

BISQUE IMPORTS
exists

TO MAKE OUR
* customers,
company,
AND industry *

SUCCESSFUL

through

determination
and CREATIVITY
and PASSION

CATALOG MARKETING GUIDE
2014

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Welcome

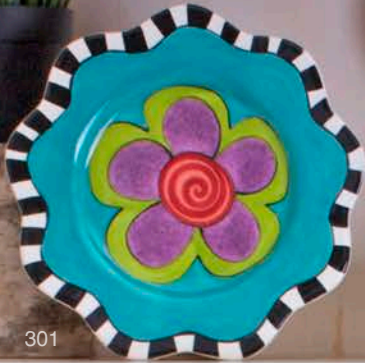
Welcome to our first ever Catalog Marketing Guide! The 2013-2014 year has been instrumental for our company. We've worked harder than ever to improve our services and offerings to better serve you. A large part of this mission was to improve our catalog beyond what you've come to expect from Bisque Imports. By now we hope you've browsed our new catalog, whether in person or online. It is our sincere hope that you've been inspired by the vast amount of new projects and shapes you've seen.

But as you know, the story doesn't end there. In fact, there's a lot more that goes into selling shapes and marketing your studio than pretty samples. That's exactly why we've created the Catalog Marketing Guide. This guide is intended to work as the ultimate marketing and sales supplement to all the wonderful products we offer. In the following pages, you'll find complete lists of the glazes and products used in our chapter displays, templates to recreate samples yourself, and pages full of marketing and sales tips to boost your business.

Chances are you decided to open your business because there was something about owning a studio that appealed to you. And whether you knew to expect it, or you realized it quickly afterward--owning a studio is hard work! That's why it's so important to find processes and support that make your life easier, not harder. This is exactly why Bisque Imports works so hard to support you with industry leading design ideas, business support, and marketing advice.

We hope you enjoy this guide. As always, we'd love to hear from you! We exist to support your business and make your life easier. If there's ever anything we can do to be better for you, we hope you'll let us know. Let's make this the best year ever!

Sincerely, The BI Crew



301



312



305

Show off
those curves!



303



307



302



Flower
Power!

304





The power of pairings

Let's Talk About Collections

Picture this: you are about to move in to your new apartment and it's time to go shopping! You need everything from bedding to furniture to dinnerware. You grab your best friend and hit the stores--you've got a lot of shopping decisions to make!

As soon as you get to your favorite store, a brightly colored set of dinnerware catches your eye. As you get closer, you realize that set comes complete with plates, bowls, and beautiful serving pieces. You have died and gone to dinnerware heaven! You don't even know where to start. One thing's for sure: you want the entire set. Nevermind the fact that your dining room only seats four; you're going to get enough to serve an army because you simply must have it all!

That's some pretty incredible marketing and visual merchandising, don't you think? Guess what--that's what the creative and merchandising team at large retail stores are hired to do. It's their job to get you to fall hook, line and sinker into buying the entire collection. Wouldn't you love to create this experience for your customers in your PYOP studio? We've got good news: you can make that happen!

As you browse our website or flip through the latest catalog you will find so many things you want to buy. You place your order and are so excited to unpack the bisque and put it on the shelf. A few weeks go by and you wonder why no one has painted your favorite new dinnerware collection.

You may begin to wonder: what am I doing wrong? The truth is that many times pieces are just unpacked and put on the shelf to collect dust. When a customer passes these great new shapes on your shelf, they have a hard time seeing the beauty of the piece or the possibilities. It's time to create some excitement and bring your bisque to life!

You can do this in a few different ways. One of the most effective merchandising tactics is to display the pieces in a realistic way. If you display the collection like you would in your dining room, you'll get customers thinking about how they can take the set home to their space. Short on space?

No problem! Create a display using the space you have. Even if you only have room to show off one place setting, display as many pieces as you can to truly set the scene. Don't forget about props! Think napkins, utensils, and more to complete the story you're telling with your display. Remember: the easier you make it to imagine the pieces in a real home, the more likely your customers will want to take them home for themselves!



Enhance your creative displays using height as a focal point and creating a pyramid. Try to imagine yourself adding energy and life to your display. A great display screams, "look at me!" better than any sign or sales associate could do. For example: a table setting may look a little different in your store than it would on a real dining table. You may prop one bowl on its side, lift a dinner plate off its charger, or display a bread plate on a plate stand. Why? Let's think back to the original problem. Pieces left on a shelf don't always grab your attention. The same is true in a display: grab attention with clever positioning.

Let's take it a step further. You've got a great display, now let's paint some samples to get those pieces flying out of your door! Try to incorporate complementary designs into your display to truly catch attention. Rather than painting each sample in the exact same way--think of colors and patterns that complement each other. You may choose one piece to be the focal point with an eye-catching design or phrase. Use current trends (check out our trend spotting article!) as inspiration for the design you will create on your collections. Your customers will be oohing and aahing over how beautiful the collection is and want to paint (buy) the whole collection.

People like to be inspired when they walk in to a PYOP studio. Taking the time to create a "wow" display is key. You--yep, you!--can be the creative force behind your business driving sales. All you need is a little creativity and commitment.



#301 Curvy Salad Plate



Materials

AS549 Mask 'n Peel
CN061-8 Light Salsa
CN181-8 Light Kiwi
CN253-8 Dark Black
CN302-8 Bright Caribbean
SG595-0 Soft Grip Gold
SH508-4 Ruby
SH511-4 Amethyst
Taklon Script Liner

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil or Thin Permanent
Marker
Ruler
Small Pin
Water



#302 Curvy Dinner Plate

Materials

AS549 Mask 'n Peel
CN061-8 Light Salsa
CN253-8 Dark Black
CN302-8 Bright Caribbean
SG595-0 Soft Grip Gold
SH508-4 Ruby
SH511-4 Amethyst
Taklon Script Liner

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil or Thin Permanent
Marker
Ruler
Small Pin
Water

#303 Curvy Charger Plate



Materials

AS549 Mask 'n Peel
CN061-8 Light Salsa
CN181-8 Light Kiwi
CN253-8 Dark Black
CN302-8 Bright Caribbean
SG595-0 Soft Grip Gold
SH508-4 Ruby
SH511-4 Amethyst
Taklon Script Liner

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil or Thin Permanent
Marker
Ruler
Small Pin
Water



#304 Curvy Cake Plate + Stand

Materials

AS549 Mask 'n Peel
CN061-8 Light Salsa
CN253-8 Dark Black
CN302-8 Bright Caribbean
SG595-0 Soft Grip Gold
SH508-4 Ruby
SH511-4 Amethyst
Taklon Script Liner

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil or Thin Permanent
Marker
Ruler
Small Pin
Water



#307 Curvy Sundae Bowl



Materials

- CN061-8 Light Salsa
- CN181-8 Light Kiwi
- CN253-8 Dark Black
- CN302-8 Bright Caribbean
- SG595-0 Soft Grip Gold
- SH508-4 Ruby
- SH511-4 Amethyst
- Taklon Script Liner

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Pencil or Thin Permanent Marker
- Water



#312 Curvy Sundae Bowl

Materials

- CN061-8 Light Salsa
- CN181-8 Light Kiwi
- CN253-8 Dark Black
- SG595-0 Soft Grip Gold
- SH508-4 Ruby
- Taklon Script Liner

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Painter's Tape
- Pencil or Thin Permanent Marker
- Water



Flower Pop

Materials

305 Curvy Platter
CN061-8 Light Salsa
CN253-8 Dark Black
CN302-8 Bright Caribbean
SG595-0 Soft Grip Gold Taklon Script Liner
SH508-4 Ruby
SH511-4 Amethyst

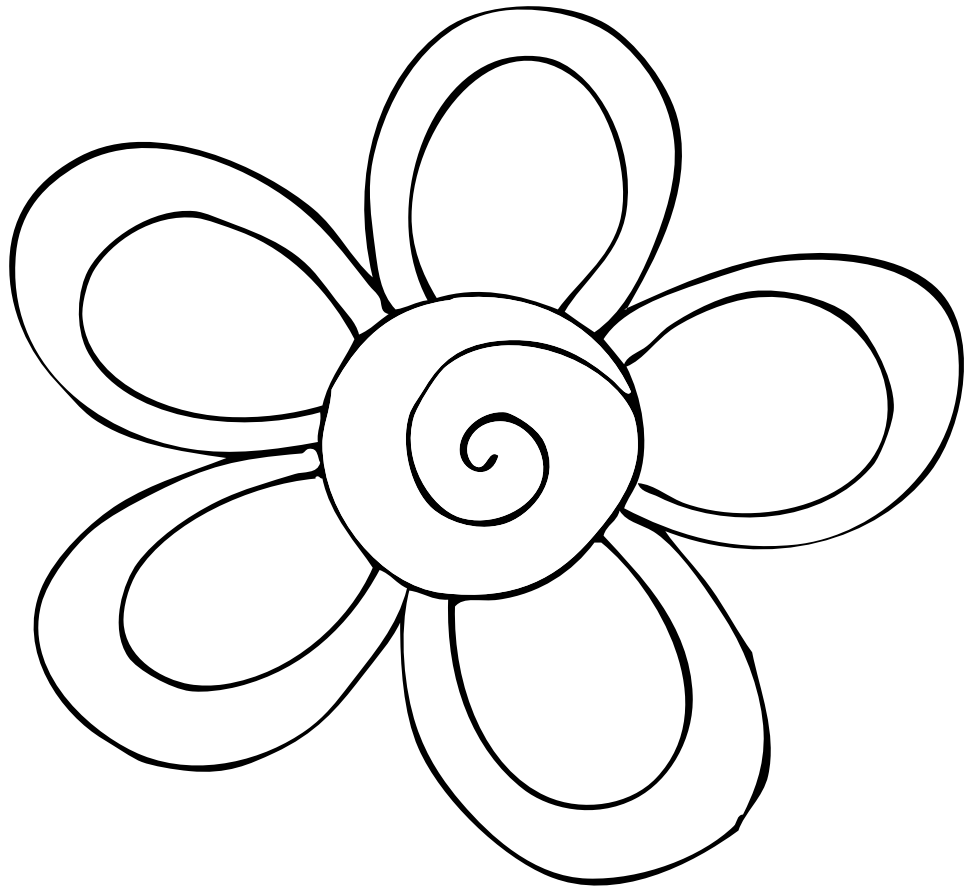
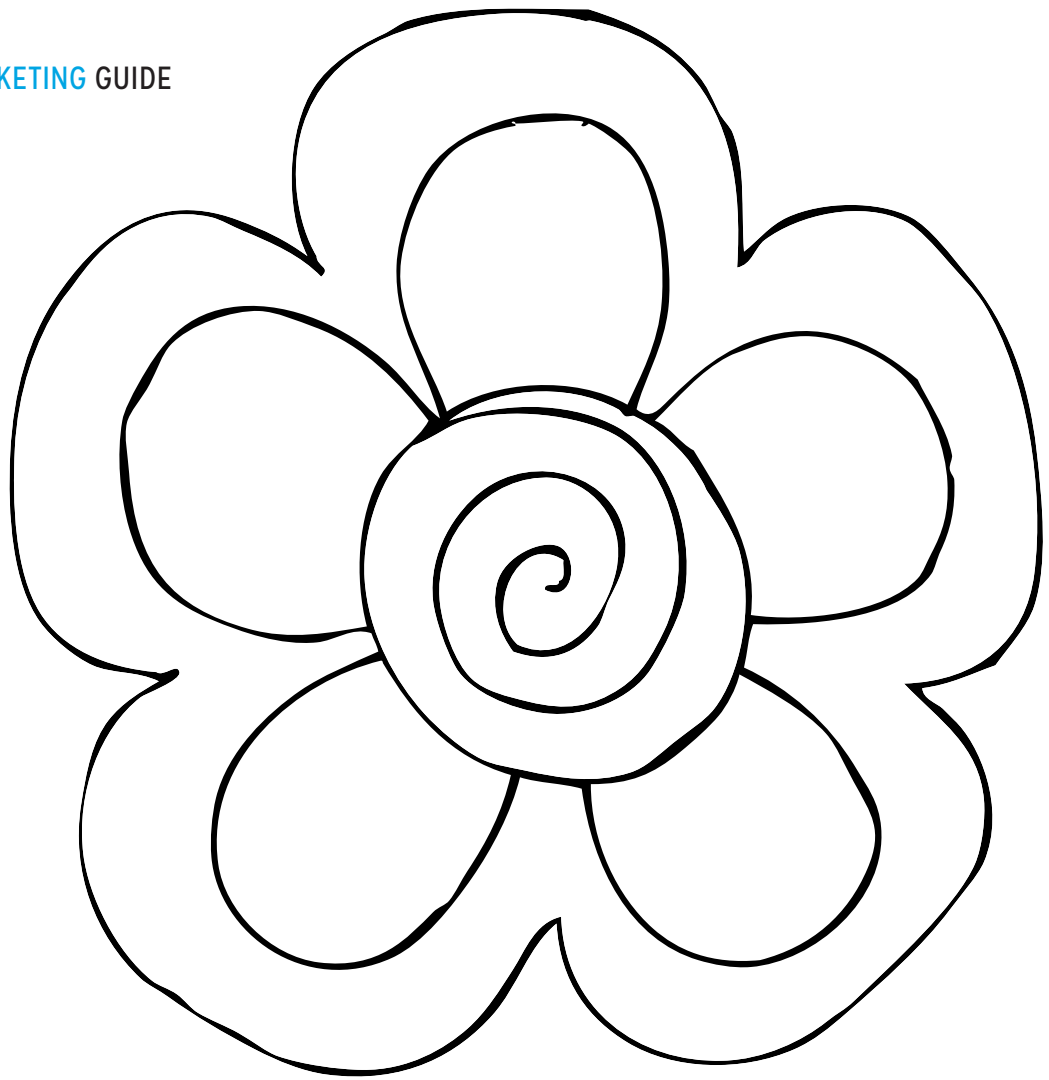
Supplies

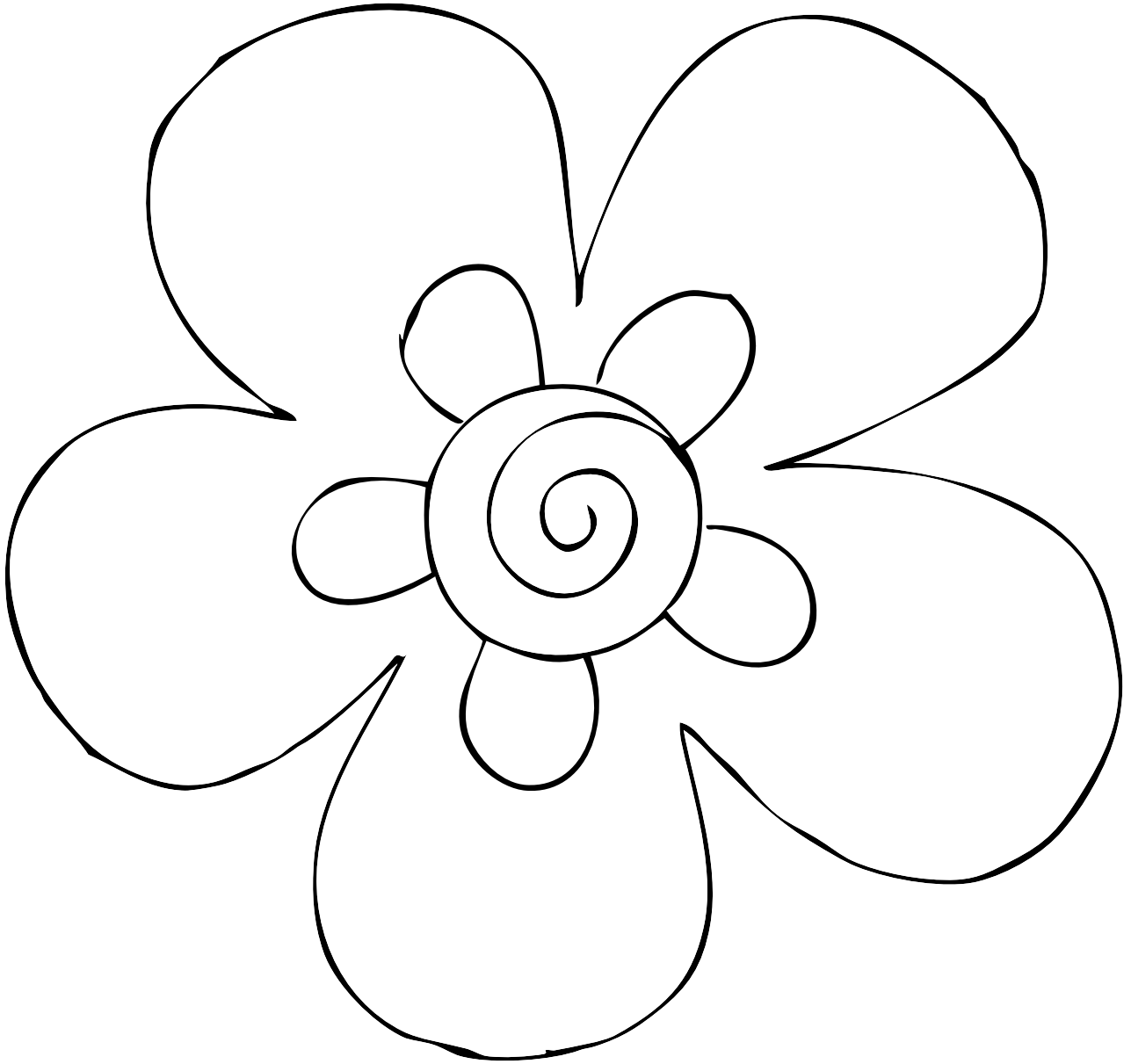
Assorted Royal Aqualon Brushes
Detail Brush
Painter's Tape
Pencil or Thin Permanent Marker
Water

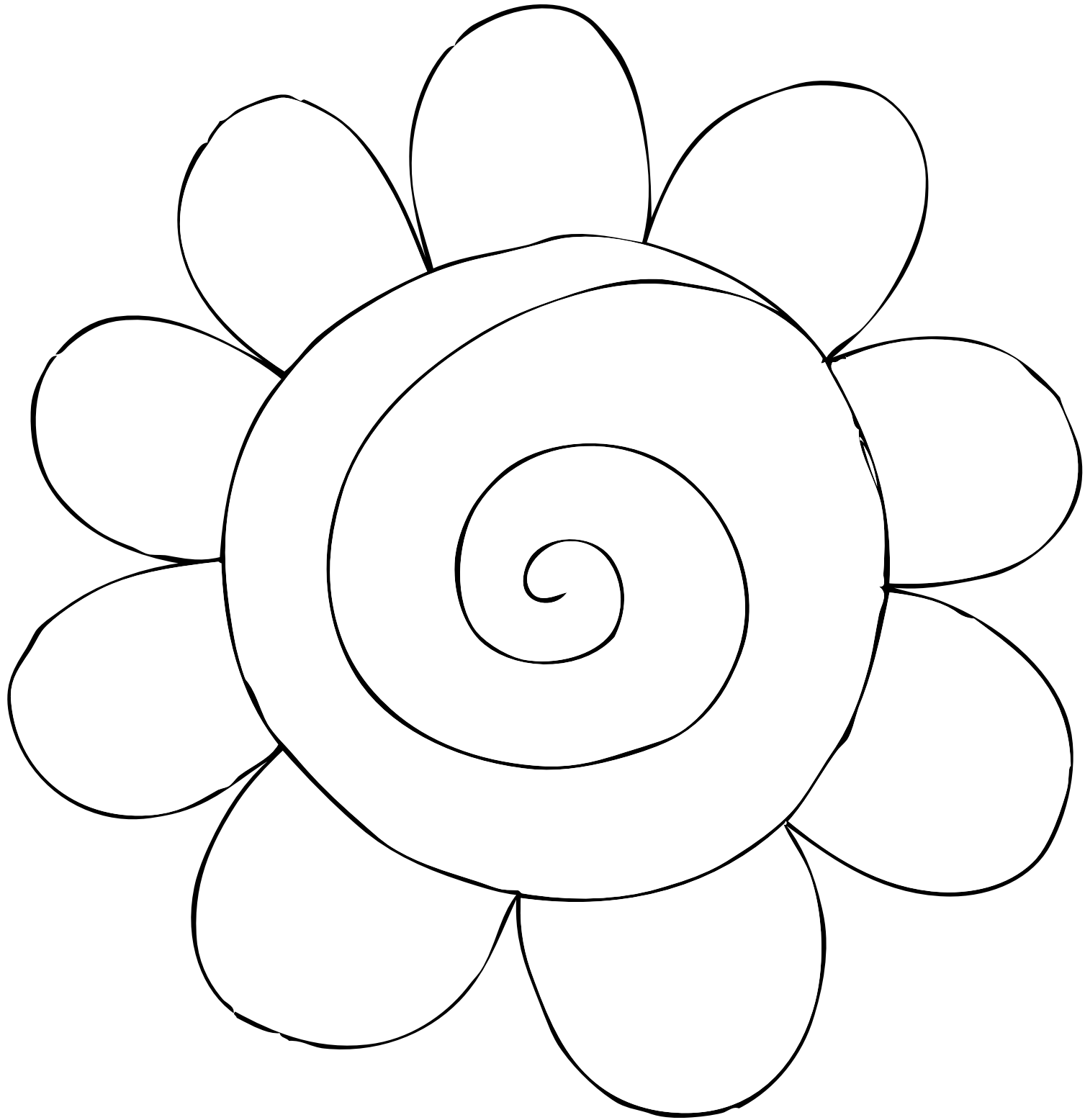
Instructions

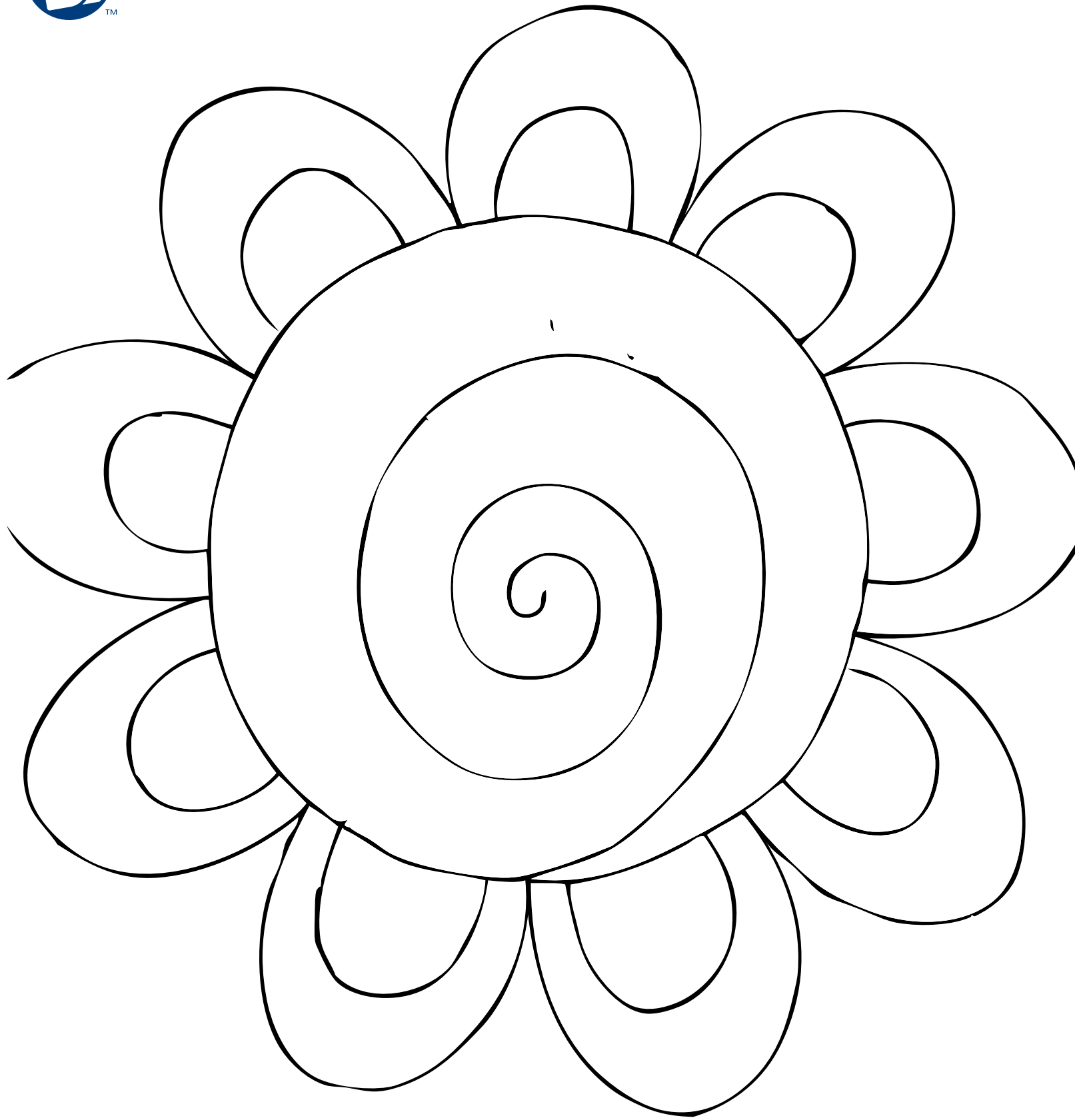
1. Lightly wipe ware with a damp sponge to prepare surface for painting.
2. Use the provided template to sketch the large flower image in the center of platter.

