liz Gipson's website devoted to rigid heddle know-how and inspiration

# Come Weave with Us

*Join our Cricket Club!*

shop name:

address:

time, date, and day:

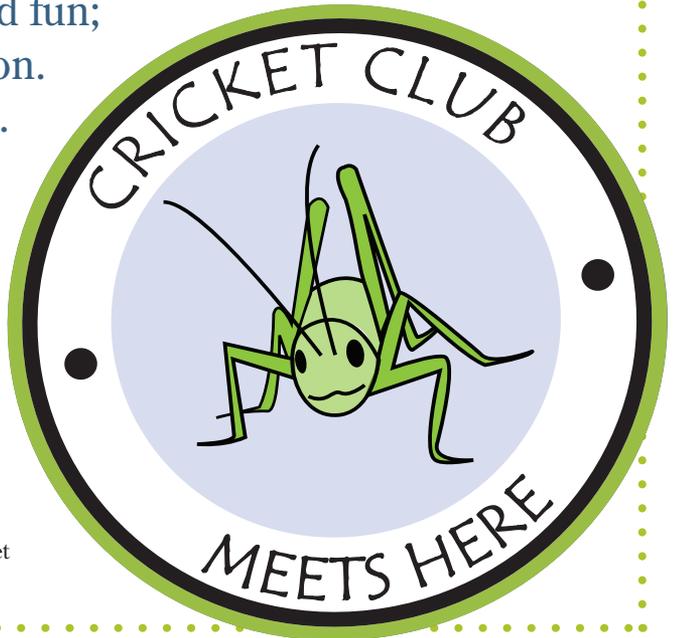
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Bring your loom and come weave  
with your fellow weaving enthusiasts.

Inspiration and fun;

free mini lesson.

Refreshments.



Schacht Spindle Co., maker  
of the Cricket Loom, is a  
proud sponsor of the Cricket  
Club. [schachtspindle.com](http://schachtspindle.com)