

PATTERN RELEASE CHECKLIST

PATTERN: _____

IN ADVANCE

CREATE PROMO GRAPHICS

- ▶ Square photos + collages for social media
- ▶ Pinterest-sized graphic
- ▶ Etsy listing graphic
- ▶ Ravelry banner ads (regular & promo, if applicable)

SET UP RAVELRY PROJECT PAGE

- ▶ Add photos
- ▶ Add needle & gauge info
- ▶ Link to yarn
- ▶ Make public

PREPARE BLOG MATERIALS

- ▶ Write blog post announcing the pattern release (including promo info) and save it as a draft
- ▶ Take note of the blog post URL if including it on the Ravelry pattern page

PREPARE PATTERN IN RAVELRY PRO

- ▶ Designs > Draft a new pattern > Fill in all in info (include promo info in Notes, if applicable)
- ▶ Upload Ravelry banner ad graphic(s) to Ravelry Pro (+ make inactive)
- ▶ Create promotions in Ravelry Pro, if applicable (make sure they are either inactive or scheduled)

PREPARE EMAIL

- ▶ Create draft email for mailing list (include time-sensitive promo info)
- ▶ Send email to editor for review
- ▶ Incorporate any changes

PREPARE SOCIAL MEDIA POSTS

- ▶ Prepare and schedule social media posts for the week leading up to release
 - ▶ Include newsletter signup link and inform followers they can sign up to receive a special subscriber discount when pattern is published
- ▶ Draft social media posts for release day (and rest of promo period, if applicable) w/mentions to the yarn company and/or LYS (do not schedule these until the pattern has been published/links updated!)

OTHER

- ▶ Create Patternfish info page, if applicable

ON PATTERN RELEASE DAY

PUBLISH PATTERN ON RAVELRY + BLOG

- ▶ Publish pattern page in Ravelry Pro
- ▶ Add PDF to pattern and activate listing
- ▶ Change In-Store Sales to "Enabled", if desired
- ▶ Copy "Buy Now" button code to blog post
- ▶ Copy pattern link to:
 - ▶ Blog post and social media post drafts (these can now be scheduled to post automatically where possible)
 - ▶ Mailing list email (if not generating unique single-use codes, this can be scheduled/sent now, otherwise save as draft)
- ▶ Add pattern to promotion(s) in Ravelry Pro
- ▶ Activate promotions
- ▶ Link personal project(s) to pattern page
- ▶ Add pattern to appropriate bundles on designer page

EMAIL INTERESTED PARTIES

- ▶ Send email to testers asking them to link their project pages to the pattern
 - ▶ Set a reminder to check for linked projects and gift the pattern to the testers who have linked up
- ▶ Send email to mailing list (if using MailChimp and generating unique single-use codes, [click here](#) for info on generating them + getting them into the list before sending)
- ▶ Email LYS if yarn was purchased OR yarn company if given yarn support (include photos and/or link to pattern)

PROMOTE ON RAVELRY

- ▶ Share project with groups
 - ▶ Own Ravelry group, if applicable
 - ▶ Designers
 - ▶ Budding Designers
 - ▶ The Testing Pool (if used)
 - ▶ Open for Testing (if used)
 - ▶ Yarn company
 - ▶ If yarn support, share the yarn too
 - ▶ LYS if yarn was purchased
 - ▶ Any other relevant groups (i.e. regional)



groups, groups specific to the type of pattern, etc.)

- ▶ Link the blog post just created to the project and yarn
- ▶ Announce the design in own Ravelry group
- ▶ Announce the design in three threads (as long as the groups permit promotional cross-posting!) and add reminders to announce it in the others over the next couple of days:
 - ▶ Designers
 - ▶ Budding designers
 - ▶ One Big 6 group
 - ▶ The Testing Pool (if used)
 - ▶ Open for Testing (if used)
 - ▶ Other relevant groups that permit promotional cross-posting
- ▶ Update custom link for ad in Ravelry Pro
- ▶ Activate ad in Ravelry Pro

PROMOTE ON SOCIAL MEDIA

- ▶ IG: Update link in profile + post photo
- ▶ Facebook: Share the post/pattern to any relevant FB groups that don't have rules re: what day/thread to post on (tag own page when sharing to groups so people can find it if the post gets shared)
- ▶ Share post from business page to personal FB page
- ▶ Any other prepared posts that could not be scheduled to post automatically

SCHEDULE FUTURE PROMO

- ▶ Facebook: Add a reminder to post in promo threads when permitted (many groups only have certain days when promo is allowed) (tag own page when sharing to groups so people can find it if the post gets shared)
- ▶ Draft/schedule additional promo/reminder posts throughout the promo period, if applicable

LIST PATTERN FOR SALE ON OTHER SITES AS APPLICABLE

- ▶ Etsy (Etsy photo)
- ▶ Craft Foxes (Etsy photo)
- ▶ Kollabora (square photo)
- ▶ Love Knitting (square photo)
- ▶ Patternfish

OTHER

- ▶ If a KAL, list in Ravelry's KAL Fanatics group in the appropriate thread(s)
- ▶ Add reminder(s) to remove/strikeout time-sensitive promo info when coupon code expires:
 - ▶ Ravelry pattern page
 - ▶ Ravelry ad (if it contains time-sensitive promo information)
 - ▶ IG profile
 - ▶ Social media/blog posts