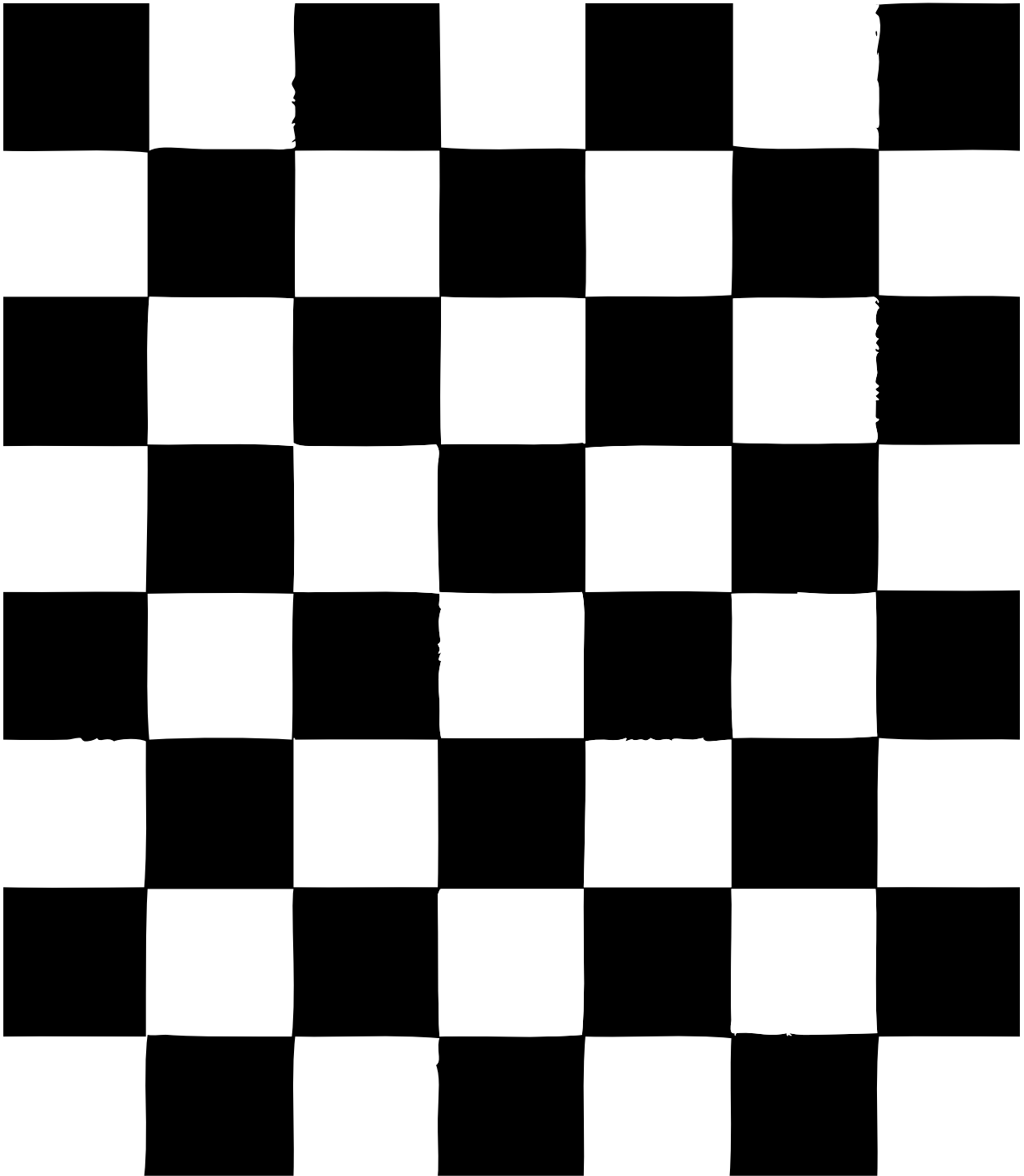
3. Use 3-4 coats of Light Salsa to fill in the center of the flower.
4. Paint the flower petals with 3 coats of Bright Caribbean.
5. Once the paint has dried, use a pencil to lightly sketch a large swirl in the center of the flower. Use a Script Liner brush to trace over the swirl with 3-4 coats of Ruby. Let dry.
6. Adhere strips of painter's tape across the platter to create stripes on the rim. Use a pencil or thin permanent marker to sketch lines across each unmasked stripe, such that each stripe becomes a row of equally-sized squares.
7. Within each stripe, use 3 coats of Dark Black to fill in every other square. Once dry, remove painter's tape.
8. Use a pencil or thin marker to complete the checkered pattern on the rim. Fill in each appropriate checker square with 3 coats of Dark Black. Let dry.
9. Use a Script Liner brush and Dark Black to outline each flower petal.
10. Dip in Pure Brilliance and fire to Cone 06.













126 Sauce Plate (6" Dia. x 1" H) - 12/cs | 339 Child ABC Plate (8 1/4" Dia. x 3/4" H) - 6/cs | 2527 Sports Plate (11 1/4" Dia. x 1" H) - 6/cs
2528 Cowabunga Plate (11 1/4" Dia. x 1" H) - 6/cs



Walk the Line : Does your Space Work for Kids & Adults?

A Paint Your Own Pottery Studio is more than just a creative place--it's a place for families and friends to gather to be entertained and create memories. Whether you're just getting started or you've been in business for a while, it's important to take some time to make sure that your space is conducive to all types of groups and painters. While it's perfectly okay (and recommended!) to have a specialty, does your studio still welcome other types of groups? Is your studio a place where kids can come and create, while also welcoming to adults?

This is a fine line, but you can absolutely achieve it by carefully choosing the right colors, furniture, and decor for your studio. Close your eyes and envision what this studio should look like. What makes you feel comfortable as a customer? That's a great place to start! Think of businesses you've enjoyed that effortlessly exuded this type of atmosphere. Use that as your inspiration to create a studio that both kids and parents alike will love.



Furniture and color are two very important factors. If you're picking your furniture for the first time, carefully consider the mood you want to set. Formal furniture may make kids (and adults!) uncomfortable. If your furniture is too childlike, adults won't think about your studio as a place to return with their friends. Likewise--if you're already in business, take some time to evaluate your furnishings. Is everything still in great condition? Often times

we're so busy running our businesses that we are unable to see the smaller details that may have gone untended for some time. It may be time for an update!


Consider the difference between a casual family kitchen and a formal dining room. Veer away from the formal dining room look, which can be intimidating. Think of the mom coming in with a baby in a stroller and a 3 year old to paint a gift for Father's Day. If she walks in and sees a formal dining room she will most likely turn around and walk out the door. If she walks into a family friendly studio with a welcoming feel, she will feel comfortable and want to stay.

Consider the flipside of this scenario. A group of women walk in for a relaxing day of painting and catching up. If they walk in and are overwhelmed with a loud and visually overwhelming space with benches or kids stools, they may think they are in a strictly children's place. They may turn around and head for the door! Have you created a studio that's so kid-centric that adults no longer feel comfortable? This is a decision you have to make for your business.



If you're uncomfortable with turning away either group of painters, it's time to start creating the best of both worlds. To foster a welcoming environment for all ages, choose colors that are fun yet subdued. Have furniture that is comfortable, like you might find in someone's home. You don't want to create a stark, cold environment--but you don't want it to look like a playground, either. With some thought and careful consideration, you will create an environment that will appeal to all.

If you have a party room, this would be a space to make a little more kid friendly. Make sure the "feel" of your studio is continued in this room, but this is the place to add a few more pops of fun! Have tables that complement the table in your walk in area, but maybe add some fun benches. Chances are you decided on a party room for this very reason, so have fun with it! By creating a space children will love, while maintaining the more neutral studio area, you'll have a little something for every painter!

By thinking of your studio as entertainment for all ages, you'll create a space that is as comfortable as it is inspiring and fun. (Almost like a family friendly restaurant that you find yourself going to, even without your kids!) Great color, a clean studio, and comfortable furniture will foster an atmosphere that appeals to a group as diverse as your customers! 



#126 Sauce Plate



Materials

CC194-2 Cover Coat Red
Wagon

Supplies

Alphabet Stickers
Assorted Royal Aqualon
Brushes
Small Pin
Water



#2527 Sports Plate

Materials

CC118-2 Cover Coat Cobalt
Crystal Black
CC157-2 Cover Coat Darkest
Brown
CC171-2 Butterscotch
CC194-2 Cover Coat Red
Wagon
CC204-16 Cover Coat Neon
Orange

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water

#126 Sauce Plate



Materials

CC146-16 Cover Coat Purple

Supplies

Alphabet Stickers
Assorted Royal Aqualon
Brushes
Small Pin
Water



#339 Child ABC Plate

Materials

CC108-2 Cover Coat Miami
Pink
CC146-16 Cover Coat Purple
CC195-2 Cover Coat
Honeysuckle
CC202-16 Cover Coat Neon
Blue

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



Cowabunga!

Materials

- 126 Sauce Plate
- 2528 Cowabunga Plate
- CC106-2 Cover Coat Harvest Gold
- CC158-2 Cover Coat Bright Green
- CC159-2 Cover Coat Bright Blue
- CC171-2 Butterscotch
- CC194-2 Cover Coat Red Wagon
- CC202-16 Cover Coat Neon Blue
- CC204-16 Cover Coat Neon Orange
- CC205-16 Cover Coat Neon Green

Supplies

- Alphabet Stickers
- Assorted Royal Aqualon Brushes
- Contact Paper (optional)
- Detail Brush
- Pen or Pencil (optional)
- Scissors (optional)
- Small Pin
- Water

Instructions

Lightly wipe each piece with a damp sponge to prepare for painting.

Sauce Plate: 1. Firmly adhere alphabet stickers to the center of the plate, spelling the name of your choice.

TIP: You can also use contact paper to create your own alphabet stickers, if desired. Sketch and cut out each letter on contact paper, remove backing, then adhere to plate surface.

2. Paint the entire plate with 3 solid coats of Neon Green. Let dry.

3. Use a small pin to gently remove each letter sticker from plate surface. Use the tapered end of a paintbrush to touch up any letters if needed.

Cowabunga Plate: 1. Use 3 coats of Neon Green to paint the plate center. Let dry.

2. On the rim, paint each palm tree leaf using a detail brush and 3 coats of Bright Green. Paint the trunk of the tree with 3 coats of Butterscotch.

3. Paint each bus with 3 coats of Harvest Gold. Once dry, use a detail brush and Bright Blue to paint the roof rack.

4. Alternate using 3 coats of Bright Blue, Neon Blue, and Neon Orange to paint the sections of each beach ball. Leave the center circle unpainted white.

5. Use 3 coats of Neon Blue to paint the center stripe along each surfboard. Paint the remaining area of each surfboard with 3 coats of Red Wagon. Let dry.

Once completed, dip each piece in Pure Brilliance and fire to Cone 06.



A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i

j k l m n o p q r

s t u v w x y z



A B C D E F G

H I J K L M

N O P Q R S T

U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z



A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z



Platters
and
Servers



180 Coupe Round Platter (14¼" Dia. x 1½" H) - 4/cs | 181 Coupe Round Platter (15½" Dia. x 1½" H) - 2/cs | 238 Lg Round Rim Platter (11¼" Dia. x 1¼" H) - 4/cs | 271 13" Round Rim Platter (13" Dia. x 1¼" H) - 4/cs | 519 3 Section Dish (15½" L x 5¼" W x 1¼" H) - 4/cs | 529 Sea Salt Pot + Spoon (5½" Dia. x 3½" H) - 4/cs | 588 Funky Platter (13½" x 10" x 1") - 4/cs | 2346 Triple Dipper (10¼" L x 3½" W x 1¼" H) - 4/cs | 2348 Simply Perfect Tray (14¼" L x 3½" W x ½" H) - 6/cs | 2551 Ruffled Cupcake Stand (6¼" Dia x 2½" H) - 4/cs | 2923 Sm Elegant Pedestal (3¼" H x 3¼" Dia.) - 4/cs | 2924 Lg Elegant Pedestal (5¼" Dia. x 5¼" H) - 4/cs | 2926 Lg Classic Pedestal (5" Dia.; 4" H) - 4/cs | 2940 Ruffled Pastry Stand (8" Dia. x 4" H) - 2/cs



Empty Seats No More : Creative Ways to Market Store Happenings

Planning an engaging and exciting event calendar each month is one very important piece of the puzzle in any successful studio. As you know, there's much more to hosting an event than deciding on a date. In addition to checking local calendars for conflicting events, publishing your schedule online, and publicizing studio happenings in your various marketing channels, you want to make sure that your store is marketing these events for you as well! Grab the attention of current customers and walk by traffic with engaging visual displays. Gone are the days of sending out one email and waiting for reservations to fill your event--as competition increases, it's even more important to capture the attention of your audience.



Identify a prominent area in your studio where you can set up a display for your upcoming event. Let's say you're having a cupcake event name, "Cupcake Party". You've sent the invitations, you've posted the event online, now the next step is to draw attention and excitement to your store display however you can. Don't just stop at the event sample -- add cupcakes, sprinkles and lots of color to your display! Consider adding in other pieces painted with the same theme in eye catching

patterns and designs. This may inspire event attendees to complete the entire collection, instead of just stopping at one piece. The most important thing to ask yourself when you're spending valuable time marketing your event : "Will this create a buzz or excitement?" If the answer is yes, then go for it! You'll have those seats filled in no time.

Take this concept one step further. Another great way to let people know about the event while they are in your studio is to scatter the "excitement" throughout the store--think about your register, guest tables, and even your bathroom! For the Cupcake Party, you can put a picture of a cupcake with the event details on the tables. Have a cupcake display at your check out with a sign saying "Crazy for Cupcakes? Then come to our Cupcake Party..." Put a painted cupcake sample in the bathroom with the event info. Basically, create a little bit of excitement at every turn.

Your staff also plays a major role in creating excitement about events. First of all they have to be informed! Prepare them for the question, "Do you have any upcoming events?" Instead of saying, "I don't know" and losing a potential sale, they can be prepared to share about upcoming happenings. You can have your staff wear something on their apron or t-shirt talking about the event. Consider handing out stickers with event details at checkout as a conversation starter. Offer incentives to the associate that signs up the most attendees. Basically--get people talking about the event!

Use your front windows as a place to merchandise as well. You can't assume that everyone that walks by knows what you do. Have a display in the window about the upcoming event so even when you're closed your windows can do the selling for you! You can't merchandise enough! Always take the perspective of your first time customer that wanders in wondering what your store offers.



Tying your events with creative merchandising will increase your sales. By drawing your customers in with an eye-catching display, information around the store, and an engaging staff -- your store will sell your event for you. The last step is to pull off an event that's every bit as exciting as the marketing leading up to it. That's the easy part...right? Utilize the same excitement your staff showed while promoting the event on the day of. When your guests walk into your Cupcake Party, they'll feel inspired by all of the fun!

No successful marketing campaign is complete without a thoughtful finale! Finish the story with a little excitement when the customer picks up their finished masterpieces. Toss a cupcake sticker in their bag (or a voucher for a treat at a local bakery). And one more thing -- make sure to have details for your next event available. Now that you've pulled off an incredible event from start to finish; your customers will want more. You have done a great job...but don't stop and put your feet up. You have more events to plan!



#519 Three Section Dish

Materials

- CN372-8 Bright Honeysuckle
- CN501-8 Neon Yellow
- CN502-8 Neon Blue
- CN504-8 Neon Orange
- CN507-8 Neon Red
- CN517-8 Purple Sprinkles
- CN520-8 Caribbean Sprinkles
- CN522-8 Really White Sprinkles
- CN524-8 Briarwood Sprinkles

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Painter's Tape
- Pencil
- Scissors
- Water

#2940 Ruffled Pastry Stand



Materials

- CN372-8 Bright Honeysuckle
- CN501-8 Neon Yellow
- CN517-8 Purple Sprinkles

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Pencil
- Water



#2551 Ruffled Cupcake Stand

Materials

- CN372-8 Bright Honeysuckle
- CN501-8 Neon Yellow
- CN502-8 Neon Blue
- CN504-8 Neon Orange
- CN505-8 Neon Green
- CN507-8 Neon Red
- CN517-8 Purple Sprinkles
- CN522-8 Really White Sprinkles

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water



#2924 Large Elegant Pedestal / #271 13" Round Rim Platter

Materials

- CN372-8 Bright Honeysuckle
- CN501-8 Neon Yellow
- CN502-8 Neon Blue
- CN507-8 Neon Red

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Painter's Tape
- Pencil
- Water



#2926 Lg
Classic Pedestal
#238 Lg Round
Rim Platter



Materials

CN372-8 Bright Honeysuckle
CN517-8 Purple Sprinkles
CN521-8 Kiwi Sprinkles
CN522-8 Really White
Sprinkles

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



#180
Coupe Round
Platter

Materials

CN372-8 Bright Honeysuckle
CN507-8 Neon Red

Supplies

Assorted Royal Aqualon
Brushes
Painter's Tape
Water

#529 Sea
Salt Pot
with Spoon



Materials

CN372-8 Bright Honeysuckle
CN507 Neon Red
CN517 Purple Sprinkles
CN520 Caribbean Sprinkles

Supplies

Assorted Royal Aqualon
Brushes
Water



#2348 Simply Perfect Tray

Materials

CN372-8 Bright Honeysuckle
CN501-8 Neon Yellow
CN502-8 Neon Blue
CN505-8 Neon Green
CN507-8 Neon Red

Supplies

Assorted Royal Aqualon
Brushes
1/4" Painter's Tape
Water



#2346 The Triple Dipper

Materials

- CN372-8 Bright Honeysuckle
- CN501-8 Neon Yellow
- CN502-8 Neon Blue
- CN505-8 Neon Green

Supplies

- Assorted Royal Aqualon Brushes
- Water



#2923 Sm Elegant Pedestal / #181 Coupe Round Platter

Materials

- CN042-8 Bright Papaya
- CN241-8 White
- CN292-8 Bright Purple
- CN302-8 Bright Caribbean
- CN372-8 Bright Honeysuckle
- CN502-8 Neon Blue
- CN506-8 Neon Coral
- CN507-8 Neon Red
- CN512-8 Green Apple

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- 1/8" and 1" Painter's Tape
- Toothbrush
- Water



Funky Platter

Materials

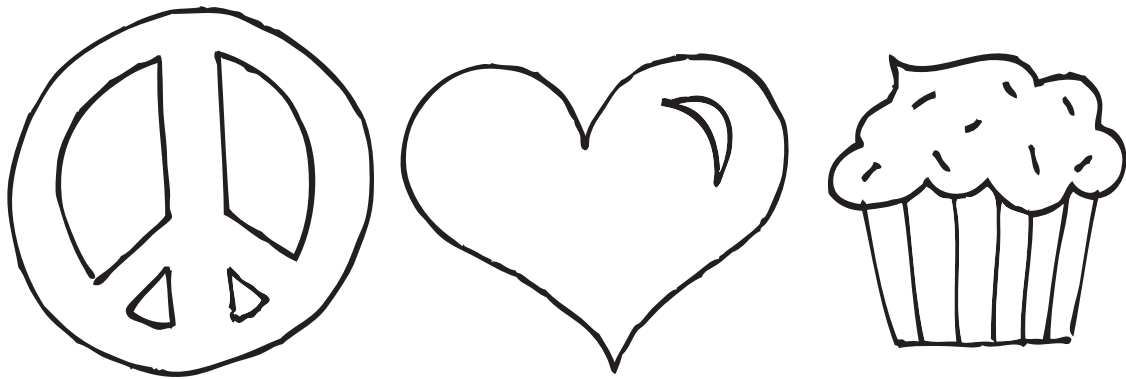
588 Funky Platter
CN372-8 Bright Honeysuckle
CN505-8 Neon Green
CN507-8 Neon Red
CN515-8 Neon Orange Sprinkles
CN517-8 Purple Sprinkles
CN520-8 Caribbean Sprinkles
CN522-8 Really White Sprinkles
CN523-8 Ginger Sprinkles
CN524-8 Briarwood Sprinkles

