



# NEWS

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**A RESOURCE FOR THE FRIENDS & PARTNERS OF LIBERTY JANE CLOTHING**

## Add Pattern Making To Your Online Income

Part of the challenge of sewing and selling doll clothes is that it is not a "scale-able" business model without hiring seamstresses (either locally or abroad) to help you sew more items. Therefore your opportunity to scale your small business to a six-figure level can be very challenging.

At Liberty Jane Clothing we started sewing doll clothes and auctioning them on eBay in 2008, (we still do). But in 2009 Cinnamon got totally burned out. She was sewing until midnight (more often than we'd like to admit) and we had reached the limit of that business model. Frustrated and depressed, we started to explore different options.

### Why Pattern Publishing?

During the summer of 2009 we struggled with what to do. Should we expand by offering our patterns as digital downloads?

Although we worried that publishing our original designs would create lots of competition and destroy our ability to sell our items for good prices, we decided to take the leap forward and begin publishing patterns online. Why?

The primary reason pattern selling is an appealing option is because digital patterns are a "digital good" instead of a "physical good". And the beauty of digital goods is their ability to be downloaded over and over. Your original work can be sold for years-to-come.

### Create Revenue Generating Assets

When you create a digital pattern and publish it online you are making a revenue-generating asset (or RGA) for your business. These assets are similar to making a Kindle eBook or an original song. The income from RGAs comes to you over months or years. The more RGAs you create the more your revenue adds up.

### They Work Even When You Don't

Another benefit of creating RGAs is that you can take a vacation - and the RGA keeps working hard. One problem with

making hand-made items and then selling them is that when you stop making - you stop earning. So an RGA allows you to keep getting income long after you've done the work.



### Why Are We Telling You This?

In September of 2009 we started selling our own patterns online. Then we began publishing patterns for other doll clothes designers too. Our idea was simple - instead of competing against each other on sites like Etsy and eBay, why not make our own site - dedicated to providing an amazing experience to both buyers and sellers.

Now our site [www.pixiefaire.com](http://www.pixiefaire.com) is the #1 destination online for doll clothes patterns. Since we started we've had over 400,000 patterns downloaded. In March of 2014 alone we had over 19,000 patterns downloaded - and we're just getting started.

### Collaboration Instead Of Competition

Today 34 Pattern Designers publish together on Pixie Faire - and our goal is to work with 100 pattern designers by the end of this year.

We believe that if we all work together we can create a destination site for doll clothing pattern buyers and sellers. Pixie Faire is a site that offers a true win-win for both groups.

### How Is It Different Than Etsy or eBay?

You might be wondering, *why not just publish on Etsy?* The reason simple - there is a very tiny percentage of Etsy (or eBay) buyers that are interested in doll

clothes patterns - it just isn't the primary focus of those sites. But at Pixie Faire we are dedicated to publishing top quality doll clothing patterns. It is our passion.

### What's It Take To Be Successful?

If you enjoy making original doll clothing designs - and can make pattern pieces from your work - then you can do this. We work with designers at all levels to help them find success. If you have original designs, but the technical aspects of creating a pattern are overwhelming, then we're ready to assist you.

If you operate in another niche or industry - outside the doll-clothing niche - then consider finding ways to add RGAs to your online business.

### Not Ready Yet?

If you love this idea, but don't feel you're ready to design original outfits, consider enrolling in our next Design Academy. In the last session many of the students were excited about becoming a pattern designer - now they're doing it! You can get on the "early-bird" info list by taking the time to [sign up here](http://www.libertyjaneclothing.com/liberty-jane-design-academy). (<http://www.libertyjaneclothing.com/liberty-jane-design-academy>).

### How To Take The Next Step

If you'd like to take advantage of this opportunity to add an additional income stream to your business, then simply contact us at - [support@pixiefaire.com](mailto:support@pixiefaire.com). We're happy to get you the basic details and explain how it works.

### Has Pattern Publishing Hurt Auctions?

You might be wondering if publishing patterns has hurt our eBay business? Nope! It is just the opposite.

### Do You Have A Question?

This newsletter is written for you! We'd love to write about a topic of your choosing - so feel free to submit a question today. [Submit it here](#). We are honored to partner with you!

Jason & Cinnamon