

# pattern checklist

pattern name:

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yarn used:

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## pattern process

- ☐ create a clear plan
- ☐ market research
- ☐ pattern writing
- ☐ tech edit
- ☐ pattern testing
- ☐ photoshoot
- ☐ release plan

## social content

- ☐ short form video
- ☐ long-form video
- ☐ behind-the-scenes content
- ☐ professional images
- ☐ live activations
- ☐ Pinterest pins

## selling channels

- ☐ gosadi
- ☐ Ravelry
- ☐ Etsy
- ☐ Your website
- ☐ KnitPicks
- ☐ Ribbler
- ☐ LoveCrafts
- ☐ Meta Shops
- ☐ Other:

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## promotion plan

- ☐ newsletter
- ☐ social posts scheduled
- ☐ collaborations planned
- ☐ Photo rights requests sent for created patterns
- ☐ submitted to magazines

what worked about this release?  
what can be improved?

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