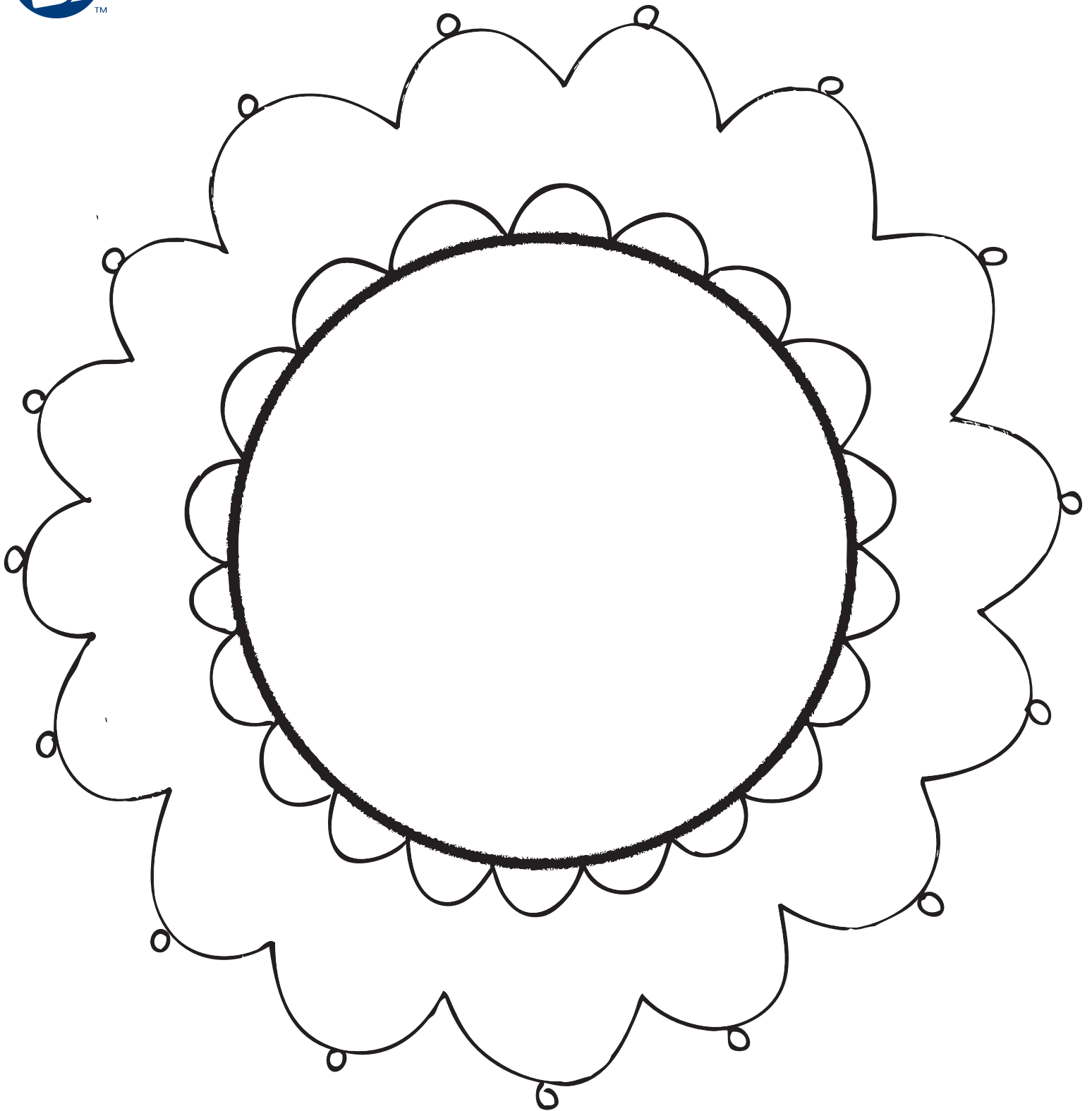
Supplies

Assorted Royal Aqualon Brushes
Detail Brush
Pencil or Thin Permanent Marker
Water

Instructions

1. Lightly wipe ware with a damp sponge to prepare surface for painting.
2. Paint the rim of the plate with 3 coats of Neon Green.
3. Overlay the rim with Bright Honeysuckle polka dots. Let dry.
4. Use the template provided to sketch out the cupcake trio illustration in the center of the platter.
5. Fill in each lower part of the cupcakes with 3-4 coats of Ginger Sprinkles. Let dry.
5. To paint the left-hand cupcake, use 3 coats of Purple Sprinkles to paint the icing, Neon Red to paint each cherry, and Neon Green to fill in the stem leaf.
6. For the center cupcake, paint the icing with 3 coats of Caribbean Sprinkles and the heart using Bright Honeysuckle.
7. Paint the icing on the third cupcake with 3 coats of Neon Orange.
8. Outline and accent each cupcake using a detail brush and Briarwood Sprinkles. Use the same color and brush to paint the cherry stem.
9. Add polka dots to each cupcake top using Really White Sprinkles.
10. With a pencil or thin sharpie, write out "Let's have a cupcake party!" in the center of the platter. Use a detail brush and Briarwood Sprinkles to trace over each letter. Let dry.
11. Dip in Pure Brilliance and fire to Cone 06.







2359



2366



215



2379



526



215



215



198



2358



207



224



Trends : Find Them, Use Them, Love Them.

Have you ever worked hard on a store display or social media post, only to feel like your customers breeze right past it without a second thought? Or have you scheduled a technique class only to struggle to fill the seats? If you find yourself fighting an uphill battle when it comes to capturing the interest of your customers, you might need to go back to the root of the issue. Consider this: even the best marketing in the world won't be able to support content (project samples, classes, social media) that is out of date or out of touch.

Enter: trends! By finding and utilizing the trends of today in your marketing efforts, you can work smarter--not harder. And who doesn't love that? We're going to dive into a few of the ways you can find and follow trends, and how to implement them in your store. One thing we're not going to cover? Today's trends! Since trends are always changing, it's up to you to stay on top of what's going on in order to deliver the freshest and most effective content to your customers.

Trend Spotting : Where to go

Depending on your market and business, your audience may look very different from another studio. There are no "one size fits all" methods to pinpointing trends, but below you'll find some surefire ways to hone in on what may work for you.

1. Current Events

A trend can truly start anywhere. Often times they're inspired by current events, so the first step (and the simplest!) is to look at the calendar. Don't just stop at National Holidays! Think about local events (parades or festivals,) off the wall holidays (National Donut Day, Talk Like a Pirate Day,) and pop culture (the Oscars, Olympics, etc.) You'd be amazed by what talking about current events exactly as they happen will do for your reach and marketing effectiveness. In essence, talk about the things the rest of the world is talking about (all with a nifty tie-in to your store) and the world will talk back to you!

2. Trend Sites

Believe it or not, there are whole companies devoted to researching and reporting on trends. Just like with anything else in your studio, "when in doubt, seek it out!" Don't rely solely on your view of things to identify trends. There may be a lot more going on than you realize! Sites like BuzzFeed,

Facebook, Twitter, and Youtube all have pages that gather information on what people are talking about. Instead of smaller happenings, focus on larger scale conversations. For instance, if you notice that people are talking about National Donut Day, the day of is a little too late to plan your content. A good rule of thumb is to plan 80% of your content in advance using a calendar that won't change. This allows you to have samples, promotions, and social media posts lined up in advance. By leaving 20% of your "content calendar" open, you'll be able to adapt quickly to include trends or happenings that quickly emerge--like the "Ice Bucket Challenge" or another viral phenomenon. Your customers will be impressed by how current you are!

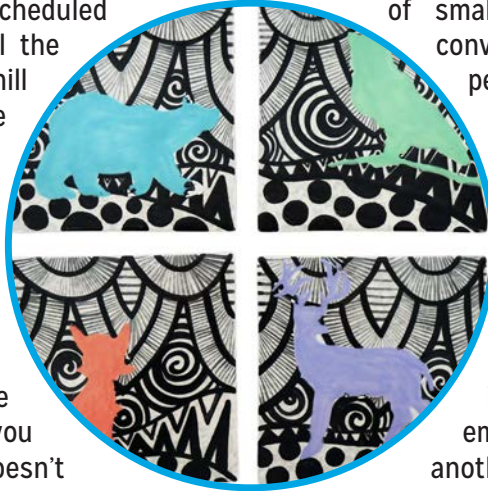
3. Apps, Games, and Blogs, oh my!

Peruse the aisles of popular stores, surf the app store, and read some blogs. You'd be amazed by how much trend information you'll dig up. Everything from the hottest children's toys to an upcoming video game release can help you in your journey to current content. Plan your posts and promotions to coincide with these hot trends, and you'll have customers seeking you out--instead of the other way around!

4. Get Analytical

You can learn as much from what doesn't work as what does. Facebook, Pinterest, Twitter (and most of your other social media sites) have vast amounts of page analytics available to businesses. You need only pay attention! Look at what gets people excited -- and on the flipside, pay attention to the content that inspires nothing but crickets. Find out which posts are your most engaging, repinned, or shared...and do more of that! Pinterest is especially helpful when planning samples. Of course, it's important to create new content instead of recycling the old. But by paying attention to what gets people engaged, you'll be able to recreate those same interactions in the future.

Just like balancing your register or mopping the floors, there will never come a day that following trends isn't important. Unfortunately, there's no such thing as "set it and forget it" when trends change so frequently. However, it doesn't have to be difficult! Schedule time to do some research weekly, monthly, or quarterly. However often you research, stay committed to staying current for maximum benefits. 30





#198 Footed Bowl



Materials

CN201-8 Light Grey
CN302-8 Bright Caribbean
CN372-8 Bright Honeysuckle
CN373-8 Dark Honeysuckle

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



#207 Perla Bowl

Materials

CN012-8 Bright Straw
CN131-8 Light Tidepool
CN372-8 Bright Honeysuckle

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water

#215 Bowl - Small



Materials

CN201-8 Light Grey
CN302-8 Bright Caribbean
CN343-8 Dark Pink
CN373-8 Dark Honeysuckle

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



#215 Bowl - Small

Materials

CN201-8 Light Grey
CN373-8 Dark Honeysuckle
CN503-8 Neon Chartreuse

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Painter's Tape
Pencil
Water



#215 Bowl - Small



Materials

CN201-8 Light Grey
CN302-8 Bright Caribbean
CN373-8 Dark Honeysuckle
CN503-8 Neon Chartreuse

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Painter's Tape
Pencil
Water



#224 Sundae Bowl

Materials

CN302-8 Bright Caribbean
CN341-8 Light Pink
CN373-8 Dark Honeysuckle
CN503 Neon Chartreuse

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



#2358 Provincial Bowl

Materials

CN131-8 Light Tidepool
CN302-8 Bright Caribbean
CN352-8 Bright Sapphire
CN503-8 Neon Chartreuse

Supplies

Assorted Royal Aqualon
Brushes
Pencil
Water



#2359 Messian Bowl

Materials

CN201-8 Light Grey
CN353-8 Dark Sapphire
CN373-8 Dark Honeysuckle
CN503-8 Neon Chartreuse

Supplies

Assorted Royal Aqualon
Brushes
Pencil
Water



#2366 Volant Sauce Bowl



Materials

- CN302-8 Bright Caribbean
- CN343-8 Dark Pink
- CN503-8 Neon Chartreuse
- CN512-8 Green Apple

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Pencil
- Water

#2379 Volant Bowl



Materials

- CN012-8 Bright Straw
- CN302-8 Bright Caribbean
- CN343-8 Dark Pink
- CN384-8 Fruit Punch
- CN512-8 Green Apple

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Pencil
- Water



Soda Shop

Materials

526 Wavy Bowl
CN012-8 Bright Straw
CN211-8 Light Taupe
CN253-8 Dark Black
CN302-8 Bright Caribbean
CN353-8 Dark Sapphire
CN371-8 Light Honeysuckle
CN384-8 Fruit Punch
CN503-8 Neon Chartreuse

Supplies

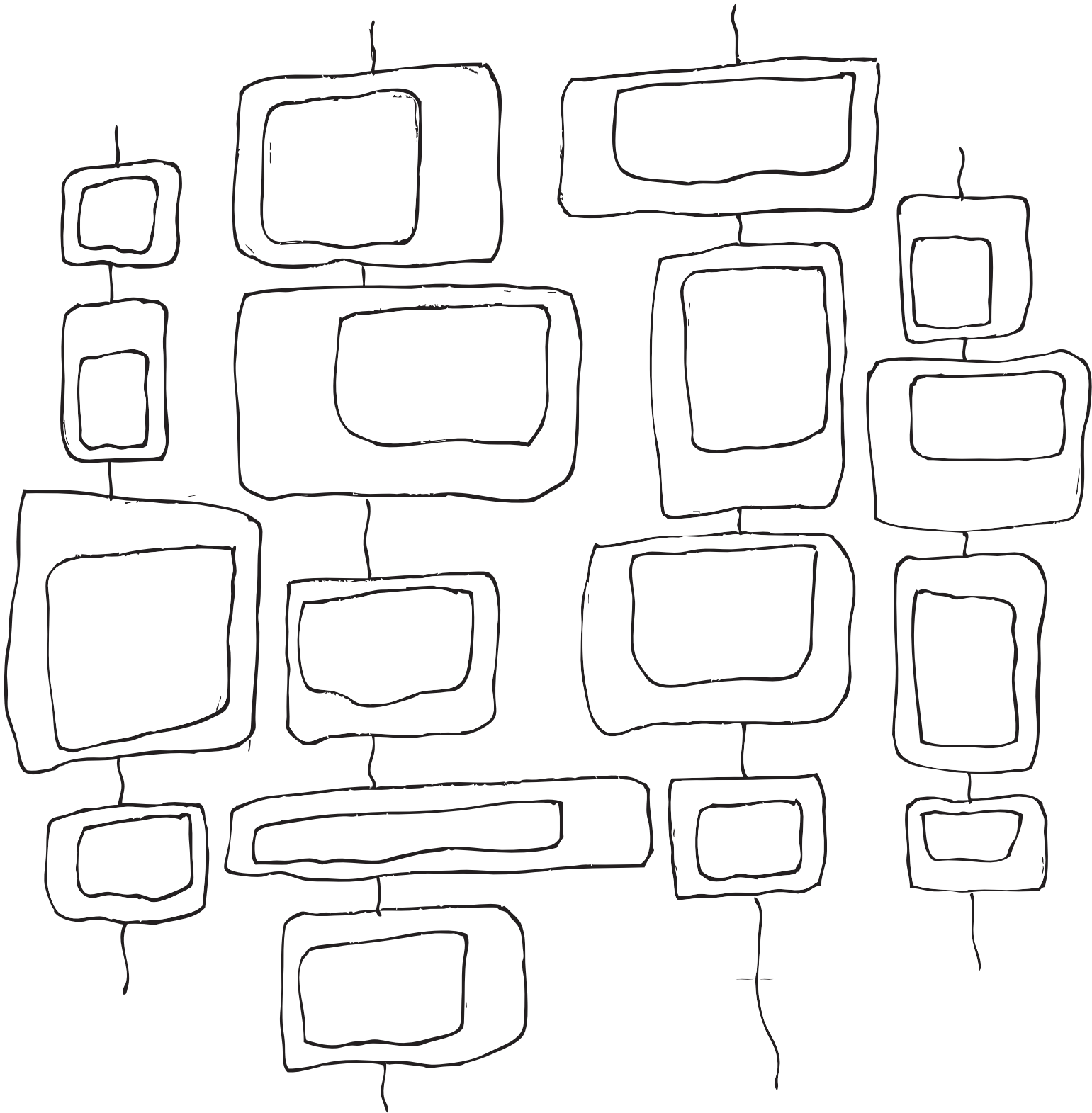
Assorted Royal Aqualon Brushes
Detail Brush
Pencil or Thin Permanent Marker
Water

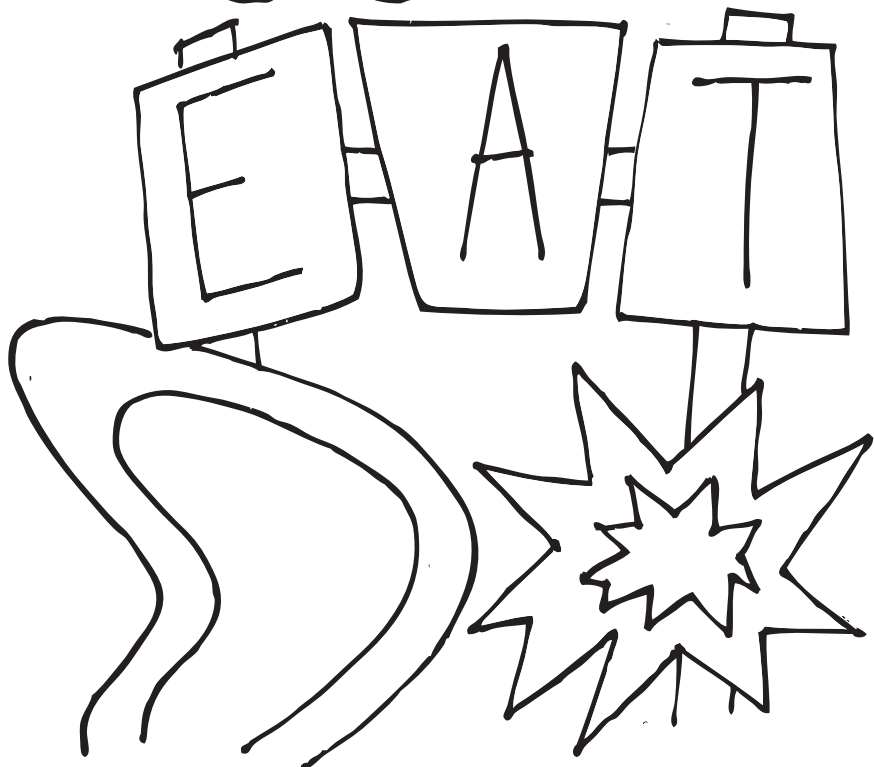
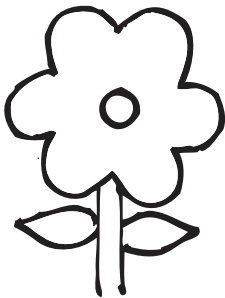
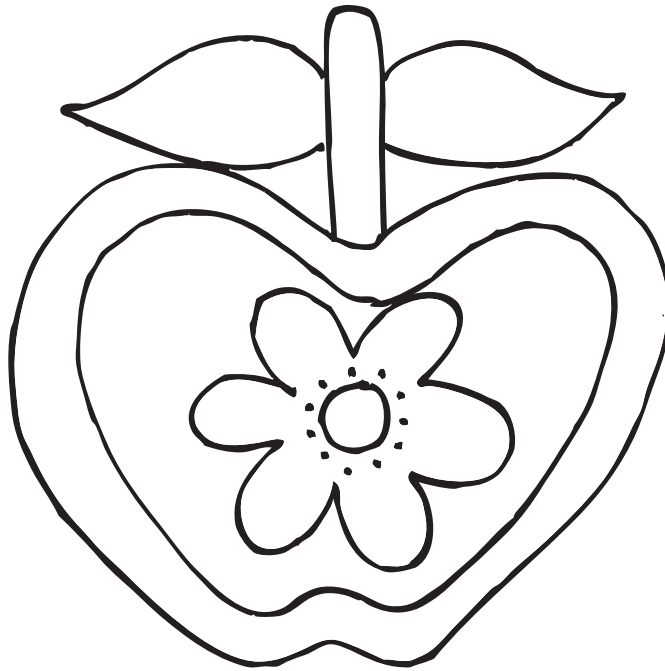
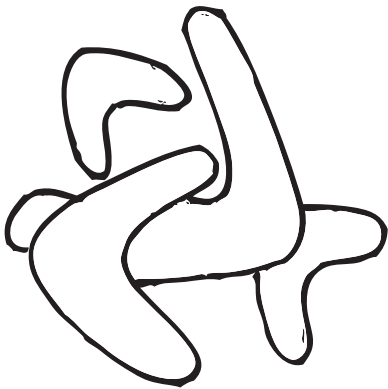
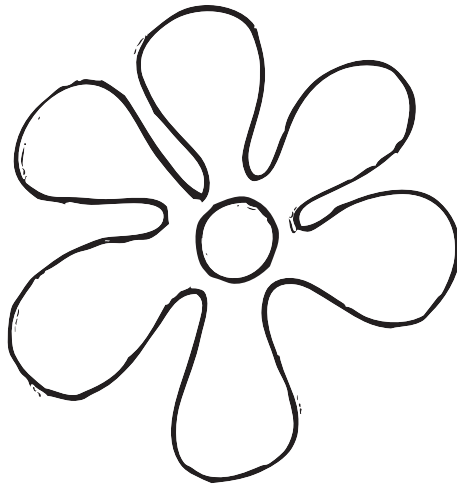
Instructions

