

Phase 1

WHEN MAKING THE PATTERN

1. Note the info on yarn in detail
2. Note the stitches you used
3. Note the hook used
4. SWATCH!
5. Write the pattern as you go
6. Think of a pattern name
7. Take photos as you go along
8. Start promo on social media

Phase 2

WHEN PATTERN DONE

1. Photo session
2. Initial instructions
3. Find testers
4. Write a pattern chart
5. Make video instructions
6. Start the promo

Phase 3

RELEASE THE PATTERN

1. PDF of the pattern
2. Make good posters
3. Promote v.1!
4. Make the listings
5. Promo v.2!