



Welcome to the Buttercup Miniatures August newsletter, with a special welcome to all our new subscribers!

Featured in the newsletter this month:

1. General News
2. Web shop news
3. Web shop discount voucher – reminder (for e-mail newsletter subscribers only)
4. Downloadable pdf patterns

### **1. General news**

One of the downsides of email is the amount of unwanted advertising or other junk email known as spam. Recent attempts by servers and Internet Service Providers to reduce the amount of mass emailing have had a knock on effect on genuine newsletter providers. Our newsletter has been no exception and has been blocked on occasion. We are currently working around this problem and will continue to send you your newsletter as long as we are able. We know from your feedback to our offers and last year's birthday competitions that you like a monthly newsletter. However, should it become impossible to provide a newsletter we will look at other ways such as possibly a forum to keep in touch with you. Our blog pages will carry any news regarding changes to our newsletter service if and when applicable.

If you do not receive your e-mail newsletter we do publish part of the newsletter on our web site each month (excluding any free patterns or special offers). Do check that you have set your Spam controls to allow messages from Buttercup Miniatures as we have many newsletters returned to us as undeliverable each month. You may also need to clear out your inbox on occasion as we have many newsletters returned each month as people's inboxes are full.

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### **2. Web shop news**

Don't forget that 'This month's special offers' category offers a varied selection of items each month. See: [http://store.buttercupminiatures.co.uk/offers-this-month/cat\\_70.html](http://store.buttercupminiatures.co.uk/offers-this-month/cat_70.html) for details of all this months offers. Remember these offers will change on 1<sup>st</sup> August to new offers.

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### **3. Reminder - Summer multi use discount voucher for our web shop expires 31<sup>st</sup> August 2010**

This was a reminder for those newsletter subscribers who had claimed a 10% multi use discount voucher and was an exclusive offer for **e-mail newsletter subscribers only**.

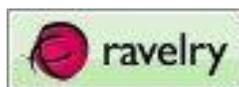
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#### 4. Downloadable pdf patterns



Many of you have requested instantly downloadable patterns, and until now we had not found a reliable secure method of doing this. We have been trialing a reputable site and we have recently made some of our patterns available as pdf downloads on Ravelry (<http://www.ravelry.com/stores/buttercup-miniatures-frances-powell-designs>)

Ravelry is a member only web site (but is free to join - you will be invited to join if you follow the link above).



Ravelry is much more than an online shop and has been set up as an interactive forum/message board/pattern resource and shop for knitters and crocheters worldwide. For anyone who knits or crochets this is a wonderful place, where you can communicate with other knitters and crocheters and join smaller groups of likeminded people.

As turning patterns into pdf format is a very time consuming process, we are trialing some of our more popular patterns to start with before adding more. Sadly, the effort we have put into this over the last few weeks has meant a delay in releasing new products on our own web shop. If there are any particular patterns you wish to buy in this format that are not already listed, please contact us and we will see what can be done, but please be prepared to wait.

As Ravelry is administered by a separate organisation, any vouchers issued for use in the Buttercup Miniatures web shop are not valid for use in the Ravelry shop. However due to the lower costs involved (and no shipping costs) you will find our downloadable pattern prices are lower than our normal printed versions available from our own web shop. Ravelry uses the same secure PayPal payment system as our own web shop and so will be familiar to regular shoppers.

For those of you who prefer to buy a printed pattern, these will still be available on our web shop, along with yarns, needles, hooks, kits and accessories

**Please note** that not all the Buttercup Miniatures patterns on Ravelry are for miniatures, Frances also has some non-miniature crochet patterns for sale **exclusively** through Ravelry, such as those shown below.



Patterns for Milk jug covers and Bridal horseshoes (these are **NOT** miniatures)

Frances

<http://www.buttercupminiatures.co.uk>

Please consider the environment before printing this.

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*No part of this newsletter (including free patterns) may be reproduced and distributed in any form or by any means, electronic or mechanical, including photocopying, recording or via any other information storage and retrieval system, without our written permission.*