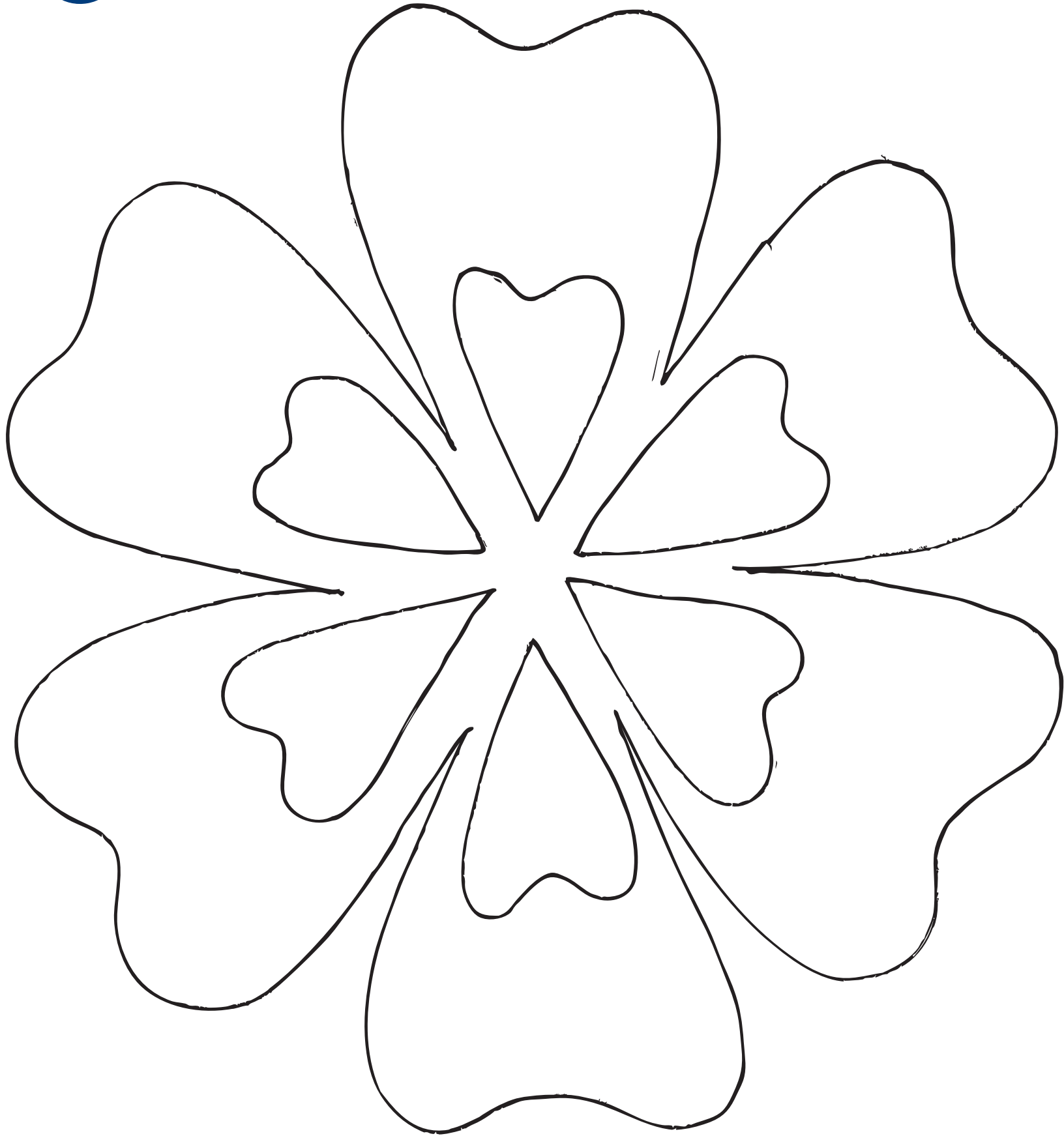
1. Lightly wipe ware with a damp sponge to prepare surface for painting.
2. Use the template provided to sketch the retro diner sign image on the inside of the bowl.
3. With a detail brush and 3 coats of Light Taupe, paint the

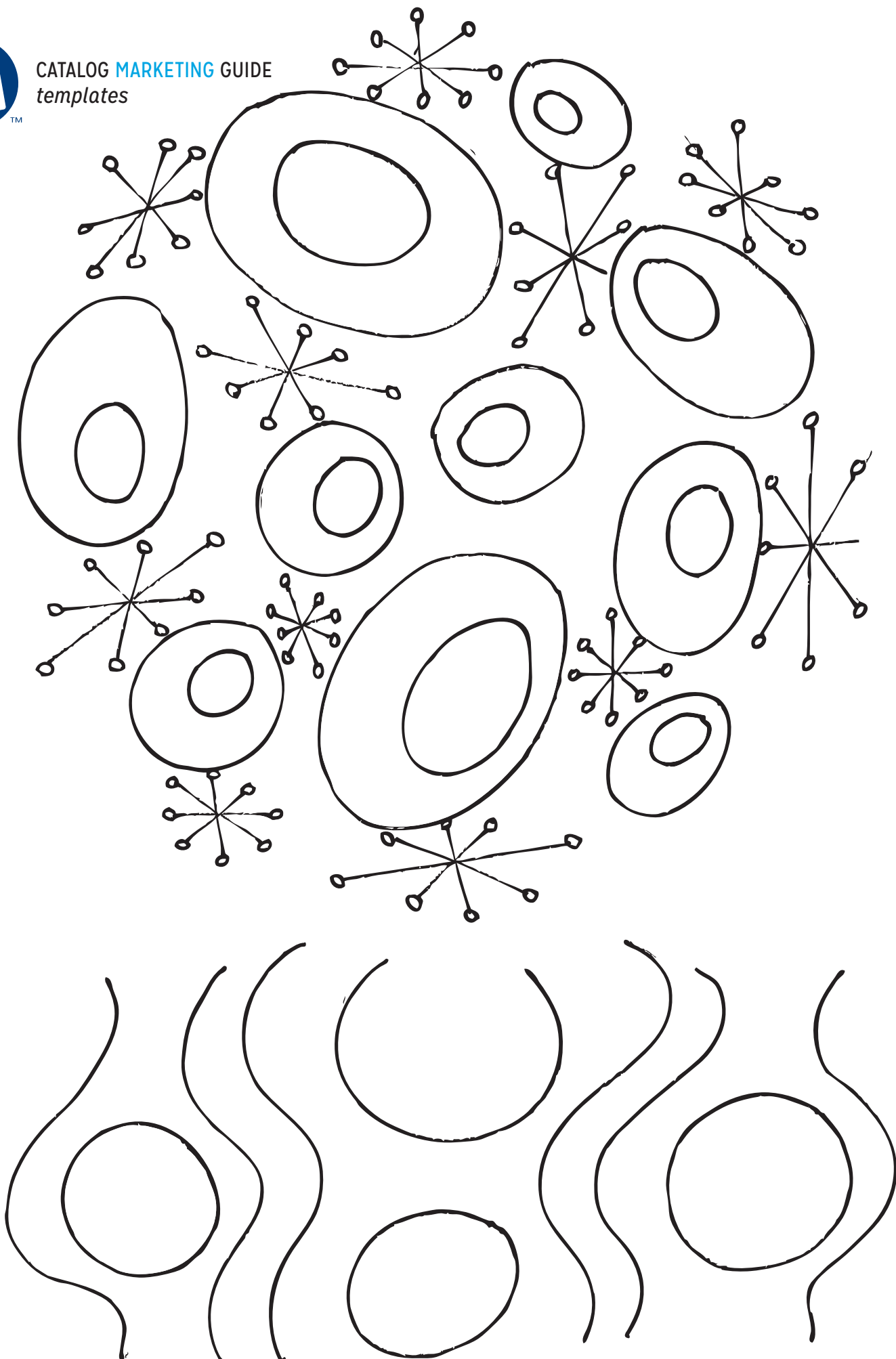
bars behind the sign.

4. Paint the outer portion of the sunburst shape with 3 coats of Neon Chartreuse. Once dry, paint the inner portion with 3 coats of Bright Straw.
5. Paint the inner area of the boomerang shape with 3 coats of Light Honeysuckle. Once dry, paint the outer area with 3 coats of Fruit Punch.
6. Fill in each slanted rectangle shape with 3 coats of Bright Caribbean. Let dry.
7. Use a pencil to lightly sketch "EAT" across the three slanted rectangle shapes. Use a detail brush and Dark Black to trace over each letter.
8. With a detail brush and Dark Sapphire, outline each slanted letter sign, as well as the bar portions running in between the letter signs.
9. Paint the outside of the bowl with 3 coats of Dark Sapphire. Let dry.
10. Dip in Pure Brilliance and fire to Cone 06.











415

410



424

420

416

2703



419



360



365



2762



2758



431



360 Tea Cup and Saucer (3 1/2" Dia. x 2 1/4" H ; Saucer Dia. 6 1/4")- 6/cs | 365 Latte Cup and Saucer (5" Dia. x 3 1/4" H ; Saucer Dia. 7 1/4")- 6/cs | 410 Jumbo Mug (4 1/4" H x 3 1/2" Dia. vol: 14 oz.)- 4/cs | 415 Coffee Bar Mug (6 1/4" H x 3 1/2" Dia. Vol: 16 oz.)- 4/cs | 416 Flared Mug (3 3/4" Dia. x 3 1/2" H vol: 10 oz)- 6/cs | 419 Cafe Mug (4" H x 3 1/2" Dia. vol: 10 oz.)- 6/cs | 420 Mug (3 3/4" H x 3 1/4" Dia. vol: 10 oz)- 6/cs | 431 Stackable Mocha Cup (4" Dia. x 2 3/4" H)- 4/cs | 2703 Coffee Pot Mug (4 1/4" Dia. x 4 1/4" H vol: 22 oz)- 4#/cs | 2758 Broadband Mug (3 1/2" H x 3 1/2" Dia. ; 10 oz)- 4/cs | 2762 Grab-a-Go Joe (4 1/2" L x 3 1/4" W x 4 1/2" H)- 4/cs



Creating Marketing Magic : Tips for Taking Great Photos

With the explosion of social media, it's more important than ever to create visual, shareable content with your followers and customers. Gone are the days of text-heavy marketing--today's consumer is highly visual. The good news is that it's possible to take attractive photos from within your very own studio. Following are a few of our best tips to achieving quality shots of your products and painted samples.

It's no secret that white bisque and painted samples are not the easiest things to photograph! In any given shot, you'll need to think about contrast, glare, and other details. Here are just a few of our best tips to help get you started!

Choosing A Camera

The cameras on phones and iPads are getting better every day, but the best product photos still come from digital camera on a tripod. A tripod will help you achieve the clearest photos by cutting down on movement. Don't be fooled by claims that you need an expensive camera to take awesome photos. For a typical studio owner on a budget who is not looking to take photography lessons, most of the basic digital cameras on the market will do the trick. Here are our top three tips for picking a great camera:

- Determine your price range, and be sure to read reviews of the cameras within that range before choosing one.
- Decide what's important and get something best at that, rather than middle-of-the-road in everything.
- Remember that megapixels do not equal good pictures.

Backdrops

A simple backdrop allows for the subject of your photos (great shapes and beautiful samples!) to shine. Painted samples will pop the most on a white background, while bisque tends to look better in front of neutral colors. Browns can really make the white color of plain bisque stand out!

To create your backdrop, find a sheet or plain piece of fabric. You can pin it to a wall, or position it on a table to create a photo backdrop for your images. Don't forget to buy enough fabric for the backdrop to lay underneath the bisque you're photographing! Many cameras have a grid view feature which will allow you to take straighter photos once you have your shot set up.

Lighting Raw Bisque

Many suppliers use studio lighting on their bisque, but, like a high end camera, this isn't necessary for most studio owners. If lights aren't in the budget, natural lighting from outside is always going to look better than the flash on a camera. Try positioning your photos near a window with lots of natural light.

Be careful of shadows or harsh sunlight--these tend to distort the colors and look of the photo. A natural, sunny glow will look best. Believe it or not, cloudy days offer the best lighting for photos!

If you do decide to buy inexpensive lights, small tabletop lights will do the trick. Just position 2-4 of them around the bisque for even lighting! If you notice you are getting dark shadows, create distance between the bisque and the dark object creating the shadow.

Lighting Painted Bisque

Painted bisque is much more difficult to light than unpainted bisque since it is very reflective. Like with raw bisque, natural light is a great route. Again, a cloud day is best when trying to achieve natural lighting.

If you decide to purchase lights, you will need to find a way to diffuse or soften your light. There are many inexpensive ways to do this. Just use something made of thin white fabric such as a shower curtain or photo cube to create a wall of white between your light and your samples.



Creating Displays

The best photos are those that create visual interest. Think of how you browse your favorite social media sites. On trend samples, pretty props, and great lighting all help to grab your attention when you're scrolling.

Most of the awesome displays we create for our photos at BI are put together using items you probably already have in your studio. Get creative--anything can become a photo prop or stand! While acrylic and iron stands are the obvious choice for helping things stand up, you can also use things like kiln posts if you don't want a stand showing in your photo.

To create different levels in your photos, you can use things like crates, tin cans, boxes, and baskets! This is especially important if you're photographing more than one item--break up the photo by creating different heights.



We hope these tips help you to take your photos to a new level! Best of luck, and happy shooting!



#360 Tea Cup & Saucer



Materials

CN253-8 Dark Black
CN302-8 Bright Caribbean
CN501-8 Neon Yellow

Supplies

Assorted Royal Aqualon
Brushes
Contact Paper
Detail Brush
1/4" Painter's Tape
Pen or Pencil
Scissors
Water



#365 Latte Cup and Saucer

Materials

CN033-8 Dark Butternut
CN302-8 Bright Caribbean

Supplies

Assorted Royal Aqualon
Brushes
Water

#410 Jumbo Mug



Materials

9591 Paint Dotter
CN012-8 Bright Straw
CN253-8 Dark Black
CN512-8 Green Apple
TCW398 Squiggles - 12" X 12"
Template

Supplies

Assorted Royal Aqualon
Brushes
Painter's Tape
Scissors
Water



#415 Coffee Bar Mug

Materials

9591 Paint Dotter
CN031-8 Light Butternut
CN142-8 Bright Aqua
CN384-8 Fruit Punch
TCW153s Mini Cosmic
Bubbles - 6" X 6" Template

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Painter's Tape
Pencil
Scissors
Water



#416 Flared Mug



Materials

CN031-8 Light Butternut
CN033-8 Dark Butternut
CN142-8 Bright Aqua
CN253-8 Dark Black
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Contact Paper
Detail Brush
Pen or Pencil
Scissors
Water



#420 Mug

Materials

CN253-8 Dark Black
CN303-8 Dark Caribbean

Supplies

Alphabet Stickers
Assorted Royal Aqualon
Brushes
Small Pin
Water

#424 Bistro Mug



Materials

9591 Paint Dotter
CN142-8 Bright Aqua
CN122-8 Bright Nautical
TCW429 Hourglass - 12" X 12"
Template

Supplies

Assorted Royal Aqualon
Brushes
Painter's Tape
Water



#431 Stackable Mocha Cup

Materials

9591 Paint Dotters (x4)
CN012-8 Bright Straw
CN151-8 Light Blue Spruce
CN351-8 Light Sapphire
CN353-8 Dark Sapphire
CN502-8 Neon Blue
TCW227 Chevron - 12" x 12"
Template

Supplies

Assorted Royal Aqualon
Brushes
Painter's Tape
Water



#2703 Coffee Pot Mug



Materials

- 9597 Natural Sea Sponge
- CN022-8 Bright Saffron
- CN033-8 Dark Butternut
- CN122-8 Bright Nautical
- CN142-8 Bright Aqua
- CN181-8 Light Kiwi
- CN244-8 Really White
- CN253-8 Dark Black

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Pencil
- Water



#2758 Broadband Mug

Materials

- CN181-8 Light Kiwi
- CN253-8 Dark Black
- CN351-8 Light Sapphire

Supplies

- Assorted Royal Aqualon Brushes
- ¼" and 1" Painter's Tape
- Water

#2762 Grab- a-Go Joe



Materials

- CN012-8 Bright Straw
- CN122-8 Bright Nautical
- CN351-8 Light Sapphire

Supplies

- Assorted Royal Aqualon Brush
- Detail Brush
- Pencil
- Water



BFF

Materials

419 Cafe Mug (x2)
AS548 Mask n' Peel
CN033-8 Dark Butternut
CN151-8 Light Blue Spruce
CN253-8 Dark Black
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon Brushes
Detail Brush
Pencil
Water

Instructions

1. Lightly wipe ware with a damp sponge to prepare surface for painting.
2. On each of the mugs, use a pencil to sketch out a heart. On one mug, sketch the heart to the left of the handle. On the other, sketch the heart to the right. Then, sketch a zig-zag line to separate the two halves of each heart.
3. Fill in each heart with a coat of Mask n' Peel. Let dry.

4. Once dry, paint the outside surface of one mug with 3 coats of Dark Butternut. Paint the other mug with 3 coats of Light Blue Spruce.

5. Once dry, remove the mask n' peel using either a small pin or the tapered end of your paintbrush.

6. On each mug, fill in opposite-side halves with 3 coats of Fruit Punch.

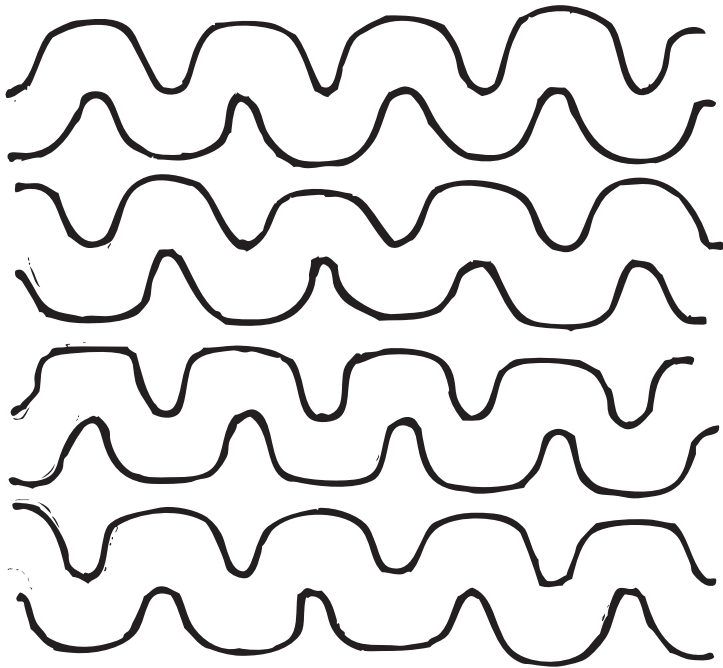
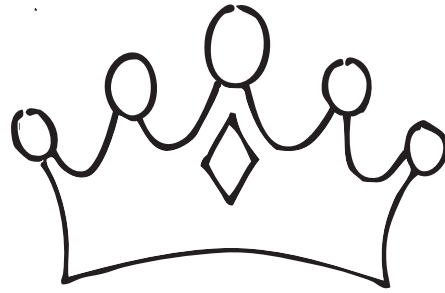
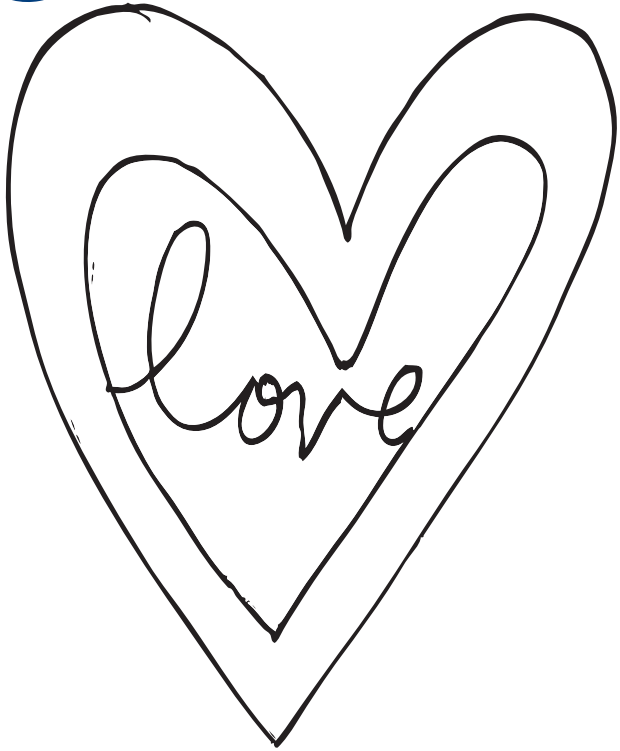
7. With a detail brush, outline the painted half of the heart with a solid line in Dark Black. Do the same for each zig-zag line.

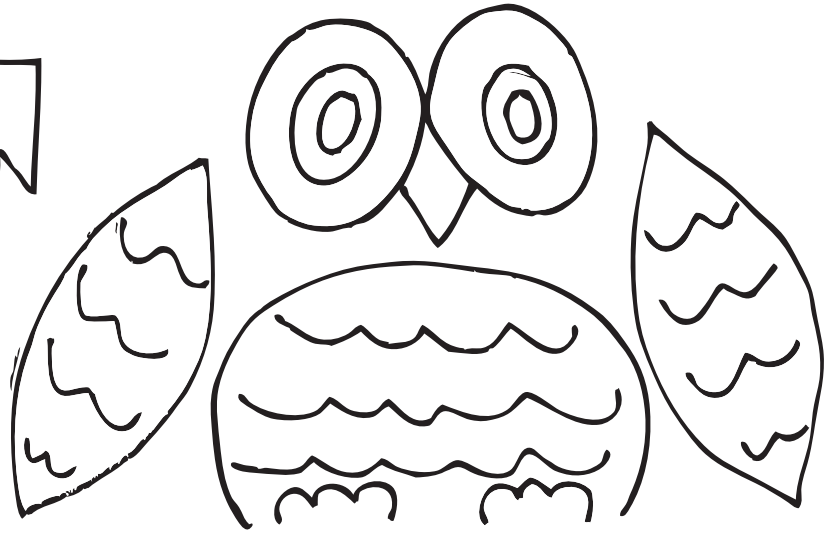
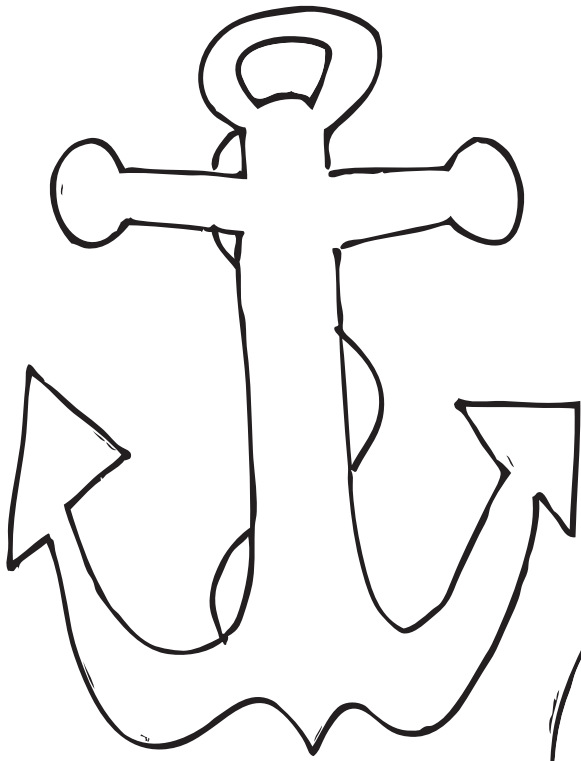
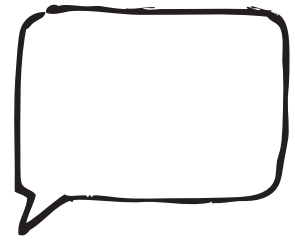
8. Use a detail brush and Dark Black to paint an outline around the remaining half of each heart with smaller, separated lines.

9. With a pencil in the unpainted half of each heart, sketch out "Best" on one mug and "Friends" on the other mug. Use a detail brush and Dark Black to trace over the words. Let dry.

