



Pattern Release Checklist

by Tamara Moots

After I've taken my pattern all the way from idea to a written pattern and then through test knitting and final edits, I am finally ready to release a pattern out into the world. Every designer has a different set of steps they take during the release process. Below I'm sharing the checklist that I complete for each pattern release. I hope sharing my process can help others. If you're not quite to the release stage yet, you might take a look my [Designing a Knitwear Pattern](#) or [Running a Test Knit](#) checklists instead.

- Take the pattern live on Ravelry. *(Note: This [wiki for Ravelry designers](#) is full of information about getting started as a Ravelry designer. I know the new look of Ravelry is really bothering some people. If this is the case for you, I'm sorry you are having to deal with it and hope they'll have it figured out soon. In the meantime, there are many other venues where you can release your pattern instead or in addition: Payhip, Etsy and LoveCrafts are a few good choices that other designers use.)*
- Gift the final copy of the pattern to testers.
- Post that the pattern is live in the test knit thread.
- Earburn any knitters who requested to be notified when the pattern published.
- Make sure to thank each tester again! Also be sure they each receive the compensation offered for testing.
- Publish the pattern on Etsy.
- Publish pattern on LoveKnitting.
- Start a New Release Promotion on Ravelry and post about it in the [Promos thread](#).
- Start a New Release Promotion on Etsy and/or other venues.
- Instagram post about the pattern, pattern release, how to purchase a copy and any new release promotions.
- Push the post to Facebook and/or other social media.
- Include information about the pattern details, how to purchase a copy and any exclusive release promotions in the next newsletter.
- Write a blog post about the pattern details and how to purchase a copy. *(Note: I generally skip including new release promotion details in the blog post to avoid any disappointment for readers who might find the post long after the promotion has ended.)*
- Instagram post about the blog post. Include reminder about pattern release promotion.
- Push the post to Facebook and/or other social media.