

Before You Publish a Crochet Pattern



Whether you are brand new to crochet pattern designing, or just want to freshen up your skills, this guide will help you to showcase your best design work and help you to have satisfied customers.



Refer to this checklist each time you are ready to publish a crochet design. By following these best practices, your customers will recognize your expertise and you will gain valuable credibility in the crochet world.

BEFORE YOU PUBLISH A PATTERN

Task	
<input type="checkbox"/>	Check your gauge and take note of yarn brand, color, and weight.
<input type="checkbox"/>	Work up a sample project.
<input type="checkbox"/>	Use standard crochet terminology from the Craft Yarn Council.
<input type="checkbox"/>	When applicable, adjust for sizing.
<input type="checkbox"/>	Assure directions are clear and concise.
<input type="checkbox"/>	Have your pattern tech-edited.
<input type="checkbox"/>	Send pattern to testers.
<input type="checkbox"/>	Adjust pattern according to tester feedback.
<input type="checkbox"/>	Take and edit photos.
<input type="checkbox"/>	Edit final draft.
<input type="checkbox"/>	Proof read once more.
<input type="checkbox"/>	Save your document as a pdf.
<input type="checkbox"/>	Create Ravelry listing.
<input type="checkbox"/>	Add pdf to Ravelry.

Let's go through this checklist!

Check your gauge and take note of yarn brand, color, and weight

Every yarn is different and gauge can drastically affects finished size so always begin with a gauge swatch. Take note of the yarn used, and the label information. Sometimes customers would like to duplicate your project exactly and having the yarn colors listed is very helpful. Sometimes they would like to substitute yarns so including the weight and gauge will help them to find a suitable substitute. Take note of your hook size.

Work up your sample project

Make it look awesome!

Use standard crochet terminology from the Craft Yarn Council.

Make sure you include the stitch abbreviations used in your pattern and make sure they adhere to standard crochet terminology. Don't make up names. If you are not sure about something, look it up or ask for help.

When applicable, adjust for sizing

Some projects, such as scarves and accessories, may not need additional sizing but most wearables will need to be sized. Use standard measurements from the Craft Yarn Council for sizing.

Assure directions are clear and concise

Some notes will help your customer to work up your pattern, but be careful not to overdo it. Being clear about your instructions doesn't always mean writing more. Sometimes, less is more!

Have your pattern tech-edited, if possible

Tech-editors make sure that all of the formatting is uniform throughout the pattern. They will double check periods, semicolons, repeats, stitch counts, stitch definitions, and check for spelling and grammar. Tech-editing is usually done for a fee but it is worth it if you can afford it. I also recommend tech-editing before testing, instead of after, because pattern testers then just need to check for sizing and gauge issues.

Send pattern to testers

Have each size in your pattern tested for accuracy, gauge, sizing, stitch counts, and anything that might be unclear. Pattern testers use their own yarn and spend their time helping you. Be mindful of them and accept their insights and suggestions gracefully. Remember to gift them the finished copy for their help.

Adjust pattern according to tester feedback

95% of the time, your pattern testers will give you valuable insight in areas that could be improved. Include their suggestions when applicable.

Take and edit photos

Good photography is 99% about lighting. Go outdoors or use a well-lit window. Flashes are not flattering so avoid them as much as possible (I never use my flash!). Whenever possible, use a live person to model your wearables, instead of a mannequin. Your customers will be able to see the true fit of your item. Make sure you have a good, clear focus to highlight your pattern and avoid distractions in the background. Take photos of different angles and a nice close up of the stitch pattern. If you must use the camera on your phone, use the rear-facing camera. It always has better resolution than the front-facing camera for selfies. Add a watermark to images that will be used online. If you don't have access to Adobe design software, PicMonkey.com is free and easy to use. You can quickly create a watermark and edit your photos there. If you need any tutorial photos, take care of those as well.



Edit final draft and proof-read once more

Place the photos in the pattern, add a header, and adjust the final formatting.

Create Ravelry listing

Be as descriptive as possible on Ravelry and use your best photos. Add the yarn you used and any good substitutes. People search for patterns by yarn type.

Add pdf to Ravelry

You're done! Upload the pdf to your Ravelry listing and press activate!

Congratulations!

It is an awesome feeling to finally publish your work!

We wish you many happy customers and lots of sales!