10. On the mug painted with Light Blue Spruce, paint the inside with 3 coats of Dark Butternut. On the mug painted with Dark Butternut, paint the inside with 3 coats of Light Blue Spruce. Let dry.

11. Dip in Pure Brilliance and fire to Cone 06.







792 Two Drawer Holder (6" L x 5¼" H x 3" W)- 2/cs | 1006 Wall Pocket (6½" L x 4½" W x 1¼" H)- 6/cs | 1034 Jewelry Tree (5" L x 5" W x ¾" H)- 6/cs | 1849 Charleston Frame Sm (5¾ x 5¾ ; 3¼ x 3¼ opening)- 4/cs | 1850 Charleston Frame Md (8½" L x 7" W)- 4/cs | 1851 Charleston Frame Lg (Frame: 10¼" x 8½" - Holds: 7 x 5 photo)- 4/cs | 1863 Dry Erase Wedge (7¼" L x 4½" W x 2" H)- 4/cs | 2920 Elegant Candle Holder (7" L x 7" W x 1¾" H)- 4/cs | 2939 Owl Votive (4½" H x 4½" W)- 4/cs



Think Outside the Bottle with Specialty Glazes

We all know the type -- sometimes a customer will walk into your store clearly on the hunt for a little something different. It may be that they've painted with you before and are ready for a new look; or they've worked with ceramics and are looking for a wow factor that's difficult to achieve with underglazes. Instead of turning away a disappointed painter, you can offer your customers that same look in your studio with specialty glazes!



Specialty glaze options run the gamut from organic and earthy to vibrant or shimmery. If you've shied away from offering them in your store, it may be time to revisit the idea. These beautiful glazes offer a high end look with very little hand holding or creativity needed! (Can we get a woohoo?!) This will appeal to the customer that feels "creatively challenged" as well as those looking for something different. Whether your customer uses these on bisque or a handmade clay piece - no other set of products can almost guarantee these customers a beautiful finished project, every time.

When choosing specialty glazes to offer in your store, there are a wide variety of options to offer customers. First, you must decide how many lines you'd like to carry. When you're starting out, it's better to have a true understanding of a smaller selection than to offer more glazes than you know what to do with! By bringing in just one or two lines, you'll give yourself, your staff, and your customers time to adjust to the new offerings. In addition, you'll be able to help your painters achieve a beautiful project with confidence!

Because specialty glazes are very different from the traditional underglaze paint customers are accustomed to in your store, it's important that you understand and demonstrate the multitude of firing options to your customers. Presenting several samples that demonstrate the beauty of combining underglaze and specialty glaze is important. It will be hard for them to imagine the firing results, but once they see your example they'll be in love! Equally important is to write the color combinations on

the bottom of the sample, so that any employee could help them replicate the look.

If you're looking for an organic or earthy effect, Duncan Artisan or Courtyard Art Glazes lend a rustic look. These low fire products give the look of a high-fired piece of pottery, opening up a world of possibilities! Artisan glazes work extremely well on textured or dimensional projects. You can combine these glazes with your underglazes for a beautiful two tone look, or use by itself for a stunning satin or matte like finish. When layered with black underglaze, Artisan and Courtyard glazes also produce a beautiful "halo" effect when fired. Try it out!

Crystal Glazes are magical to customers, because these beautiful bursts of color look a little different on each piece, offering a truly unique project. There are several ways to make these an affordable option in your studio. One option is to paint two coats of a complementary underglaze color, then one solid coat of the specialty crystals on top. If you choose this route, make sure to have a display painted with crystal glaze and underglaze combinations so painters can choose their preferred look. Another option is to offer the entire jar to customers as an add on sale. That way, they can use this paint on a variety of pieces. They can paint to their heart's content, and you don't have to worry about the amount of glaze they're using! When they're done, they can save the jar for another visit, or leave what's left over with you.



Whichever lines of glaze you decide to offer, one thing is for sure. Your customers will love the chance to create something truly unique in your studio. When fired, they'll be proud to display their masterpiece for years to come! Isn't that what it's all about? So let go of your hesitation and open yourself up to the world of creative possibilities!





#792 Two Drawer Holder



Materials

CY102-4 Sagebrush
CY103-4 Desert Pine

Supplies

Assorted Royal Aqualon
Brushes
Water



#1006 Wall Pocket

Materials

CY103-4 Desert Pine
CY113-4 Hearthstone
CY117-4 Sand

Supplies

Assorted Royal Aqualon
Brushes
Water

#1034 Jewelry Tree



Materials

CY102-4 Sagebrush
CY103-4 Desert Pine

Supplies

Assorted Royal Aqualon
Brushes
Water



#1863 Dry Erase Wedge

Materials

CY116-4 Lava Slate
CY117-4 Sand

Supplies

Assorted Royal Aqualon
Brush
Painter's Tape
Scissors
Water



#2929 Elegant Candle Holder



Materials

- CY103-4 Desert Pinet
- CY113-4 Hearthstone
- CY117-4 Sand

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Pencil
- Water



#2939 Owl Votive

Materials

- CY103-4 Desert Pine
- CY113-4 Hearthstone
- CY116-4 Lava Slate
- CY117-4 Sand

Supplies

- Assorted Royal Aqualon Brush
- Detail Brush
- Water



Rustic Memories

Materials

- 1849 Charleston Frame Small
- 1850 Charleston Frame Medium
- 1851 Charleston Frame Large
- 9599 Hydra Art Sponge
- CY113-4 Hearthstone
- CY116-4 Lava Slate
- CY117-4 Sand
- TCW169 Kasbah - 12" X 12" Template
- TCW381s Mini Quatrefoil - 6" X 6" Template
- TCW427 Quatrefoil Reversed- 12" X 12" Template

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water

Instructions

Lightly wipe each piece with a damp sponge to prepare for painting.

Charleston Frame Small: 1. Paint the surface of the frame with 3 coats of Hearthstone, allowing glaze to dry in between coats.

2. Immediately following the third glaze coat, lay the Mini Quatrefoil stencil onto the frame.

3. Use a sponge and Lava Slate to sponge over the stencil design, then carefully lift stencil.

Charleston Frame Medium: 1. Paint the surface of the frame with 3 coats of Hearthstone, allowing glaze to dry in between coats.

2. Immediately following the third glaze coat, lay the Kasbah stencil onto the frame.

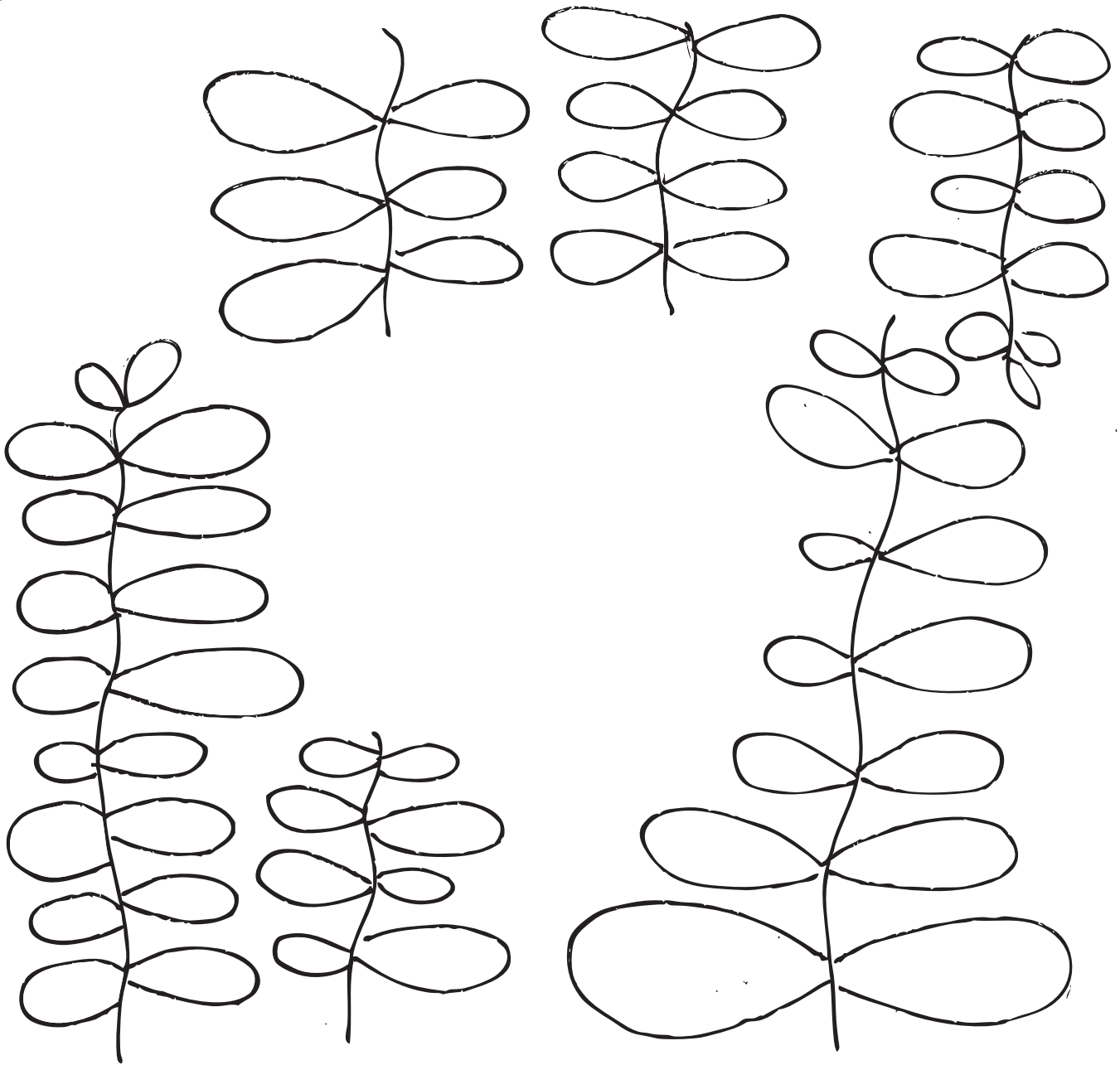
3. Use a sponge and Sand to sponge over the stencil design, then carefully lift stencil.

Charleston Frame Large: 1. Paint the surface of the frame with 3 coats of Hearthstone, allowing glaze to dry in between coats.

2. Immediately following the third glaze coat, lay the Quatrefoil Reversed stencil onto the frame.

3. Use a sponge and Lava Slate to sponge over the stencil design, then carefully lift stencil.

Once each piece is completed, fire to Cone 06.





2340 Berry Basket (5¼" W x 5¼" L x 3" H)- 4/cs | 2919 Market Egg Crate (6¾" L x 4¾" W x 1½" H)- 6/cs | 2936 Berry Collander (6" Dia. x 3" H)- 4/cs | 2728 Milk Bottle (7¼" H, x 2¾" Dia.)- 6/cs | 2922 Brooklyn Canister (4" Dia. x 4¾"H)- 4/cs | 1070 Measuring Cup Set (5½" Dia. x 2")- 4/cs | 2930 The Made to Measure Mugs - 2/cs | 509 Curvy Spoon Rest (8¼" L x 3¼" W x 2" H)- 6/cs | 2910 Measuring Spoon Set (4¾" L x 2" W)- 6/cs

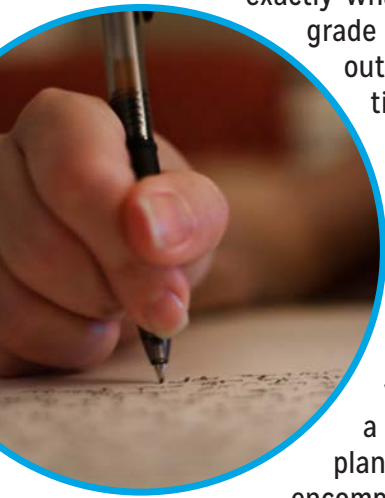


What's Your Studio Story?

Close your eyes and imagine your favorite book or movie. Chances are that no matter which story you're thinking of, our favorites have a few things in common. Whether you're an action movie buff or a romance lover, each story has a action, a voice, and recognizable (and hopefully likable!) characters. Guess what: your studio has a story, too.

Whether you realize it or not, every day, thousands of details and interactions are writing the story that is told to your customers. Everything from the appearance of your store to the way your staff answers the phone contributes to this much larger picture, and no detail is too small! (In fact, sometimes those are the most important.) This may excite you, or it may scare you. The good news is--you can start to control the story--and even write it for yourself!

Before you begin writing your story, it's important to decide exactly what the story will be. Just like in grade school when you'd create an outline for your papers, take some time to outline the building blocks of your studio story. Is your studio fun, creative, inspiring, children-centric, adult, friendly, welcoming, helpful, accessible, or artistic? (Hint: as much as you'd love to, you can't be everything!) Choose 2-3 main values to focus on, and create a plan to support that goal. Your plan should be as detailed and all encompassing as your studio--no detail is too small to contribute to your story. As you work to take control of your message, keep these core values close by. Whenever you question a decision, revisit these values to help you decide. If your actions support these values--go for it! If not, they may not be what you need to focus on.




The first part of your studio story may be the simplest: what is going on in your studio? This could be anything from events, to parties, customer reviews, or community happenings--but everything will contribute to your story. And here's the most important part of the "action" in your studio: are you playing an active or passive role in what's going on? Basically, are you making things happen, or are they happening to you? Without a doubt, it's important to

play an active role in your studio story. If you're not actively working to create positive interactions and events in your store, you're being passive. And if you're being passive, someone (your customers or employees) or something (their experiences, reviews, and word of mouth) is writing a story about your store that may be different from what you'd like.

The quickest way to take control of your story is to develop the voice of your studio. Depending on your situation, this voice may be yours--or it may be a collection of voices. Your voice is not just communicated through verbal interactions. This voice should be evident in every single interaction--verbal, visual, nonverbal, etc--you create in your store. Does your studio signage fit together in a cohesive way, or does each sign have their own style? Are your samples designed to inspire your core group of customers? Does the "mood" or "feel" of your store welcome guests as they enter your doors, or does it rely on the mood of the person working the sales floor? All of these things can be reworked to fit into the story you'd like to share with your guests. Anything that doesn't quite fit should be reworked or removed.



The final step in crafting your studio story is the characters, or the face, of your business. Again, this face may be you, or it may be your longtime staff. In rare occasions, your customers may know you well and recognize you (although you shouldn't rely solely on this, as it can feel exclusive to outsiders.) However, the face of your business doesn't have to be any one person specifically. People like to do business (and read stories) with someone who is likeable, friendly, and at least seems familiar--even if they aren't. By working to create a likeable and friendly nature among your staff and all of your customer service and marketing interactions, you'll go a long way towards building the trust of your customers.

Ready to start writing the story for yourself? Don't wait--the best stories needn't be overly complicated or long. Keep your message simple, clear, and consistent, and you'll love the results. Happy writing!  54



#509 Curvy Spoon Rest

Materials

CN151-8 Light Blue Spruce
CN191-8 Light Ivy
CN232-8 Bright Briarwood
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brush
Detail Brush
Pencil
Water



#1070 Measuring Cup Set

Materials

CN253-8 Dark Black
CN262-8 Bright Grape
CN292-8 Bright Purple
CN343-8 Dark Pink
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water

#2340 Berry Basket



Materials

5600 Large Bow
8301 E-6000 Adhesive
CN031-8 Light Butternut
CN032-8 Bright Butternut
CN074-8 Really Red
CN302-8 Bright Caribbean
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



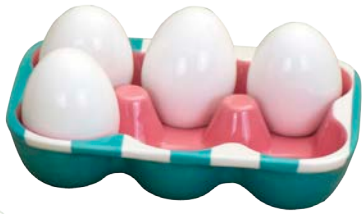
#2728 Milk Bottle

Materials

5271 Cow
8301 E-6000 Adhesive
CN253-8 Dark Black
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Painter's Tape
Scissors
Water



#2919 Market Egg Crate

Materials

CN253-8 Dark Black
CN262-8 Bright Grape
CN292-8 Bright Purple
CN343-8 Dark Pink
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#2922 Brooklyn Canisters

Materials

CN253-8 Dark Black
CN262-8 Bright Grape
CN292-8 Bright Purple

Supplies

Alphabet Stickers
Assorted Royal Aqualon
Brushes
Contact Paper
Painter's Tape
Scissors
Small Pin
Water



#2930 Made to Measure Mugs

Materials

CN031-8 Light Butternut
CN042-8 Bright Papaya
CN151-8 Light Blue Spruce
CN171-8 Light Kelp
CN181-8 Light Kiwi
CN253-8 Dark Black
CN302-8 Bright Caribbean
CN343-8 Dark Pink
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



#2936 Berry Collander

Materials

9597 Natural Sea Sponge
CN181-8 Light Kiwi
CN182-8 Bright Kiwi
CN253-8 Dark Black
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pipe Cleaner
Water



Made with Love

Materials

2910 Measuring Spoon Set
CN031-8 Light Butternut
CN032-8 Bright Butternut
CN042-8 Bright Papaya
CN062-8 Bright Salsa
CN181-8 Light Kiwi
CN191-8 Light Ivy
CN202-8 Bright Grey
CN253-8 Black
CN262-8 Bright Grape
CN263-8 Dark Grape
CN272-8 Bright Jade
CN292-8 Bright Purple
CN384-8 Fruit Punch
CN507-8 Neon Red

Supplies

Assorted Royal Aqualon Brushes
Detail Brush
Water

Instructions

1. Lightly wipe ware with a damp sponge to prepare surface for painting.

2. Dip a damp, large square brush into Bright Grey. In one brush stroke, coat the handle of each measuring spoon. Let dry.

3. On the whole tablespoon, with a detail brush, paint small pairs of leaf shapes extending down the handle using a combination of Bright Salsa, Fruit Punch, and Neon Coral.

4. On the teaspoon, repeat the same leaf design using a color combination of Bright Grape, Dark Grape, and Bright Purple.

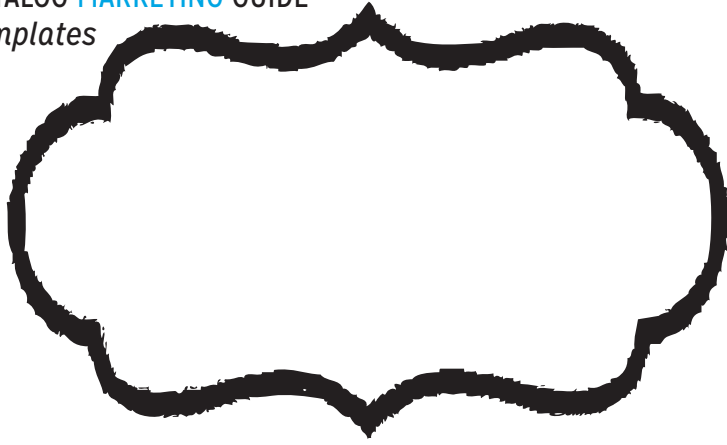
5. On the half teaspoon, repeat the same leaf design using a color combination of Bright Kiwi, Light Ivy, and Bright Jade.

6. Then, on the quarter teaspoon, repeat the same leaf design using a color combination of Light Butternut, Bright Butternut, and Bright Papaya.

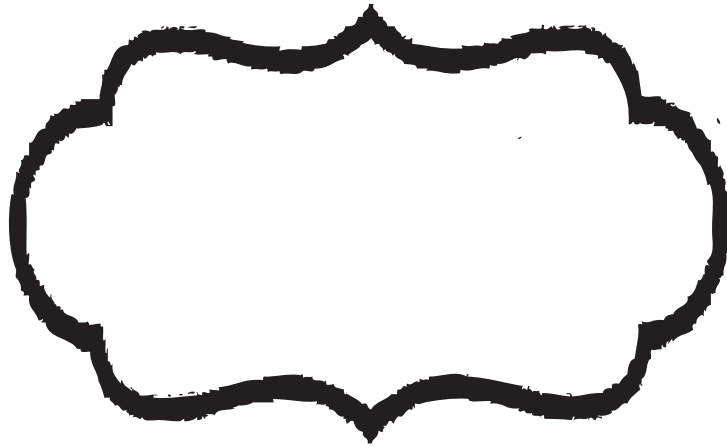
7. In the rectangular middle section of each measuring spoon, sketch out each measurement using a pencil. Then, with a detail brush and Black, trace over the measurement.

8. In the spoon end of each measuring spoon, with a detail brush, make 6 small, Bright Grey dots to create a flower shape. Let dry.

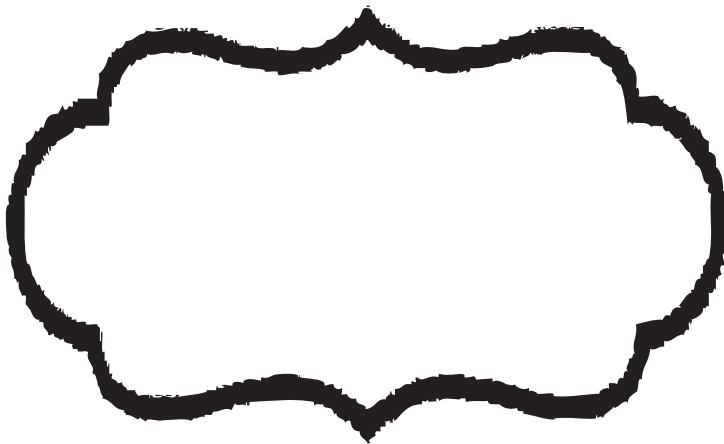
9. Dip in Pure Brilliance and fire to Cone 06.



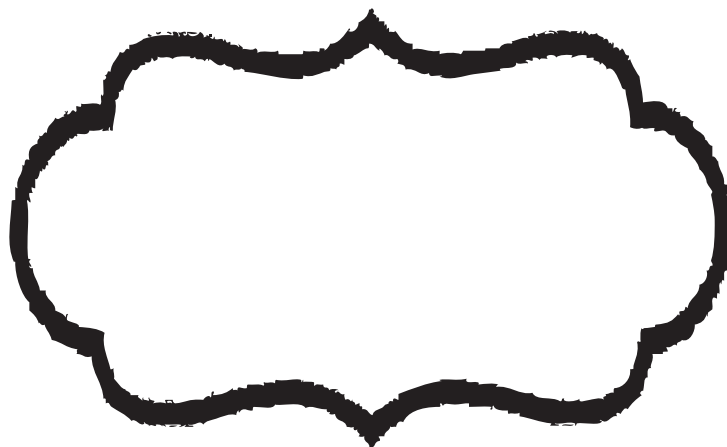
Tea



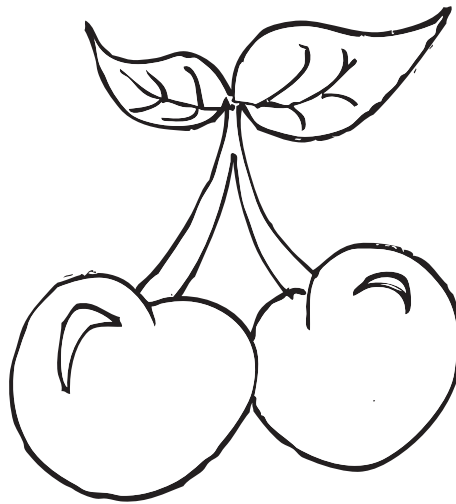
Coffee



Flour



Sugar





958



1069 Wreath Base (12" Outside x 5" Inside Dia. x 1/2" H)- 6/cs



Tis the Season : Save with Seasonal Samples

You know the feeling -- you do your best to find fun new offerings for your studio, order them and wait patiently for them to arrive, only to feel like they collect dust once you unpack and place them on your shelves. This can be super frustrating, but you're not alone!

