

Tips for Traveling Quilt Teachers

with Lyric Montgomery Kinard

UNDERSTANDING YOUR MOTIVATION

WHY do you want to teach?

Do you love what you do?

Are you really good at it?

Do other people ask about your work?

Are you generous with your information?

Have you shown your work to a broad audience?

Can you teach?

Do you like all kinds of people?

What is your personality?

Do you need the money?

Can you charge enough to make it worth your while?

Have you put together a business plan?

Do you need the money to live or is this just for fun?

Do you love to travel?

Do you crave recognition?

Do you want to be a Hobbyist or a Professional?

WHAT do you want to teach?

Do you do something unique?

Do you have patterns you can use to teach your technique?

Do you do a standard technique really well?

How much stuff will you schlepp to your classes?

Do you mind doing what you do over, and over, and over?

WHERE do you want to teach?

In town? In state? In your region?

Throughout your country? Internationally?

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HOW TO GET THERE FROM HERE

DEVELOPING A CLASS

Supplies for teacher and students

Be detailed! Test, test, test!

Need to order? Get a wholesale account!

Bring extras! To share and to sell.

Will they all fit into two 50 lb suitcases?

Kits

Required or optional?

Will you prepare them or hire someone?

How will you package, will you need to ship the kits?

Space

Make or break needs for your classroom? Irons, water, outlets

How can you be flexible?

How much table space does each student need?

Do you need to project demos onto a screen or wall?

Time

Do you have a clear outline for what you will do when?

Can a beginner do it? Test, test, test!

Personal attention per student?

Handouts

Give it all away! Be generous with your information.

Be detailed and include suppliers.

Include your website and merchandise advertisements.

Carry files on a thumb drive and in the cloud just in case.

Samples

You will need multiples to ship to guilds (include an invoice)

Keep track of what sample is where.

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Small enough to fit into a suitcase.

Description

A short and compelling description.

A longer description on your website.

Pictures of happy students.

GAINING EXPERIENCE

Watch other **Teachers**

How do they organize their stuff?

How do they make sales?

What teaching styles would you like to adopt.

What do you want to make sure NOT to do?

Find an online teachers group and ask them questions.

Teach your **Friends**

Are you in a quilt bee?

Are your test students beginners, do they have different personalities?

Do your neighbors want to learn?

Teach at your local **Shops**

Do they already know you? Make it a win-win situation!

Teach for your **Community**

Arts centers, Senior Centers, Church groups, Schools, Local Guilds

Ash for **Feedback**

Get written evaluations - can be anonymous.

Ask specific questions about kits, supplies, material

Ask open ended questions about how to improve your teaching

Gather up and chat at the end of a class

Ask how can I improve, not what did I do wrong?

Ask follow-up questions such as “how and why?”

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Help your students **Feel Great**

Point out the great things they are learning

Have a positive attitude and never, never, never complain

Never let them see you down - this is show business in a way

Help them with words that redefine frustrations:

“I need more practice” instead of “I’m no good.”

Listen, take notes, and follow up

DEVELOPING YOUR LECTURE

Tell your **Story**

Smile! Breathe! This is the “show biz” part!

Do your quilts have an interesting story? How they were made?

And foibles, disasters, successes? Make your techniques approachable.

Do you have an interesting life journey?

Practice, practice, practice!

Do you need to write it out?

Can you refer to written notes or just a good outline?

Join Toastmasters.

Talk to the mirror or record yourself. Analyze and improve!

Slide Lectures

Will you purchase your own equipment? Can you use technology?

Will you also bring live examples? What can you do when equipment fails?

Are you entertaining enough to keep old women awake with the lights off at 9pm?

Use the VERY BEST pictures possible, bright and clean!

Trunk Show

How much room will you have to bring quilts?

Will there be quilt hangers or people holding them up?

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GATHERING EQUIPMENT

Luggage

Buy the best luggage you can afford - durable, guaranteed.

It will always be overstuffed and to the weight limit.

Spinners are great until you hit the carpet.

Can you lift your carry-on overhead and will it fit the bin?

Invest in a durable and small AV bag so you never need to check your electronics.

(I use a Briggs and Riley rolling briefcase that fits under the seat - even in a puddle jumper.)

A golf bag for rolled quilts - be aware of extra luggage fees

Sewing Machine

Will you need to travel with your own machine?

How will you fly with it?

Can you request a machine from the shop or guild where you will teach?

Laptop or Tablet

Will you need one for a lecture?

I use my phone for a remote and notes and my tablet cabled to the projector.

Do NOT let your smart devices update while you are out teaching.

Audio Visual Equipment

Do you need a projector and what are your requirements? (color, size, bluetooth, lumens, etc.)

Talk to the sales staff at ProjectorPeople.com - hands down the best to help you figure it out!!!

Video camera and tripod to project live demos of hand work?

Can you record demos ahead of time?

Do you need your own mike and speakers?

see <http://lyrickinard.com/2013/01/teaching-tech-update/> for a listing of the specific equipment I use for my lectures and live demos during class.

