

patterns.com e-news

4th anniversary

Doesn't seem like it was four years ago that I began this website. NO, it seems like 10 (LOL). I marvel at how much work it is to maintain a presence on the web. How naive I was thinking that this would be a "snap". I thought to myself, I will just make some patterns for my own stained glass hobby, and then post them so anyone else who is interested might enjoy them as well, and I can just charge a tiny amount for my effort, perhaps recouping just some modest reward for my time. THINK again Marian, what a total investment in time, brain-energy and fervor. Its common knowledge that asking one's brain to do "new" and "different" tasks is good for staving off dementia, well, I shouldn't get dementia for at least 1000 years (rolling on the floor laughing out loud till my sides hurt) (ROFLOLTMSH). A couple of issues back I jabbered about living in the digital age, well, making stained glass patterns and posting them on the web in an eBusiness has been a trip to say the least.

My mission statement (its always good to have a mission statement) is: TO send out a product in the most usable format, to the greatest number of users, for the least amount of hassle, in the greenest manner possible, with the sharpest lines, and the easiest glass cuts, but still with artistic merit. That's not a small order just by itself, but add to that the fact that there is no point in posting such patterns if the website interface I use is ugly, or hard to use, or has glitches in the shopping cart, or even more importantly, google, yahoo, ask, bing, moreover, and other search engines DON'T SEE ME. So this is the hardest part I think. Making sure that the people who want to find patterns, actually find what they are looking for. Some 10 or 20 stained glass pattern sites come up first... this is good, but they are not all the easiest to use, or the prettiest, in my opinion. When I google stained glass patterns I immediately turn up a whopping 17,000,000 results (yes 17 million) and it only took google 0.21 seconds to find them. BUT WHERE AM I? Oh, well, I am not sure.

I find that working on that aspect of the website is just that... WORK, and I would much prefer the "heart" and "soul" part.... working on the designs. It's a dilemma, as is most of life. Be seen, or have fun. It's a tough choice, but I choose "heart" and "soul".

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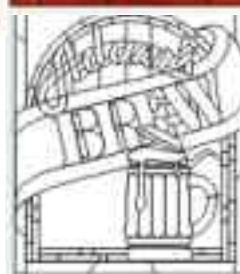


hottest sellers for four years

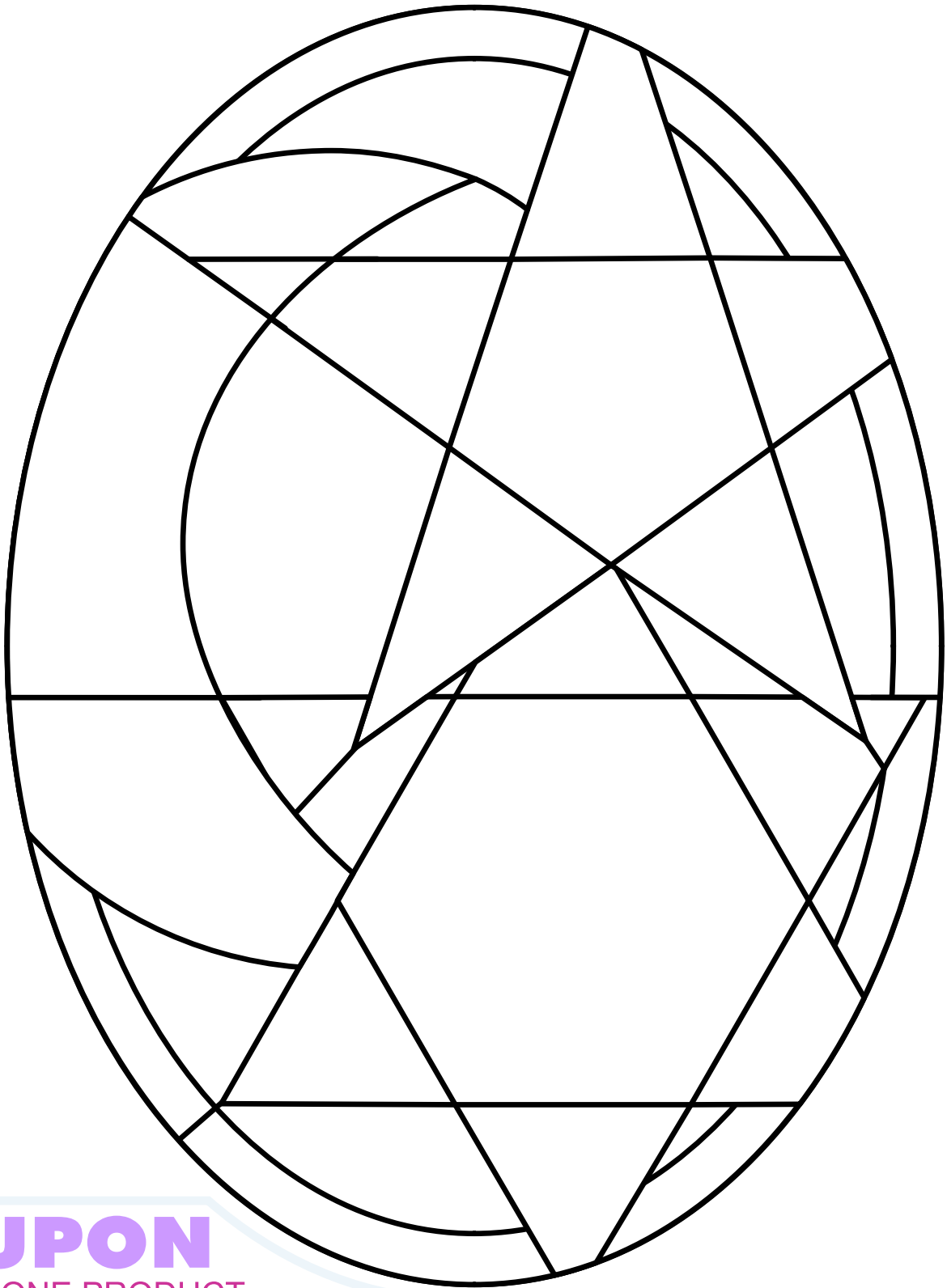


new patterns for October

cross stitch



free pattern for October



COUPON

ONE PRODUCT
REVIEW ON GospelGlass or
Memory-Beads gets a freebie pattern

marian@pdqpatterns.com

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<http://memory-beads.com>

<http://gospelglass.com>