Chances are one of the first things you learned about your studio was that samples sell. But just like training your staff or planning social media, don't just "set it and forget it!"

When you're having trouble moving a product, the answer is not always as simple as having one sample for that piece. In fact, each sample you paint for the product may appeal

to a different group of painters depending on the time of year--so multiple samples may be necessary. This may not be because the piece isn't versatile; in fact, it may be so versatile that customers need help imagining all the ways they could use it in their home! As you think about the samples in your store, it's important to think outside the box. If you don't know why a customer would purchase a given piece at any given time, your customers definitely won't! Take the time to consider the unique features of a piece and accentuate it with a sample that will sell for you.

Consider the wreath photograph at the beginning of this chapter -- plaques and tiles. Imagine that you like the wreath base, order it, and just paint the Halloween sample using items you already have in your studio. Chances are that you'll catch the attention of passersby during the fall months. But come November 1, that sample won't be as attention grabbing. Beyond that, it sends the message to your customers that you aren't as organized or current as you are!

You can plan for the fluctuations by having seasonal samples painted, fired, and available to switch out quickly as the time comes. On November 1, switch out the Halloween wreath sample for a Thanksgiving or Christmas option, and

you'll be able to seamlessly transition between seasons. Better yet--paint a fall themed option that can last you all the way through Thanksgiving.

If this model sounds like it requires a little more time or concentration, you're right. However, the benefits are vast. Just like tomatoes, just because you can find them in the grocery store year round doesn't mean you always want to buy them. The time when they're most delicious--summer--they will practically jump into your cart! But come January, your brain knows to skip over summer's mealy and far less delicious counterparts. Think of the valuable shelf space you're using for generic or out of season samples! Take a good look at your shelves. Are you selling tomatoes in January? If so, it might be time for a seasonal refresh!

By working with the calendar instead of against it (or even worse--ignoring it!) you'll create an irresistible display for your painters. As an added benefit, you'll even be able to go farther with the shapes you already have instead of having to purchase multiple seasonal items that only work for a short time. If a large holiday order isn't something you'd like to do, go shopping on your shelves for items that can work for you, all twelve months of the year! A simple oval platter, for instance, can be transformed into an Easter Egg, a grill platter, a football stadium, a pumpkin, or Santa's face. By supporting the pieces you have with seasonal samples, in return they'll support you year-round with sales. That's what we call a win-win. 





#1069 USG Wreath Base



Materials

- 5092 Small Star (x7)
- 9597 Natural Sea Sponge
- CN074-8 Really Red
- CN123-8 Dark Nautical
- CN362-8 Ivory
- FD258 Pure White

Supplies

- Assorted Royal Aqualon Brushes
- Painter's Tape
- Water



#1069 Halloween Wreath Base

Materials

- 928 Oval Medallion
- 2098 Skull Ornament
- 4722 Spider (x8)
- 8122 Writer Bottle
- CN042-8 Bright Papaya
- CN212-8 Bright Taupe
- CN253-8 Dark Black
- CN293-8 Dark Purple
- FD254 Black Licorice

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Pencil
- Water

#1069 Owl Wreath Base



Materials

- 945 5 Inch Circle Tile
- 8301 E-6000 Adhesive
- 9591 Paint Dotters
- AS401 Quick-Crackle
- D31209 Aleene's Glossy Decoupage
- OS463 Medium Green
- OS467 Light Brown
- OS472 Walnut
- OS475 Charcoal
- OS488 Christmas Tree Green
- OS527 Pale Ivory
- RAQUA202 Aqualon Wisp Flat Brush

Supplies

- Assorted Royal Aqualon Brushes
- Assorted Buttons (varied size)
- Burlap
- Craft Paper
- Detail Brush
- Glue Stick
- Lace or Patterned Fabric
- Paper Towels
- Pencil or thin marker
- Scissors
- Tape
- Water



#1069 Christmas Wreath Base

Materials

- 2065 Santa Ornament
- 5700 Large Snowflake (x3)
- 5946 H / Eta (x3)
- 5954 O / Omicron (x3)
- CN032-8 Bright Butternut
- CN074-8 Really Red
- CN141-8 Light Aqua
- CN221-8 Light Blush
- CN343-8 Bright Pink
- CN362-8 Ivory
- CN384-8 Fruit Punch
- FD258 Pure White

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water



Thankful Harvest

Materials

928 Oval Medallion
1069 Wreath Base
5682 Turkey
CN031-8 Light Butternut
CN042-8 Bright Papaya
CN082-8 Bright Wine
CN232-8 Bright Briarwood
CN311-8 Light Ginger
CN312-8 Bright Ginger
CN512-8 Green Apple
French Dimensions
TCW450 Art Deco Leaves - 12" X 12" Template

Supplies

Assorted Royal Aqualon Brushes
Detail Brush
Pencil
Sponge
Water

Instructions

1. Lightly wipe ware with a damp sponge to prepare surface for painting.

2. Paint the wreath base with 3 coats of Light Ginger. While the paint is still slightly wet, place the stencil onto the surface.

3. Use a sponge and Bright Ginger to fill in the stencil image. When done, gently lift off the stencil. Set aside to dry.

4. To paint the turkey, first paint the beak and feet with Light Butternut. Paint the body with Bright Ginger. Paint the wattle with Bright Wine. Alternate using Bright Wine, Bright Briarwood and Green Apple to paint the tail feathers.

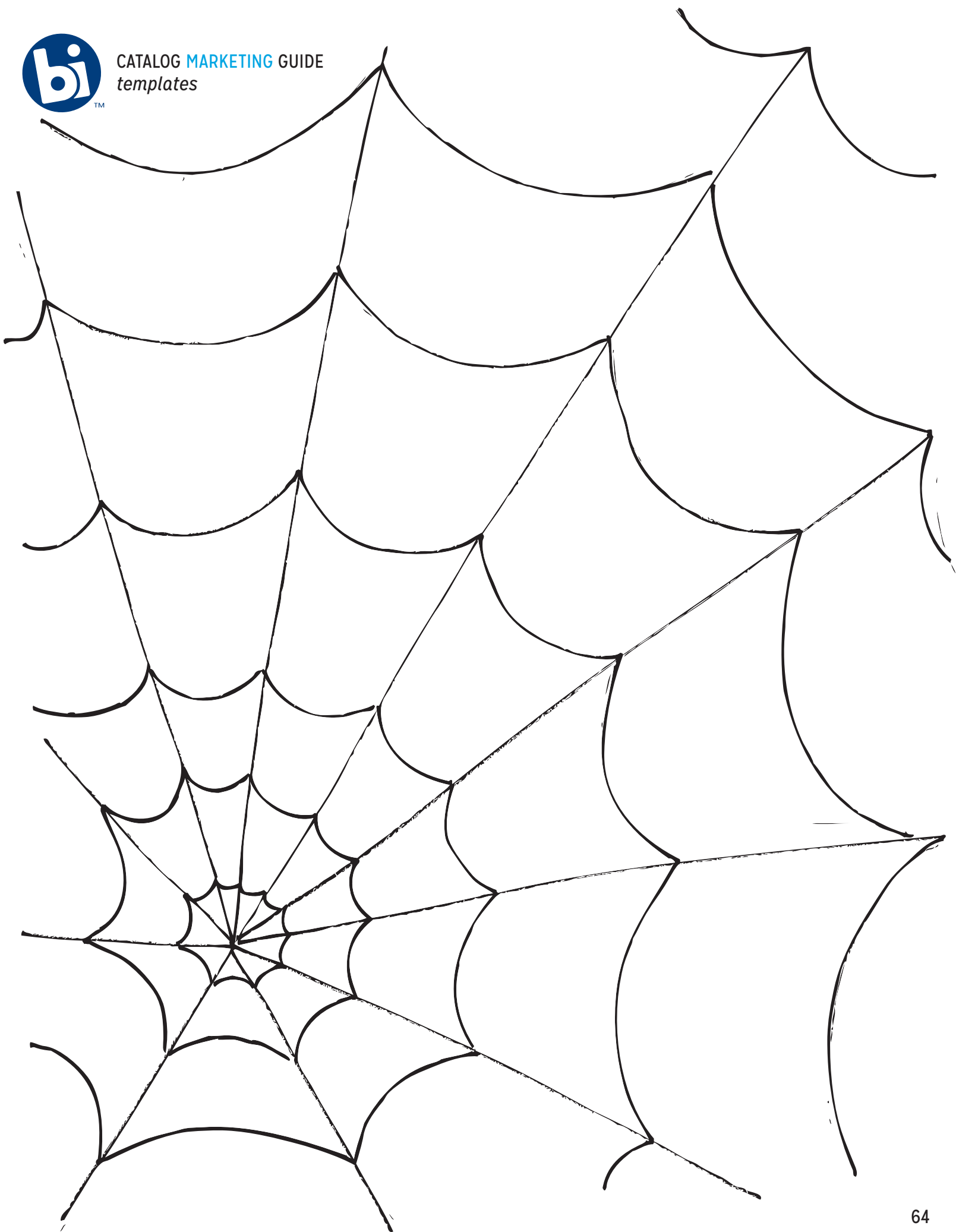
5. Paint the oval medallion with 3 coats of Bright Papaya.

6. As the medallion dries, paint a ruffled border around the inner wreath circle with 2-3 coats of Bright Briarwood.

7. On the medallion, use a pencil to lightly sketch "Thankful" in the center. With a detail brush and Bright Briarwood, trace over the letters.

8. Using French Dimensions as adhesive, attach the oval medallion to the bottom center of the wreath. Directly above the medallion, attach the turkey.

9. Dip in Pure Brilliance and fire to Cone 06.





611 Sm Flower Pot w/Tray (5½" H x 5¼" Dia.)- 2/cs | **612** Md Flower Pot w/Tray (6¾" H x 6" Dia.)- 2/cs | **613** Lg Flower Pot w/Tray (7¼" H x 7" Dia.) - 1/cs | **614** XL Flower Pot w/ Tray (8" H x 7¾" Dia.)- 1/cs | **741** 9" Garden Stake (9" H x 4½" W)- 12/cs | **742** 12" Garden Stake (12" L x 4¾" W x ½" Thick)- 8/cs
746 Water Bucket (5¾" H Volume: 32 ounces.)- 1/cs | **748** Sand Pail (5½" Dia. x 5" H)- 4/cs



On the Road Again : Branch Out into Off Site Events

If you've yet to make the leap into the world of off site and mobile events, what are you waiting for? Chances are you receive countless inquiries from church groups, camps, clubs, or event schools annually. With a little planning and forethought, you can say "yes" to these offers and in turn, "yes" to increased sales.

Not only can off site events be incredibly simple, they give you the unique opportunity to gain exposure with potential customers that may never have heard of you. Unlike walk in traffic, off site audiences may not have necessarily heard of you, or even know where to start looking! This doesn't

mean that they aren't interested in what you have to offer. Because of the nature of these events, it becomes even more crucial than ever to pull off a seamless, fun, and creative event from start to finish.

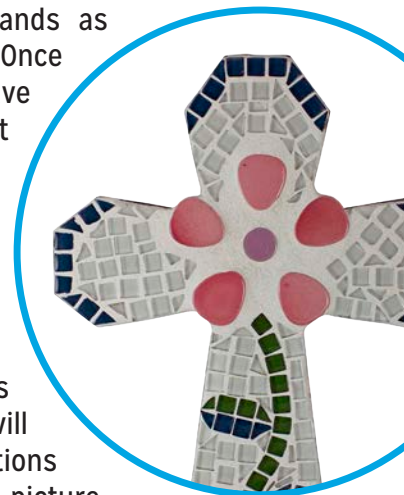


One of the simplest ways to do this is to offer non-fired projects. In an ideal world, every off site participant would follow directions and drop by your store to pick up their finished pieces. However, just like with in store painters, sometimes pieces can sit forgotten on your pick up shelves for months. Imagine how much easier it would be to send painters on their way with a completed piece as soon as they're done. Painting bisque with acrylics, working on canvas, or using mosaics are all ways to achieve this!


Acrylics are a great option for children's classes, or events where you don't have much time to complete the project. Since they spread well and dry quickly, they make it easy to paint vibrant bisque pieces (and fix mistakes). For all these reasons and more, many people like to paint bisque with acrylics. Since acrylics won't be glazed and fired in the kiln, the surfaces won't be completely sealed. When choosing the piece, it's important to pick something decorative--think plaques, frames, boxes, banks, figurines, or ornaments. Then, simply paint, dry, and voila! (For added whimsy, don't forget to add fun mixed media elements like those featured in the Vases and Planters display.) Your one

step off site masterpiece is done. If your customers wish to mimic the glossy finish of glaze, you also have the option of applying a spray on or brush on sealer to add shine.

Canvas is another awesome choice for a variety of events. Because of the popularity of canvas classes in recent years, many adults enjoy painting canvas as much as fired arts! This doesn't mean you should turn away the business--in fact, quite the opposite. You have much of the expertise and materials you need to run a successful canvas class. Canvas is easy to transport and requires minimal supplies. Remember to pack disposable plates as palettes, water bowls, plastic tablecloths, and brushes. You can even use wire plate stands as easels for smaller canvases. Once the class is complete, you'll have minimal supplies to transport back to your store. Who doesn't love that?



The final medium that works incredibly well for off site events is mosaics. With a wide variety of mosaic bases available, your customers will have no shortage of project options to choose from. Plaques, picture frames, trivets, suncatchers, and coat hooks are just a few of the options available. Once they've picked their project, simply glue mosaic tile and tesserae to the pieces, and send customers home with the grout and instructions needed to finish. The result is a rustic and beautiful product your guests will be proud to share.

Without a doubt, the magic of the kiln is a competitive advantage that your store has over its competition. However, it is just as important to compete in situations where convenience and simplicity are important. By expanding your offering to include some non-fired options, you can better serve a large portion of your customers who wish to host off-site events. Good luck! 



#611 Small Flower Pot w/ Tray



Materials

- AS548 Mask 'n Peel
- CN031-8 Light Butternut
- CN181-8 Light Kiwi
- CN372-8 Bright Honeysuckle

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- ¼" Painter's Tape
- Water



#613

Large Flower Pot w/ Tray

Materials

- 9591 Paint Dotter
- AS401 Quick-Crackle
- AS959 Duncan Hi-Gloss Sealer
- OS431 White
- OS438 Orange Peel
- OS443 Native Flesh
- OS449 Bright Red
- OS457 Medium Blue
- OS463 Medium Green
- OS471 Medium Brown
- RAQUA201 Aqualon Wisp Filbert Brush

Supplies

- Assorted Craft Stickers
- Assorted Royal Aqualon Brushes

#614 XL

Flower Pot w/ Tray



Materials

- 9597 Natural Sea Sponge
- CN042-8 Bright Papaya
- CN181-8 Light Kiwi
- CN253-8 Dark Black
- CN384-8 Fruit Punch

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water



#741 9"

Garden Stake

Materials

- 8301 E-6000 Adhesive
- AS401 Quick-Crackle
- BIM104 Sunset Pebble Assortment
- BIM106 Leafy Pebble Assortment
- BIM121 Sweetheart Tile Assortment
- OS467 Light Brown
- OS472 Walnut

Supplies

- Assorted Royal Aqualon Brushes
- Water



#742 12" Garden Stake



Materials

- 9597 Natural Sea Sponge
- CN182-8 Bright Kiwi
- CN253-8 Dark Black
- CN504-8 Neon Orange

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water



#746 Water Bucket

Materials

- CN021-8 Light Saffron
- CN042-8 Bright Papaya
- CN142-8 Bright Aqua
- CN151-8 Light Blue Spruce
- CN171-8 Light Kelp
- CN182-8 Bright Kiwi
- CN172-8 Bright Kelp
- CN253-8 Dark Black
- CN343-8 Dark Pink
- RAQUA202 Aqualon Wisp Flat Brush

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water

#748 Sand Pail



Materials

- CN013-8 Dark Straw
- CN062-8 Bright Salsa
- CN074-8 Really Red
- CN505-8 Neon Green

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Reinforcement Labels
- Small Pin
- Water



Eclectic Garden

Materials

612 Med. Flower Pot w/ Tray
8301 E-6000 Adhesive
AS959 Duncan Hi-Gloss Sealer
D31209 Aleene's Glossy Decoupage
OS444 Light Pink
OS450 Lilac
OS452 Purple
OS463 Medium Green
OS469 Light Turquoise
OS556 Lemon Grass
OS558 Miami Pink
OS565 Confederate Blue
RAQUA201 Aqualon Wisp Filbert Brush

Supplies

Assorted Buttons
Assorted Royal Aqualon Brushes
Craft Paper
Detail Brush
Glue Stick
Photographs
Popsicle Sticks
Scissors (Regular & Funky)
Self-Adhesive Sheet
Stapler
Water

Instructions

1. Med. Flower Pot w/ Tray: Lightly wipe ware with a damp sponge to prepare surface for painting.
2. Paint the inside of the flower pot with Confederate Blue.
3. Paint the outside of the pot with Light Turquoise.
4. Paint the outside surface of the tray with Lemon Grass and the inside with Confederate Blue.
5. Paint grass blades around the outside of the tray with an Aqualon Wisp Filbert Brush and Medium Green. Set aside to dry.
6. Paint large flowers on the outside of the flower pot. Alternate using Lilac and Miami Pink for each flower.
7. Paint a stem and leaves for each flower with Medium Green. Allow to dry.
8. Cut out four small photographs. Use a glue stick to adhere each photo to the center of a flower. TIP: If using printed photographs, laminate each photo using a self-adhesive sheet to protect and prevent ink from bleeding.
9. Cut out 1-1 1/2" strips of craft paper, then use a glue stick to adhere the strips around the rim of the flower pot.



Eclectic Garden Cont.

10. On each Lilac flower, paint a Purple border around each photo. Accent the petals with the same color. Repeat using Light Pink for the remaining two flowers.

11. Decoupage the outside of the pot to seal the photographs and craft paper to the surface.

12. Paint one coat of Hi-Gloss Sealer to the inside of the pot and to the tray. Allow to dry.

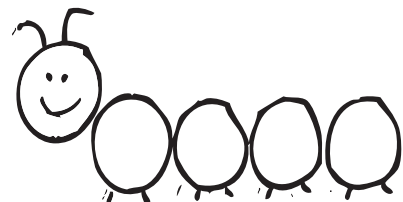
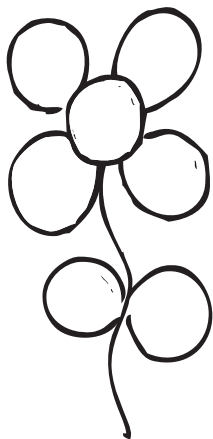
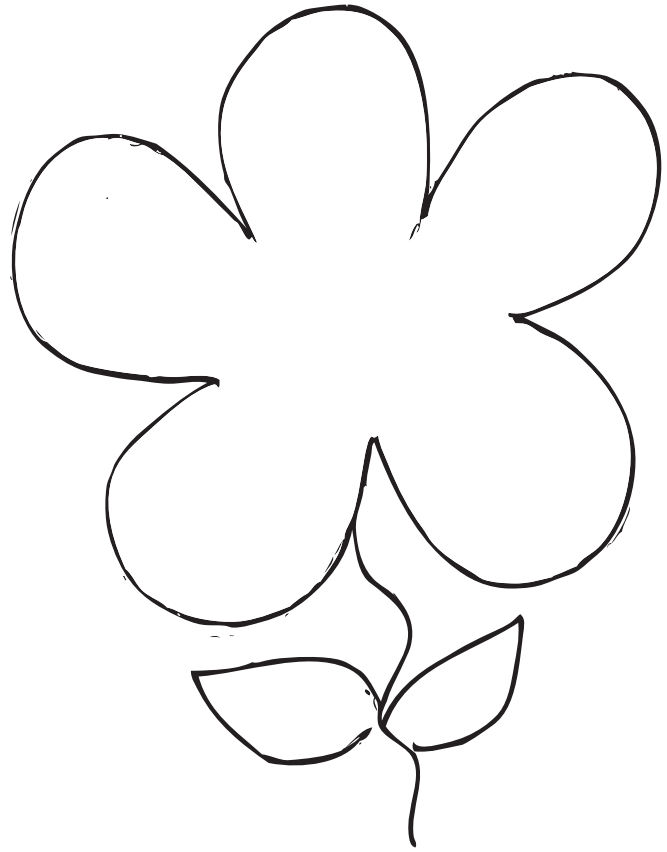
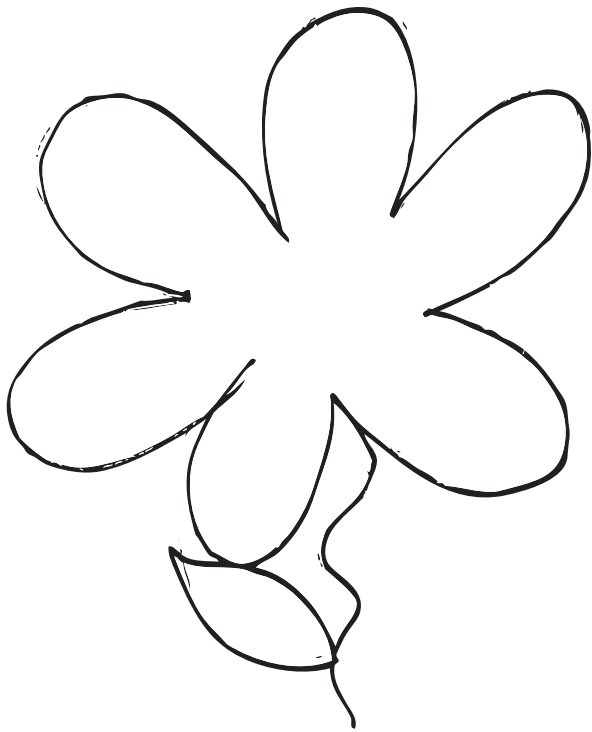
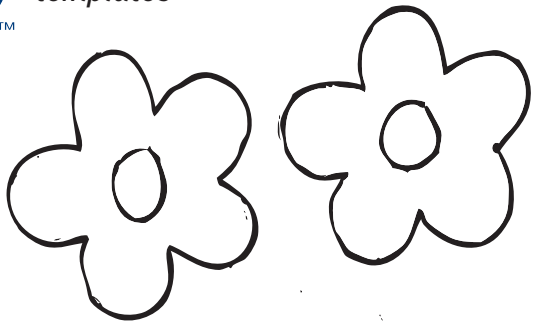
Craft Flowers: 1. Use E-6000 Adhesive to layer and adhere assorted buttons to create a flower shape. Adhere the button flower to the end of a popsicle stick.

