

Winter 2010

n e w s l e t t e r Vol XXXVI



Since 1968 ®

Bonnie's Bundles Dolls

THE SWEETHEARTS OF 2009

Our web statistics reveal interesting facts. Everyone is looking for Ella! She will not debut until mid-January as her clothing design is still



in my head, but her face and hair might be the same as Lexi. Her buddy Teelin might well become Owen, a fine Irish name. These two dolls were commissions. From photograph, to drawing, to approval, to embroidery - all steps for creating a doll to look like your child. So come with your little person and pick and choose and create her ideal dolly. It's a fun experience for everyone. Test and trust me.

DID WE DO IT BACKWARDS?

Usually stores have their sales after Christmas. We started ours at Thanksgiving and it has been going on since. Knowing we are discontinuing dolls, you may want to revisit the trunk and sale dolls. Reflected on each doll's page are the two most important facts: availability and "going" price which may differ from the PDF price list.



THANKS, JANE APPLIGATE

Jane ran a small business workshop I attended this fall through the Vermont Small Business Administration. We followed her advice to the letter, even to discontinuing doll designs that do not sell. So offering popular dolls three different ways will be one of our new marketing themes. Who were they? Camilla, Mimi, Grace, Eva, Maggie, Emily, Diana and Daisy. Changing the web site will take endless hours of work, but sitting next to my webmaster and collaborating on ideas and fine points remain great fun.

SHOUT IT OUT

Frankly, when I started into 2009 my goal was to minimize use of my business credit card and eliminate a hefty balance entering the year. A break even was possible for the year if I could manage spending and cash flow. Happily I can report I eliminated that debt. We know the best thing we've done is to reward our customers for returning, even if it means a slight shortfall in financial expectations. The end result is we'll see you again and again! Keep those 10% rewards coming.

RED HAT LADY?

If you are, you'll love Ruth. Here she is with her namesake at the RHS holiday luncheon at the Fullerton Inn in downtown Chester in December. Everything about her is tailored, detailed, fashioned in red and purple, including her sweet hat that came all the way from Oregon.



WINTER MEANS WORKSHOPS



In January before we skip out to the southwest for a couple weeks, I am doing a show and tell and calico paper dolls at the Gill Home in Lud-

low. I am open to random workshops for birthday parties, Girl Scout and 4H groups, and particularly schools. This newsletter will also be snail-mailed to people who had creative sparks about workshops so bookings may begin. The first official First Saturday Workshop is February 6 making Valentine dolls. Then maybe some doll sleeping bags, decorator dollies and animals for the February vacation. Don't wait; reserve now with your group and your ideas.

GETTING NEWS TWO WAYS

Once I started blogging I could not stop. My seasonal newsletter got pushed aside for instant story telling. Both mediums satisfy the writer, so I can only hope that one or the other pleases the reader. It is about connections. Most significant though is the impact on our web statistics. Visits to our web site have doubled, and visitors happily follow through on the content to other images. A good example is the "Pretty in Pink" blog that features the Kathleen Doll, designed in part to support breast cancer research. The purchase of the doll results in a \$25 donation to the Komen Foundation. Facebook is still trying to get me to log in. Sorry but I found my niche blogging.



BRING ON THE NEW YEAR.

We are ready for winter. Bundles generously pays for driveway plowing. Except for our respite in January, we are open daily. Before you know it, we'll be out on Vermont greens fulfilling our fun fair circuit. According to a story in the Brattleboro Reformer, Vermont is the most sought state for travel destination in the US. Make us your destination in 2010. We do love the visitor.