

Who You Gonna Call?

Working With Fiberarts Teachers

WHAT ARE YOUR GOALS IN PROVIDING FIBER ARTS EDUCATION?

- Increase sales/make money
- Highlight new products
- Gain credibility
- Create excitement
- Empower customers
- Build community

FINDING LOCAL TEACHERS

- Employees
- Word of mouth
- Craft Yarn Council Certified Instructors Program
- Arts and crafts shows
- Customers

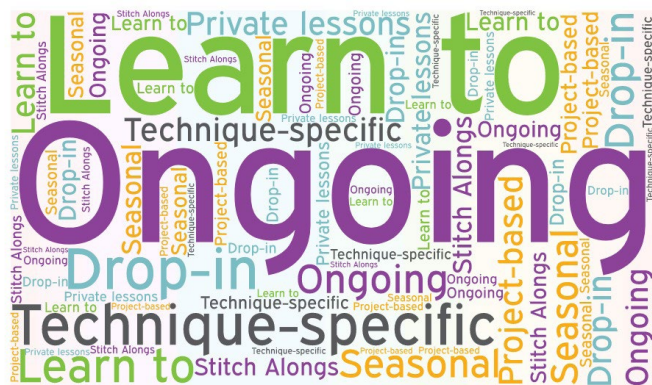
QUESTIONS TO ASK POTENTIAL LOCAL/REGIONAL TEACHERS

- What is their teaching experience in general? For this particular class?
- Can they provide teaching references?
- Have they taught in a group situation?
- How many students do they feel comfortable handling at once?
- Are they willing to work on a probationary basis?

BENEFITS OF LOCAL-TEACHER CLASSES

- Bring in new customers with learn-to classes
- Maintain existing customers by giving them something to come back for
- Create a loyal community
- Empower customers
- Encourage curiosity
- Promote/sell products
- Cross-sell
- Adapt/respond to customer needs

TYPES OF CLASSES-LOCAL TEACHERS



EVENTS FOR NATIONAL TEACHERS

- One-teacher workshops
- Multi-teacher events
- Destination events/retreats
- Large events

BENEFITS OF NATIONAL TEACHER EVENTS

- Enhance store reputation
- Exposure to wider audience
- Possible ability to handle larger classes
- Add-ons like book signings

FINDING NATIONAL TEACHERS

- Word of mouth
- Class schedules of large events in your field
- Authors, Designers
- Online: Blueprint/Craftsy, Creativebug, YouTube, etc.

HAVE QUESTIONS ABOUT HIRING TEACHERS?

SEND ME AN EMAIL AT EDIE@EDIEECKMAN.COM.



Edie Eckman

APPROACHING POTENTIAL NATIONAL TEACHERS

- Check their website.
- Ask for prospectus of classes and teaching terms.
- Ask about specific dates/months if possible.
- Do they have A/V needs?
- What are class size limits?
- Can they provide promotional materials?
- Do they require a deposit?
- Do they have product that they'd like to sell?
- Are they willing to do extra-curricular events, like a Meet & Greet? What would that cost?
- If you aren't sure about their qualifications: Where and how recently have they taught? Can they provide references?

CLASS POLICIES

Have class policies established, written and posted before registration opens. The policies may be slightly different for special events for out-of-town teachers.

- When is the class fee payable? Require pre-payment for national teachers.
- When does registration close? May need to be earlier for national teachers.
- What is the class minimum/maximum? What happens if minimum is not met?
- Under what conditions are refunds made? Are partial refunds given?
- Can someone attend in place of the registered person?
- Are non-attendees entitled to class materials?
- Are make-up sessions allowed?
- Are walk-ins allowed?
- Is there a waiting list? If so, how does it work?

CONTRACT TERMS

Have a written contract for all teachers! The following is not legal advice.

- If teacher is an employee, is teaching part of the job or are they paid separately? Understand the laws regarding independent contractors
- If teacher is also an employee, who owns the class samples and handouts?
- How are you going to charge: Per Day? Per Hour? Per Class? Per Student?
- What happens if class minimum is not met?
- Who prints class handouts?
- What expenses are covered, if any? (plane/train fare, baggage fees, parking, ground transportation, mileage at IRS rate, lodging)
- What are the lodging arrangements for out-of-town teachers?
- Are meal expenses covered? Per diem or actual costs?
- Is there a deposit?
- What is the cancellation policy if cancelled by event planner? If cancelled by teacher?

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www.edieeckman.com

LOGISTICS

- Hold class away from main sales floor if at all possible.
- Provide a chair, table space and adequate lighting for each student.
- Make sure teacher can easily move around to reach each student.
- Ensure other environmental comforts.
- Provide water, simple snacks, and a clean restroom.
- Arrange for easy lunch options, if applicable.
- Provide A/V as needed.
- Don't expect teachers to wait on customers.
- Check that you have adequate inventory of class supplies.
- Order books/kits as needed.
- Make a marketing plan.
- Arrange transportation, lodging and meals for out-of-town teachers.

MARKETING

- Publicize the class in social media, your newsletter, your website, and with signage in shop.
- Include photos and teacher bio.
- Have actual class samples available in shop, if possible.
- Include details on all promotional materials: date/times/location; how to register (email/online/phone/in person).
- Ask teachers for marketing materials: Class samples, class description and photo(s), head shot, books or other products to promote.
- Try to get local interest story in local media.

TEACHER RESPONSIBILITIES

- Provide promotional materials.
- Suggest prerequisite skills required.
- Provide homework and list of supplies.
- Bring class handouts or make them available to host for printing in advance of class.
- Show up early and be ready to teach.
- Act professionally

EVENT PLANNER RESPONSIBILITIES

- Provide adequate classroom space.
- Provide markers/white board, etc..
- Provide screen/projector/AV as required.
- Ensure students are informed about homework/prerequisites-Have them read [20 Tips to Make the Most of Your Next Knitting or Crochet Class](#).
- Print class handouts, if applicable.
- Promote class to ensure adequate attendance.
- Keep teacher informed of registration numbers; notify teacher asap of need to cancel class.
- Consider doing on-site, after-class surveys to get immediate feedback from students.

AFFILIATE LINKS

Check out Edie's teaching style online at [Blueprint.com](#) and at [Creativebug.com](#) (includes some free classes).

For teaching tips, check out [How to Teach It](#), a Blueprint/Craftsy class with Gwen Bortner.

A version of this talk is available in [TNNA's Building Better Business Webinar Series](#).