2. Cut out and stack multiple craft paper squares. Staple the center of the stack, then use scissors to cut scattered slits. Cut off each corner, then “fluff” and bend the layers of craft paper to create volume to the flower. Use E-6000 to adhere layered buttons to the center. Adhere the flower to a popsicle stick.

3. Cut out and glue together flower-shaped paper cut-outs, then use E-6000 to adhere to a popsicle stick.

4. Paint each popsicle stick with Medium Green. Allow to dry.

**For more details,
check out the
technique video
on our YouTube
page!**





1209 Love You More Bank (5" L x 4½" W x 4½" H)- 6/cs | 1213 Starflower Bank (4½" Dia. x 2½" W)- 4/cs | 1237 Peace Sign Bank (4½" L x 4½" H x 2" W)- 4/cs | 1239 Happy Bank (4¾" W x 4¾" H)- 4/cs | 1241 JOY Word Bank (4½" L x 2½" H x 1½" W)- 8/cs | 1242 LOVE Word Bank (5½" L x 2½" H x 1½" W)- 6/cs | 1243 SMILE Word Bank (6½" L x 2½" H x ½" W)- 6/cs | 1244 FAITH Word Bank (6¾" L x 2½" H x 1½" W)- 6/cs | 1245 PEACE Word Bank (7¼" L x 2½" H x 1½" W)- 6/cs | 1247 Hope Word Bank (5½" L x 2¼" H x 1¼" W)- 6/cs | 1251 Peace Sign Box (4¼" Dia.)- 4/cs | 1267 Buddha Box (4½" H x 3¾" Dia.)- 4/cs | 1272 Ribbon Box (6½" L x 3¾" W)- 4/cs | 1286 Sm Heart Box (3¼" L x 3" W)- 4/cs | 1287 Lg Heart Box (4" L x 3½" W)- 4/cs | 1298 Groovy Flower Box (4¾" L x 4¾" W x 2¾" H)- 4/cs | 1312 Sm Cross Box (4" L x 3¼" W)- 4/cs | 2073 Star of David Box (4¾" Dia. x 2¼" H)- 4/cs



Find Your Studio Flow : Create Natural Groupings

Do you remember the song from Sesame Street, “One of these things is not like the other?” Admit it--you do, don’t you? It was a fun little activity where you had to find the one thing that didn’t belong. It’s pretty easy to find that one random thing. For instance you are in the supermarket and are looking at the apples. You see green apples, red apples and then pens and pencils. Hmm? That seems strange! It would make more sense for pens and pencils to be with other similar items in the stationery aisle.

The same concept applies to your studio displays. You want to make sure you are creating sections of products that go together! The items in each section or shelf should make sense. If you have 12 different styles of mugs you should have them together. There is a phrase used in visual merchandising which explains this in a simple way...”put like with like”. You want to put all of the same items together. All of your dinner plates or bowls should be displayed in the same area. This not only makes your studio more user friendly for your customer, but it also creates neatness and order.

When a customer comes in to your studio and asks for platters you shouldn’t have to hand them a map and take them on a tour! I giggle as I say this because I know some of us have been there! You should be able to quickly walk them over to the display or easily point them in the right direction.

It makes sense to group things together that match naturally. You might not have a large selection of dog bowls and accessories but these pieces go together. You can create a statement with these pieces for when the customer sees it. They see the display and know that’s where they should be looking to paint something for their pup.


This is the thought process you should use when putting out your holiday pieces. You might have an assortment of bowls, plates, mugs and figurines for the

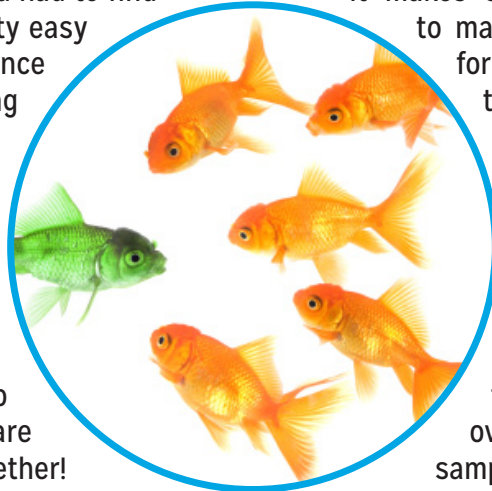
holiday season. Since this is seasonal product that will be removed from your shelves once the season is over, it makes sense to group these pieces together to make a holiday feature. All of the pieces for this particular holiday are displayed together in the same area. You can creatively showcase these items and create excitement by making a crisp, clean display.

Your studio should have a natural flow and be easy to visually navigate. Creating natural groupings helps create this. The customers eyes will be all over the place looking at the beautiful samples you have displayed and at all of the awesome bisque shapes you have. They will be overwhelmed! Make it easier for them by keeping things simple.

Retail merchandising has many best practices that apply to the PYOP industry. Like I mentioned “putting like with like” goes a long way in creating a visually welcoming studio. How many times have you just walked out of a store because you couldn’t find what you are looking for? It happens all the time and you don’t want that to happen in your studio.

This best practice is also excellent when applied to your backroom/storage area. When you are backstocking product it should reflect the groupings on the sales floor. Put like with like! Believe me you will thank me for it on those busy holiday weekends!

Creating natural groupings allows you to create a roadmap that makes sense. It also allows you to create eye appealing statements with these pieces. Make the groupings fun and exciting. Use your creative talents to make those pieces pop! 





#1209 Love You More Bank



Materials

5557 Key to My Heart
CN232-8 Bright Briarwood
CN263-8 Dark Grape
CN313-8 Dark Ginger
CN372-8 Bright Honeysuckle
FD258 Pure White

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



#1213 Starflower Bank

Materials

CN293-8 Dark Purple
CN371-8 Light Honeysuckle
CN373-8 Dark Honeysuckle
CN501-8 Neon Yellow

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water

#1237 Peace Sign Bank



Materials

CN032-8 Bright Saffron
CN113-8 Dark Delft
CN142-8 Bright Aqua
CN343-8 Dark Pink
CN505-8 Neon Green

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



#1239 Happy Bank

Materials

CN022-8 Bright Saffron
CN253-8 Dark Black
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



#1242 LOVE Word Bank

Materials

CN151-8 Light Blue Spruce
CN263-8 Dark Grape
CN292-8 Bright Purple
CN373-8 Dark Honeysuckle

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1243 SMILE Word Bank

Materials

CN012-8 Bright Straw
CN042-8 Bright Papaya
CN142-8 Bright Aqua
CN181-8 Light Kiwi
CN253-8 Dark Black
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Water



#1244 FAITH Word Bank

Materials

CN012-8 Bright Straw
CN262-8 Bright Grape
CN291-8 Light Purple

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1245 PEACE Word Bank

Materials

CN012-8 Bright Straw
CN042-8 Bright Papaya
CN122-8 Bright Nautical
CN372-8 Bright Honeysuckle

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1247 HOPE Word Bank

Materials

CN042-8 Bright Papaya
CN142-8 Bright Aqua
CN272-8 Bright Jade
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1251 Peace
Sign Box

Materials

CN031-8 Light Butternut
CN171-8 Light Kelp
CN373-8 Dark Honeysuckle

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water

#1272
Ribbon Box



Materials

CN032-8 Bright Butternut
CN061-8 Light Salsa
CN203-8 Dark Grey
CN343-8 Dark Pink
CN373-8 Dark Honeysuckle

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1286 Small
Heart Box

Materials

CN271-8 Light Jade
CN384-8 Fruit Punch

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



#1287 Large Heart Box



Materials

CN033-8 Dark Butternut
CN373-8 Bright Honeysuckle
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



#1298 Groovy Flower Box

Materials

AS959 Duncan Hi-Gloss
Sealer
RAA-5103 Cobalt Blue
RAA-5110 Cadmium Red
RAA-5117 Cadmium Green
RAA-5121 Titanium White
RUQUA202 Aqualon Wisp
Flat Brush

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water

#2073 Star of David Box



Materials

CN122-8 Bright Nautical
CN501-8 Neon Yellow

Supplies

Assorted Royal Aqualon
Brushes
Water



Prayer Box

Materials

1312 Small Cross Box
CN033 Dark Butternut
CN074 Really Red
CN253 Dark Black

Supplies

Assorted Royal Brush Aqualon Brushes
Pencil
Sponge
#3/0 Royal Aqualon 2250

Instructions

1. Lightly wipe ware with a damp sponge to prepare surface for painting.
2. Using a round Royal Brush, paint 2-3 solid coats of Dark Butternut on the outside of the box.
3. Next, open the box and paint the inside with 2-3 solid coats of Really Red.

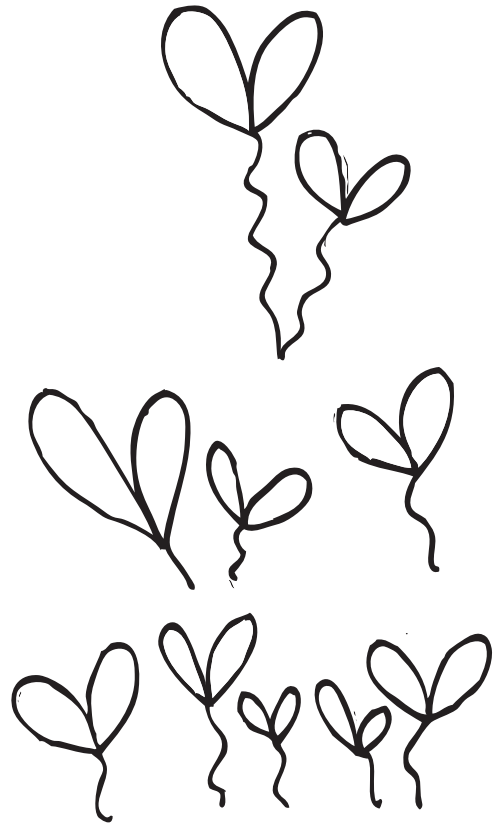
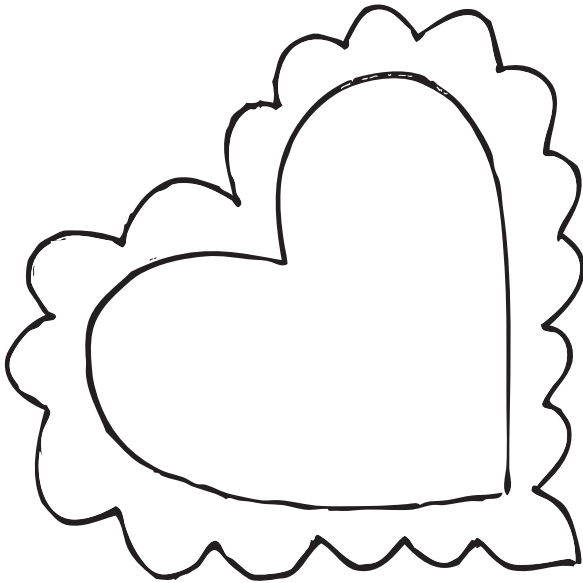
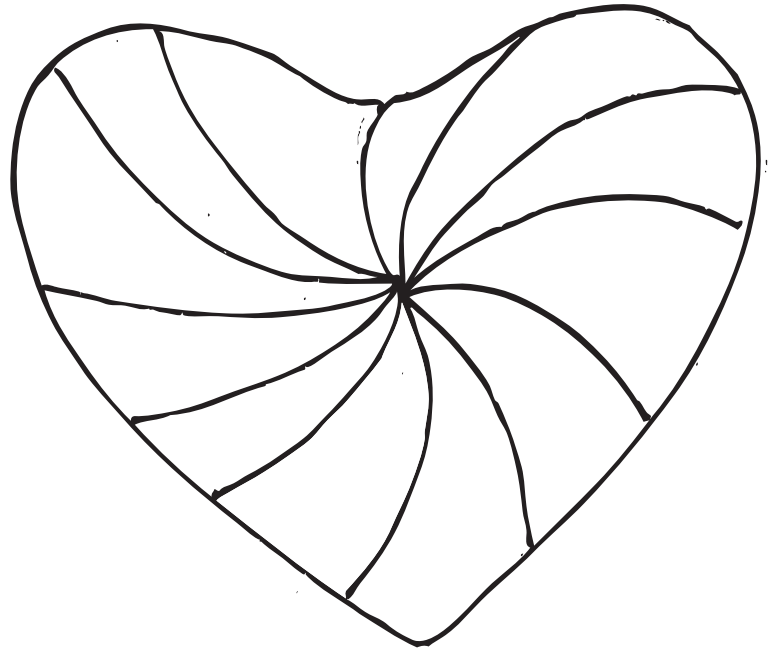
4. Once the Dark Butternut has been allowed to dry, sketch the words, "Lord, hear my prayer" on the lid of the box across the widest part of the cross. Paint Black with the #3/0 Royal Aqualon 2250 Brush. Tip : When sketching your words, make sure to press lightly so as not to scrape through the background coat!

5. Paint small clusters of dots in Really Red just below your word- ing. Using #3/0 Royal Aqualon 2250 Brush, complete your flowers with black centers, stems, and details.

6. Let dry. Dip in Pure Brilliance glaze and Fire to Cone 06.



BE
MINE





CATALOG MARKETING GUIDE
figurines



1123 Trixie (3¾" L x 3" H x 1¼" W) - 8/cs | 1124 Fairy (6¾" L x 6¼" H x 5¾" W) - 4/cs | 1146 Mystic (5¾" L x 4¾" H x 1" W) - 4/cs | 1149 Norm the Gnome (7¼" H x 3" L x 2½" W) - 4/cs
1154 Norma the Gnome (7¼" H x 3¾" L x 3½" W) - 4/cs | 1156 Pretty Princess (5" H x 2¾" L x 2½" W) - 6/cs | 1166 Whimsy the Wizard (5" H x 3" W) - 6/cs
1487 Princess Katy (3¼" L x 3" W x 6" H) - 6/cs | 1635 Tucker Troll (4¼" H x 3" L x 1½" W) - 12/cs | 1637 Freddy the Dragon (5" H x 4¾" L x 3½" W) - 6/cs



Wizards, Fairies and Zombies, Oh My!

When you're searching for this season's hottest trends, often times you need look no further than the toy or children's section of any store! Believe it or not, many of today's hottest trends are delivered to us through what's popular for kids. By incorporating these these of-the-moment trends into your marketing, you'll inspire a buzz (and potential new painters!) to surround your studio. It's the quickest way to add a healthy dose of "cool" to your samples and events.

Trends are changing constantly, but many times you'll find that a given trend may last for several years. One trend that has seen a viral resurgence in popularity over the last few years. With the uptick in movie and television series creating a pop culture phenomenon, we've seen these trends start to make their way into the mainstream.

While each of these popular franchises are different, they all have certain similarities. Many focus on supernatural or fantasy figures like zombies, fairies, vampires, or dragons. Most importantly, many of these have created a cult-like following among the same group of teens and adults.

You may be wondering how to incorporate this trend into your studio. Below, we've rounded up 5 quick tips for a killer (get it?) marketing campaign.

1. Learn your stuff.

Research each popular show or movie and make notes as you go. Maybe you know someone (or you yourself!) who is already a fan. Pick their brain! Find out what fans of the genre would actually enjoy, and create an idea around that. Brainstorm popular taglines, characters, or shapes you can tie-in. Once you've decided what you want to do, it's time to check out the bisque shapes that would work well. There's nothing worse than missing the mark because you didn't do your research.

2. Get Creative.

This may sound overly simple, but it's very, very important. We suggest you find inspiration in the current trends and create something totally unique to your studio! Don't just do

what everyone else has done (and stay away from licensed material!)

3. Stay Current.


Is there a big premiere or finale coming up? Jump in on the hype and market your event or offering to coincide with this buzz. The standard social media channels are the main platform that your audience shares the latest news and gossip about these shows. Create content so they'll want to share your posts, pictures, and events, too. Often times these trends tend to escalate quickly--so the time is now if you want to capture the excitement!

4. Know Your Audience.

Once you've planned your marketing, it's time to decide where to broadcast your fun offerings. Understanding the age group you're targeting will go a long way towards hitting a trendy home run. Planning an event for teens and young adults? Instead of Facebook, try creating some excitement through Instagram or Twitter.

5. Show it Off!

Create a space in your store to showcase your hard work and savvy trend spotting skills. Maybe create a rotating display of the hottest items, and gradually swap things out as new trends emerge or others fade away. Your painters will be delighted to see their favorite things highlighted in your store. Make sure to pair your super trendy display with plenty of great signage pointing them to your social media pages and future classes or specials. Pretty soon you'll be the talk of the town!

Now that you've successfully researched current trends and pulled off a successful event, the next (and most important) step is to stay sharp! Like we mentioned before, kid's trends can change in an instant. Pay attention to what's popular and you'll go a long way towards keeping your customers engaged. 





#1123 *Trixie*



Materials

- CN151-8 Light Blue Spruce
- CN232-8 Bright Briarwood
- CN281-8 Light Brown
- CN303-8 Dark Caribbean
- CN372-8 Bright Honeysuckle

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water



#1124 *Fairy*

Materials

- CN031-8 Light Butternut
- CN042-8 Bright Papaya
- CN052-8 Bright Tangerine
- CN101-8 Light Heather
- CN181-8 Light Kiwi
- CN232-8 Bright Briarwood
- CN244-8 Really White
- CN253-8 Dark Black
- CN302-8 Bright Caribbean
- CN311-8 Light Ginger

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water

#1146 *Mystic*



Materials

- 9597 Natural Sea Sponge
- AS959 Duncan Hi-Gloss Sealer
- OS432 Ivory
- OS444 Light Pink
- OS452 Purple
- OS457 Medium Blue
- OS463 Medium Green
- OS469 Light Turquoise

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water



#1154 *Norma the Gnome*

Materials

- CN221-8 Light Blush
- CN232-8 Bright Briarwood
- CN272-8 Bright Jade
- CN291-8 Light Purple
- CN293-8 Dark Purple
- CN313-8 Dark Ginger

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water



#1156 Pretty Princess



Materials

CN012-8 Bright Straw
CN074-8 Really Red
CN181 Light Kiwi
CN232-8 Bright Briarwood
CN253-8 Dark Black
CN362-8 Ivory

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1156 Pretty Princess

Materials

CN013-8 Dark Straw
CN083-8 Dark Wine
CN121-8 Light Nautical
CN122-8 Bright Nautical
CN151-8 Light Blue Spruce
CN221-8 Light Blush
CN244-8 Really White
CN253-8 Dark Black
CN263-8 Dark Grape
CN312-8 Bright Ginger
CN512-8 Green Apple

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water

#1156 Pretty Princess



Materials

CN013-8 Dark Straw
CN122-8 Bright Nautical
CN233-8 Dark Briarwood
CN282-8 Bright Brown
CN341-8 Light Pink
CN504-8 Neon Orange
CN520-8 Caribbean
Sprinkles

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1166 Whimsy the Wizard

Materials

CN042-8 Bright Papaya
CN151-8 Light Blue Spruce
CN211-8 Light Taupe
CN221-8 Light Blush
CN253-8 Dark Black
CN313-8 Dark Ginger
CN352-8 Bright Sapphire

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1635 Tucker Troll



Materials

CN032-8 Bright Butternut
CN253-8 Dark Black
CN502-8 Neon Blue
CN507-8 Neon Red

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1637 Freddy the Dragon

Materials

CN113-8 Dark Delft
CN181-8 Light Kiwi
CN515-8 Neon Orange
Sprinkles

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



Ice Princess

Materials

I487 Princess Katy
CN013-8 Dark Straw
CN151-8 Light Blue Spruce
CN221-8 Light Blush
CN244-8 Really White
CN253-8 Dark Black
CN302-8 Bright Caribbean
CN303-8 Dark Caribbean

Supplies

Assorted Royal Aqualon Brushes
Detail Brush
Water

Instructions

1. Lightly wipe ware with a sponge to prepare surface for painting.
2. Mix 1 part Dark Straw to 3 parts Really White. Use 3-4 coats of this color to paint the hair.

3. Paint the face, around the eyes, the neck, and hands with 3 coats of Light Blush.
4. Paint the crown with 3 coats of Dark Straw.
5. Paint each eye using a detail brush and Light Blue Spruce. Dot the center of each eye with Dark Black.
6. Use 3 coats of Light Blue Spruce to paint the chest and sleeves of the dress, as well as the shoes.
7. Paint the dress top with 3 coats of Bright Caribbean.
8. Paint the upper half of the dress skirt with 3 coats of Bright Caribbean, and the bottom half with Dark Caribbean. Use a damp brush to blend the two colors together.
9. Accent the collar, waist, and hemline with a detail brush and Really White. Let dry.
10. Dip in Pure Brilliance and fire to Cone 06.



640 Pet Bowl Sm (6" Dia. x 1¾" H)- 4/cs | **650** Pet Bowl Md (7¾" Dia. x 2¼" H)- 4/cs | **660** Pet Bowl Lg (9¾" Dia. x 2¾" H)- 3/cs
1158 Baxter (4½" L x 4¼" H x 3½" W)- 8/cs | **1401** Patch Pal Percy (5" L x 3" w x 5" H)- 4/cs | **1478** Puppy Love (5" H x 4¾" L x 3¾" W)- 4/cs
1813 Canine Frame (Frame 8¼" x 5" x ¼" - Photo 2¾")- 4/cs



Create a Buzz with Creative Marketing Tactics

So, you own a pottery studio. Congratulations! Whether you operate from a mobile or a storefront, your physical presence and location are only half the story when it comes to building excitement around your business. Social Media is here to stay, but it's changing almost as rapidly as the technology we use to view it. When things are busy in the store, don't make the mistake of letting your online presence wither. You've done a lot of work to get your business where it is today, so it's time to show it off with some killer marketing tactics!

Just like when we discuss trends, popular social media sites are evolving so rapidly that an article detailing the specifics of each platform would be obsolete as soon as it's published. If you're looking to do a little research, there are endless amounts of great resources available on these topics around the web.