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Backups and Disaster Plans

How much does what you do rely on tech?

Back up - back up - back up!

I carry a thumb drive with hand outs and my lectures in powerpoint and keynote format as well as numbered jpgs.

Carry a small hard drive with everything on it.

SELLING MERCHANDISE

Patterns:

Do you use them in class? Sell extras.

Can you design and print them yourself?

Can you hire someone to design and/or print them?

Books

Heavy to ship or carry and you never know how many will sell!

(I take ten then have order post card and offer free US shipping - media mail)

DVD's

Have you recorded DVD's of your technique?

Supplies

Are there supplies that students cannot easily find?

Is there a special tool you use in class?

Order wholesale, sell retail!!!!

Can you sell extra kits?

Do you make things?

Put tags on your quilts and samples - you never know.

Do you dye fabric?

How will you sell things?

Have a price tag on everything so they don't have to ask.

Can you take credit cards? (Square and Paypal readers make it super easy!)

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Don't waste students learning time advertising your goods.

Honor system using a locked box with a slit?

Do-it-yourself invoice (I hand mine out at the beginning of class - another good place to gather emails for newsletter opt-ins)

Do you need an assistant? (Not a good idea to use a student to handle money)

Bring cash for change (I've never needed more than \$40 in 1s & 5s)

ADVERTISING

Website

Make it easy to navigate.

List your prices if you are comfortable doing so.

Describe your workshops as clearly as possible.

Use lots of pictures.

Make it easy for guilds to contact you.

Quilt Shows

If you teach a pattern or technique can you get it in front of your target audience?

Houston Sampler gets you in front of tons of people in a short time.

Statewide guild meetings

Articles

Get paid to get your name out there.

Remember that the magazine owns that article - not you. You can't use it as a handout.

Wide and targeted audience.

Brochures

Look online for a list of guilds and send printed material out

Look online for lists of guilds and contact them via email

Word of Mouth

Ask for local guild members to recommend you to their program chair

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Social Media

Soft marketing on Facebook

Newsletter - build your list

Blog - share who you are and what you do - have a way for followers to sign up for your newsletter

WHAT TO DO WHEN THE CALLS COME IN

CONTRACTS

BE PROFESSIONAL!

The more you spell out - the fewer hazards, miscommunications, and problems you will face.

Feel free to use mine as a starting point: <http://lyrickinard.com/hiring-information/>

If a guild or conference requires their own contract - negotiate terms.

CONTACT INFORMATION

Phone numbers, addresses, websites and emails.

Yours and TWO of theirs. Volunteers change!!!!

CLASSES AND LECTURES

Names of classes and lectures.

Addresses of venue and dates and times.

TBD - leads to a LOT of extra work and sometimes mess-ups

ROOM REQUIREMENTS

What do you need the guild to provide? What are you flexible with? What MUST you have to teach effectively? I have extra information sheets for classes that have specific requirements.

FEES

Teaching and lecture fees

Supply fees - who will collect them?

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Kit fees - are they optional or required and who will collect them?

When are fees due? BEFORE YOU LEAVE!!!!

Will you be paid in US funds if you travel internationally?

Extra student fees - what is the maximum number of students you can reasonably teach for each class? Charge extra for extra students.

BOOKING FEE

I charge a non-refundable booking fee - skin in the game helps them fill the class. I take the fee out of my teaching fee so it is not an extra fee.

SALES AND DONATIONS

some guilds ask for a commission and require a donation

I include "no commissions" in my contract

LODGING

Do you need "alone time" or are you a night owl and extrovert?

Do you have pet allergies?

Will you travel with a companion who will share your room?

PRIVATE HOME

Pets (most nightmare stories involve pets.)

Private bath?

Children?

Set a curfew!

Get all contact info!

Lockable room?

HOTEL

Indoor entry, available food to sketchy motels.

Ask for a few specific brands of hotel?

Get a reservation number and address/ contact info!

TRANSPORTATION

Driving: get clear directions and ALL addresses

who will meet you and when? Get contact information

Be reimbursed at the going IRS reimbursement rate

Flying: Communicate clearly with the guild as you book.

Where should you fly in?

Don't book until you get a solid "thumbs up" from the guild.

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As early as possible in case of flight difficulties!

Baggage - specify that the guild will pay for baggage. Make it clear if your lecture or class requires more than two pieces of luggage.

Will you ask them to pay for shipping class supplies ahead of time. (not merchandise)

Who will pick you up? Get their contact info. Will their car be big enough?

Are they healthy enough to help you with your luggage?

Will the guild pay for a rental or taxi to get to and from the airport?

CANCELLATION CLAUSES

Who pays for what if the guild cancels. Be very specific.

Require a person-to-person call - not email. Confirm by both email and snail mail.

What happens with bad weather or flight disasters or illness?

Rescheduling may be an option.

FOOD

Be as clear as possible about dietary needs - spell it out.

per diem if you are providing your own food- travel days as well.