Who knows where social media will be in 1, 5, or 10 years? This doesn't mean you should resign yourself to confusion. While social media changes constantly, the basic constructs of marketing your studio in today's world don't! Because of this, we're going to outline the top 5 tips for creating a healthy "buzz" around your business, no matter the platform. So, in 5 years when we're all talking to each other on a site we haven't heard of yet, you'll be well equipped because of your foundational knowledge.

1. Know your audience.

While we are all working in similar businesses, your specific market could look very different from your peers. Because of this, it's crucial to take any advice you receive and tailor it to fit your business. Remember this: no one can or will know your customers better than you do. There is a lot to be said for "going with your gut" and making the marketing decisions you feel are right for your business, your community, and your customers. You're the expert!

2. Care about your audience.

Now that you've identified your audience, it's time to start talking to them! In today's world, people are more averse to direct and hard-hitting sales language than ever before. Part of caring about your audience is caring about how they like to be spoken to. The only way to find this out is to pay attention: ask, observe, and experiment. Your customers will absolutely love that you care enough to ask them what they like! Marketing is like an iceberg in that way--only the very tip top portion is actually visible to the naked eye. The much larger and more important part is below the surface--in this case, paying attention to what your customers want. This will boost your sales and engagement in ways that hard hitting sales messages--not listening--never could.

3. Give more than you receive.


Along those same lines, it's incredibly important to give more than you receive on your social networks. Pause for a moment to consider why you yourself are on social media. When you think about it that way, people (your customers) are there to relax, catch up with friends, and casually browse. They're not actively seeking out sales messages or advertisements. And while those sales tactics can work on social media platforms, the most successful social marketing campaigns are those that don't seem like marketing at all. So basically, that picture of a baby with a paintbrush or a cute cat telling a joke might actually be doing more for your business than you realize. Whenever possible, provide free and enjoyable resources and content to your customers for lots of great engagement.

4. Say cheese!

While the specifics of where social media is headed are cloudy, one thing is for sure. We are living in an increasingly visual world. Gone are the days of huge novels detailing the happenings in your studio. People are scrolling quicker than you realize--you've got less than 5 seconds to make an impression. Make it easier for your followers to engage with you by simplifying your messages with eye catching images. Do you remember why people are on social media? To relax. If reading your status feels like work, they're going to keep scrolling.

5. Have fun.

While people are less enthused with traditional marketing and sales tactics than ever, it's actually a really fun time to work in marketing. (Psst..that's you! Make sure you're devoting time to this crucial part of your business.) The world of possibilities is more open than ever, and anything goes. We are fortunate to work in a creative field that fosters innovative thinking and visual inspiration. Use that to your advantage and throw caution to the wind! Your followers will absolutely love interacting with your business if they're having fun. Post pictures of your staff, inspirational messages, funny anecdotes, and sample eye candy. There are truly no limits to what you can do once you decide to make your social media presence your own.

You have everything you need to build a solid and exciting social media presence for your business. Remember, you're the expert! Take the knowledge of your business and share it with your customers in a fun and engaging way. You'll be glad you did! 





#640 Small Pet Bowl



Materials

CN031-8 Light Butternut
CN253-8 Dark Black
CN504-8 Neon Orange
CN521-8 Kiwi Sprinkles

Supplies

Assorted Royal Aqualon
Brushes
Contact Paper
Detail Brush
Painter's Tape
Pen or Pencil
Scissors



#650 Medium Pet Bowl

Materials

CN253-8 Dark Black
CN262-8 Bright Grape
CN291-8 Light Purple
CN371-8 Light Honeysuckle

Supplies

Assorted Royal Aqualon
Brushes
Contact Paper
Detail Brush
Pen or Pencil
Scissors

#1158 Baxter



Materials

CN253-8 Dark Black
CN342-8 Bright Pink

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1401 Patch Pal Percy

Materials

AS959 Duncan Hi-Gloss
Sealer
RAA-5105 Raw Sienna
RAA-5110 Cadmium Red
RAA-5114 Dark Ultramarine
RAA-5119 Burnt Umber
RAA-5120 Mars Black
RAA-5143 Cerulean Blue

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#1478 Puppy Love



Materials

- CN074-8 Really Red
- CN112-8 Bright Delft
- CN253-8 Dark Black
- CN312-8 Bright Ginger
- CN351-8 Light Sapphire

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water



#1813 Canine Frame

Materials

- CN232-8 Bright Briarwood
- CN302-8 Bright Caribbean
- CN313-8 Dark Ginger
- CN506-8 Neon Coral

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- 1/4" Painter's Tape
- Water



Lucky Pup

Materials

660 Pet Bowl Large
CN062-8 Bright Salsa
CN253-8 Dark Black
CN302-8 Bright Caribbean
CN312-8 Bright Ginger

Supplies

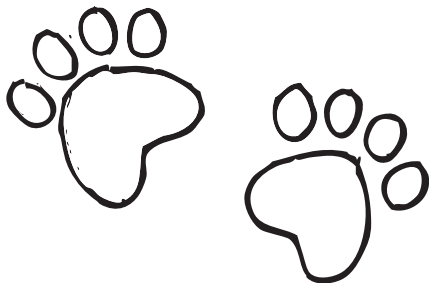
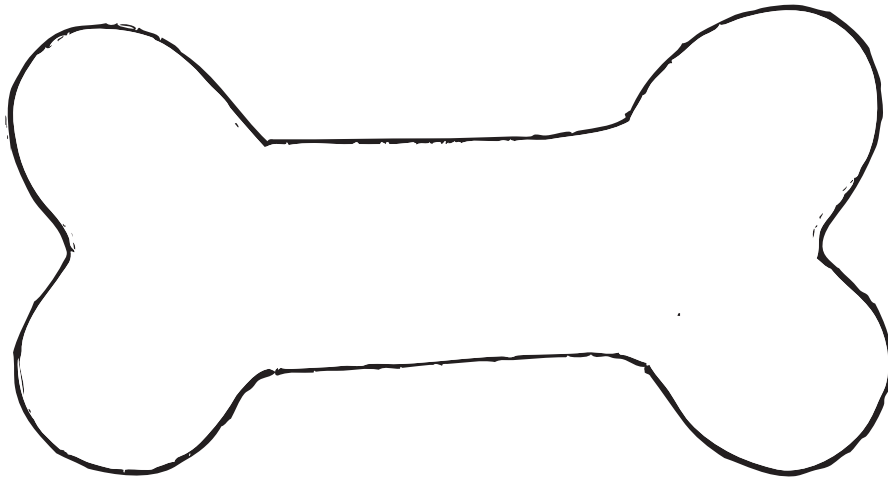
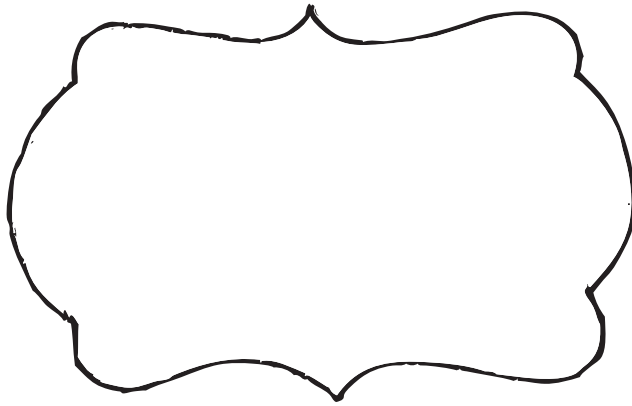
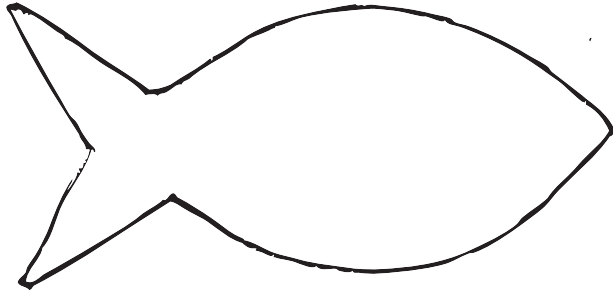
Assorted Royal Aqualon Brushes
Contact Paper
Detail Brush
Pencil
Scissors
Small Pin
Thin Permanent Marker
Water

Instructions

1. Lightly wipe ware with a damp sponge to prepare surface for painting.
2. Using the provided template, sketch and cut out a large bone shape from contact paper. Remove the backing, then

adhere to the outside surface of pet bowl.

3. Use contact paper again to sketch and cut out multiple star shapes. Firmly adhere each star around the outside surface of bowl.
4. Paint the outside surface with 3 coats of Bright Salsa. Once dry, use a small pin to gently remove the contact paper shapes.
5. Fill in the bone with 3 coats of Bright Ginger. Let dry.
6. Inside the bone, use a pencil to lightly sketch the pet name of your choice. Use a detail brush and Dark Black to trace over the name.
7. Paint the inside of the bowl with 3 coats of Bright Caribbean. Let dry.
8. Dip in Pure Brilliance and fire to Cone 06.





Holiday



2041 Pickle Ornament (4" L x 1" Dia.) - 12/cs | 2052 3" Silver Cap Ball Ornament (3½" H x 3" W) - 12/cs | 2053 Lg Light Bulb Ornament (4½" H x 2" Dia.) - 12/cs | 2054 Light Bulb Christmas Ornament (3" H x 1½" Dia.) - 12/cs | 2055 Twirl Ornament (5" H) - 12/cs | 2057 Puffy Star Ornament (3½" W x 3½" H 1½" L) - 12/cs | 2060 3.5" Ball Ornament (3½" Dia.) - 10/cs | 2061 Button Ornament (3" Dia.) - 10/cs | 2064 Snowman Ornament (3" H) - 12/cs | 2067 Stocking Ornament (3" H) - 20/cs | 2082 Jazzy Tree Ornament (4½" H x 3" W) - 12/cs | 2088 Flat Heart Ornament 9¼" H x 4" W) - 12/cs | 2097 Peace Sign Ornament (3" L x 3" W x ¼" H) - 24/cs | 2098 Skull Ornament (4½" L x 3¾" W x ¼" H) - 12/cs



Keep Calm and Get Your Joy On

For any studio owner that's gone through a holiday season, you know firsthand how fun and stressful those long days can be! When you've worked over 12 hours and you still have a kiln to load--remember, this is an opportunity! October through December is the perfect time of year to capitalize on all those families that want a personal touch for their gift giving. Following are our ten tips for a prosperous holiday season!

Plan ahead! Remember key dates for marketing your holiday season, and plan accordingly! Considering offering a special deal or promotion on these dates:

- Black Friday
- Cyber Monday
- Painting Cut-off Date

Get festive! Don't forget to dress up the outside of your studio - sidewalks, doors, windows and walkways to create your very own seasonal splendor. Just like the rest of the year, the product is only half of the story. Your customers are looking for an incredible experience, and even more so during the holiday times! Resist the urge to churn and burn tables, and take the time to deliver a dose of holiday spirit to each painter.

Details matter! In addition to painters, you want to encourage your guests to purchase gift cards. Consider adding an extra special touch during the holidays by making it look like an actual gift. Try a small box, an acrylic painted tag-along, or a pretty organza bag.

Offer specials! Create a sense of urgency around buying Gift Certificates for stocking stuffers and gifts. You may even offer gift cards as an incentive to return once the holidays have settled down. Consider : "spend \$40, receive a \$10 gift card redeemable in January."

Customize it! Start displaying a painted lighted Christmas Trees in early October and take custom orders. You may even want to offer charging \$10 extra for your staff artist to paint the trees. (Tip: Green Envisions Glazes are the BEST


for textured Christmas Trees!) This makes a great item for online purchase as well--you could even have the option available to send a painted tree to a family member.

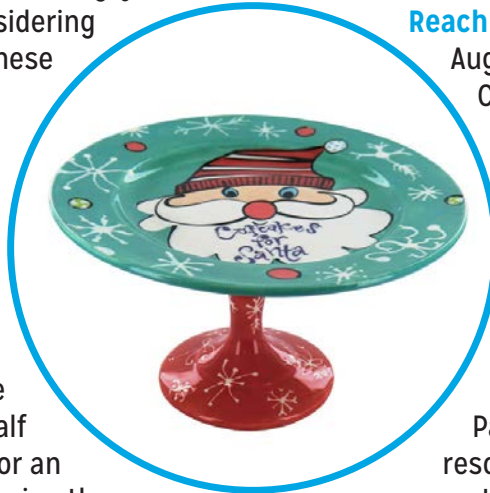
Fuse it! Have finished fused glass pendants and earrings available to sell. Place at checkout to encourage last minute purchases. Not sure where to start with glass jewelry? Our Dichroic Jewelry Kit is a great option that provides all you need to get started, as well as step by step instructions.

Reach out! Take time during the slow months of August and September to write out Christmas Cards to your favorite customers. Send to them in early December - it might remind them to visit you this holiday season.

Give back! This is the time of year when giving back is at the forefront of shopper's minds. November might be a good time to kick off a philanthropic or cause based marketing campaign. Partner with a foundation that will resonate with your local community. that resonates with the local community.

Connect! Don't forget to continue the conversation online by pumping up your engaging content on social media. Although you're working at lightning speed, now's not the time to disappear from your media channels! Your customers will be looking for periodic updates, specials, and events. This is another thing you may want to schedule during slower months. Many platforms allow you to schedule posts months in advance. Think ahead and schedule a few engaging posts per week, then add in more timely content as you wish. This "social media autopilot" will come in handy during your busiest days!

We hope you take these tips and turn them into the most magical holiday season your store has ever seen! Good luck! 





#2041 Pickle Ornament



Materials

CN172-8 Bright Kelp
CN191-8 Light Ivy
CN253-8 Dark Black
CN507-8 Neon Red
CN512-8 Green Apple
RAQUA202 Aqualon Wisp Flat Brush

Supplies

Assorted Royal Aqualon Brushes
Detail Brush
Pencil
Water



#2052 3" Silver Cap Ball Ornament

Materials

CN101-8 Light Heather
CN181-8 Light Kiwi
CN244-8 Really White
CN253-8 Dark Black
CN262-8 Bright Grape
CN302-8 Bright Caribbean
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon Brushes
Circle Stickers
Detail Brush
Pencil
Water

#2053 Large Light Bulb Ornament



Materials

CN033-8 Dark Butternut
CN211-8 Light Taupe
CN221-8 Light Blush
CN244-8 Really White
CN253-8 Dark Black
CN372-8 Bright Honeysuckle
CN507-8 Neon Red

Supplies

Assorted Royal Aqualon Brushes
Detail Brush
Pencil
Water



#2054 Light Bulb Christmas Ornament

Materials

CN074-8 Really Red
CN253-8 Dark Black

Supplies

Assorted Royal Aqualon Brushes
Water



#2055 Twirl Ornament



Materials

CN181-8 Light Kiwi
SY546-4 Duncan Fired Snow

Supplies

Assorted Royal Aqualon
Brushes
Water



#2057 Puffy Star Ornament

Materials

CN033-8 Dark Butternut
CN232-8 Bright Briarwood
CN244-8 Really White
CN312-8 Bright Ginger
CN341-8 Light Pink
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Toothbrush
Water

#2061 Button Ornament



Materials

9591 Paint Dotter
CN011-8 Light Straw
CN052-8 Bright Tangerine
CN074-8 Really Red
CN151-8 Light Blue Spruce
CN244-8 Really White
CN253-8 Dark Black

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Painter's Tape
Pencil
Water



#2064 Snowman Ornament

Materials

CN032-8 Bright Butternut
CN052-8 Bright Tangerine
CN253-8 Dark Black
CN303-8 Dark Caribbean
CN351-8 Light Sapphire
CN372-8 Bright Honeysuckle
SY546-4 Duncan Fired Snow

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Water



#2067

Stocking Ornament



Materials

- CN031-8 Light Butternut
- CN033-8 Dark Butternut
- CN042-8 Bright Papaya
- CN052-8 Bright Tangerine
- CN074-8 Really Red
- CN181-8 Light Kiwi
- CN232-8 Bright Briarwood
- CN302-8 Bright Caribbean

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water



#2082 Jazzy Tree Ornament

Materials

- CN012-8 Bright Straw
- CN074-8 Really Red
- CN181-8 Light Kiwi
- CN172-8 Bright Kelp
- CN512-8 Green Apple

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Water

#2088 Flat Heart Ornament



Materials

- CN074-8 Really Red
- CN112-8 Bright Delft
- CN191-8 Light Ivy
- CN253-8 Dark Black
- CN341-8 Light Pink
- CN504-8 Neon Orange

Supplies

- Assorted Royal Aqualon Brushes
- Detail Brush
- Pencil
- Water



#2097 Peace Sign Ornament

Materials

- CN011-8 Light Straw
- CN062-8 Bright Salsa
- CN272-8 Bright Jade

Supplies

- Assorted Royal Aqualon Brushes
- Water



#2098 Skull Ornament



Materials

CN253-8 Dark Black
CN302-8 Bright Caribbean
CN384-8 Fruit Punch

Supplies

Assorted Royal Aqualon
Brushes
Detail Brush
Pencil
Water



Christmas Owl

Materials

2060 3.5" Ball Ornament
CN213-8 Dark Taupe
CN232-8 Bright Briarwood
CN312-8 Bright Ginger
CN313-8 Dark Ginger
CN362-8 Ivory
CN510-8 Earthen Moss
CN511-8 Sunflower Yellow
CN523-8 Ginger Sprinkles
SY546-4 Duncan Fired Snow

Supplies

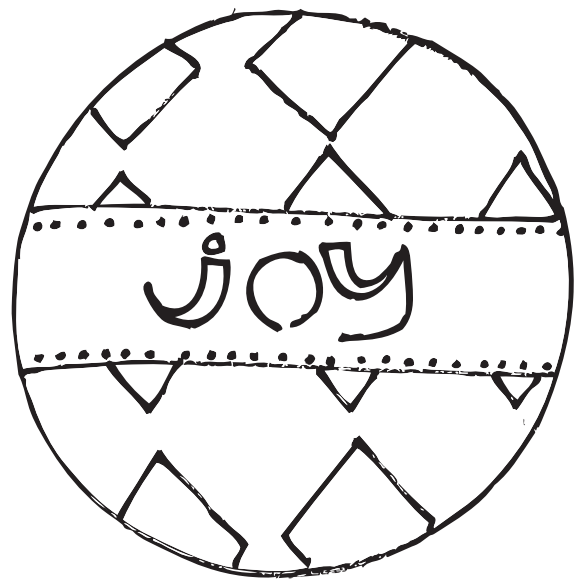
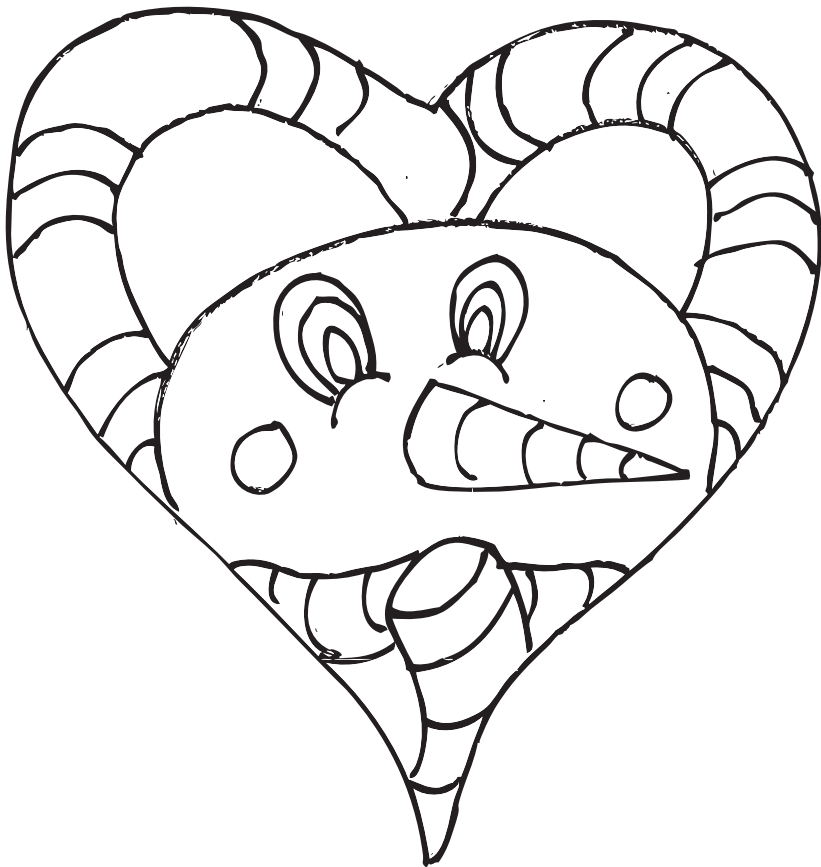
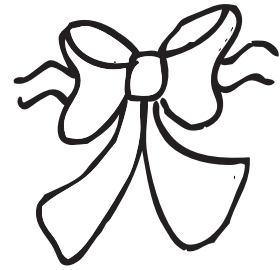
Assorted Aqualon Brushes
R2845-8 Aqualon Ultimate Fan No.8
R2595-4 Aqualon Liner #4
Burlap
8301-4 E-6000 Adhesive
Sponge
String

Instructions

1. Lightly wipe ware with a damp sponge to prepare surface for painting.
2. Using a pencil, sketch two quarter-sized circles on the top front of the ornament to create eyes and a triangle

in between the eyes to create a beak. Create a large oval starting right off the eyes for his belly.

3. Dip the Fan Brush (dry) into Earthen Moss, Bright Ginger, and Bright Briarwood. Blot all over ornament leaving eyes and belly unpainted to create texture on the owl's body. Build layers on the body, using some colors more heavily than others to create more depth.
4. Next, apply three coats of Ginger Sprinkles on the eye areas. Once dry, paint two small Sunflower circles to create eyes. Outline in Bright Briarwood and add a dot in each eye for his pupil. Paint the beak Dark Taupe adding Bright Briarwood stripes on top.
5. Using the Liner Brush, add marks around the circles to create a stitched look. Add accents on top of the eyes with Bright Briarwood.
6. Apply a heavy layer of Fired Snow on top of the belly to create a nice, fluffy texture.
7. Once the Snow is dry, water down Ivory and gently dab on top of snow. Using the Liner, create tiny dots with Bright Briarwood on top of his belly.
8. Dip in Clear Brilliance and fire to Cone 06.
9. Once fired, cut out burlap for wings and adhere on either side using the E6000 glue. Cut a string and tie through the top.



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is to be an energetic
and sustainable resource
for ceramic
studios worldwide.

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