Lunch while teaching - specify that it is available at the BEGINNING of lunch break.

SHARED BOOKINGS

Get one main contact person who will coordinate so you don't need to make three calls for every question.

Get EVERYONE's information

How will travel costs be split?

What happens if a "middle" cancels? Do they still split the travel costs?

How will lodging be split?

Empty days between events? Who pays for lodging? Who transports you?

I'll say it again:

The more information you have on your contract, the fewer disasters you will have!

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DETAILS, DETAILS, DETAILS

HOLDING DATES

Will you pencil in a date before you have a signed contract?
When will you open your calendar? Two years in advance?

FEEES

Will you raise your prices on a regular basis?
Will you charge a booking fee?

GUARD YOUR TIME

Write in all important family events and vacations for each year.
Write in school calendars if you have children.
Don't get burned out - you can't just cancel everything.
How much travel can you manage - balancing home life?
Include adequate preparation and unpacking/book keeping time for each gig.

ORGANIZE YOUR INFORMATION

KEEP A CALENDAR

Sync ALL electronic calendars
Color code for confirmed travel events and another for possible events
Enter contact info immediately into calendar event - include all travel addresses and info
Enter addresses and hours for classes and lectures in separate events

TIMELINES

When to have contract signed: don't do anything without a signed contract!! Ever!!!
When to contact guild: a phone call several months before going!

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When to send samples, double check reservations and rooms, class registration numbers, room set up and requirements, lecture requirements

When to buy flight tickets: not before the guild gives the green light - within cancellation window

When to order supplies: in plenty of time to arrive without problems

When to make kits and handouts:

When to ship things ahead: in plenty of time to get there!

When to pack: early enough that you can replace items lost in mail.

BACK IT UP

Back up your computer files!

Keep a scan of your contracts on your device

Keep a binder with all contracts and hard-copy communications

Enter pertinent info onto your websites' public teaching schedule as soon as it is confirmed

Consider a small year-long calendar in your workspace - highlight dates you are booked to be gone as well as family events or trips so you can see the next two years in a glance.

PACKING & TRAVEL

LISTS, LISTS, LISTS!!!

Packing Pro App, Reminder or Wonderlist App

Only check off supplies as they are actually IN the suitcase

Pack quilts and liquids in plastic, you never know what deluge or abuse your bags will endure

Luggage scale: 50lb limits!!!!

CARRY-ON ESSENTIALS

what can you not teach or lecture without.

You can always buy or borrow more clothes

Bring meds - just in case

Bring food - just in case

Shoes - what if you have to run through an airport to make a connection?

Will it make it through security?

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Be prepared to gate check a carry-on on a small aircraft

SAVING SPACE

Local shoppers: if items are easily found, have a local pick things up

Shipping: media mail for books or DVD's,

Ship stuff that might break in rough luggage handling

ENTERTAINMENT AND TECHNOLOGY

Audio books

Download on-flight entertainment apps before you go

Battery chargers

FULLY CHARGED PHONE - you must be able to access your info
and call your contact

Noise canceling headphones

Music

Hand work

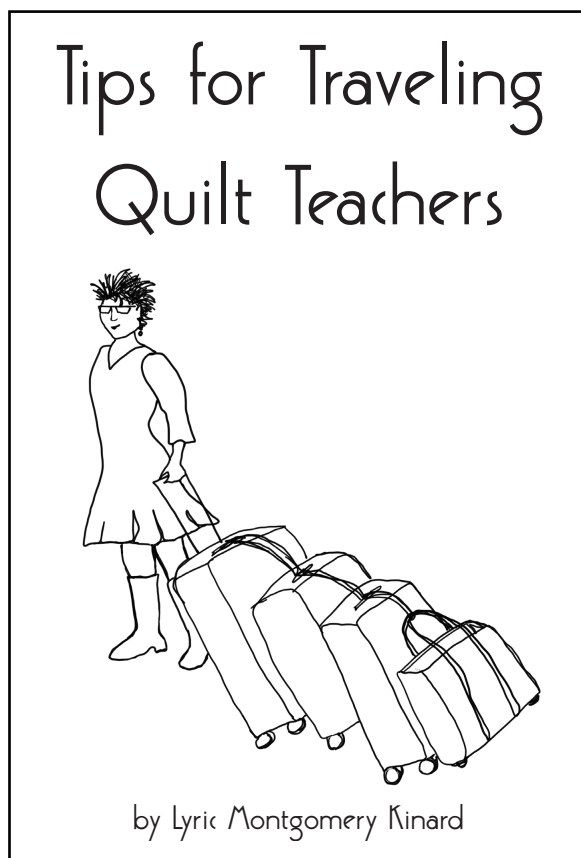
<http://tinyurl.com/zkgwlyb>

Available on Amazon

\$15.00 Paperback

\$8.00 Kindle ebook

**60 pages of in depth information
for quilters who are ready to
take their passion on the road!**



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