

The Green Grass Workshop Group is a premier set of t-shirt printing educators who are coming out with a new workshop for their customers. This new workshop is targeted for new and seasoned t-shirt printing companies who want to explore a new market using a small, Silhouette printer.

Press Release:

Discover your Potential with GGW's newest Silhouette Craft workshop

A workshop for seasoned and up-in-coming businesses focused on growing through Silhouette Crafting.

The Green Grass Workshops (GGW), a leading provider of products to start or grow apparel and decal businesses, is excited to announce its newest expansion to the Green Grass Workshops. The Green Grass Workshops are a hands-on and innovative way for crafters to learn effective tools to help propel their businesses into the future. With this thought in mind, GGW's newest workshop will focus on seasoned and new businesses that want to take the next step with Silhouette Crafting.

"Our goal has always been to help you start a business, or take your pre-existing business to the next level" says owner and CEO Bill While. "One thing I always like to say is 'be a lifelong student', this is your opportunity!"

The Green Grass Workshop has helped hundreds of small businesses take their company to the next step through the 3-day GGW Design Studio and retail management workshop. GGW is excited to integrate tools on how to run a very successful custom business using their Silhouette.

Senior Sales Associate Ryan Mallo had this to say, "We are excited with our newest workshop and look forward to welcoming crafters of all levels to our Silhouette Crafting workshop. We will begin these workshops in Fall 2016".

Blog Post:

GGW is excited to announce a new workshop geared toward our Silhouette crafters at Green Grass Workshops! Whether you are a seasoned Silhouette user or someone wanting to take his or her first leap into design cutting- this workshop is for you.

This interactive workshop will allow you to learn how to best use your Silhouette to run or start a successful business. Our team of experienced and dedicated instructors will work with you to target your business' needs in order to grow.

In this workshop, you will use the GGW Design Studio Software with the Silhouette Connect software to learn effective strategies to increase your business' ROI. Our instructors will talk with you about how to face business needs and demands in order to stay on the path to success in an inviting and fun environment.

Brush up on your Silhouette skills with our Silhouette tutorials on You Tube at [\(link\)](#).

We can't wait to have you join us at GGW for this new and exciting workshop! Discover the potential.

Copy for TS Flyer:

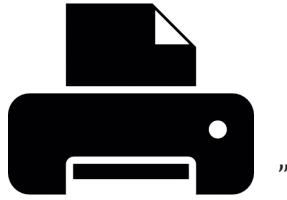
Thank you for checking out The Green Grass Workshop Supply booth! As you saw, lots of exciting things are happening at GGW and we are excited to tell you about one more! GGW is expanding our unique and personal Workshops to our Silhouette crafters! This new workshop is aimed at both seasoned Silhouette users as well as those just dipping into the Silhouette printing world. In this workshop, our dedicated instructors will go into a unique training that will aid in discovering how to successfully run a business using your Silhouette.

Follow us on [\(link to website\)](#) or our Social Media pages (search "The Green Grass Workshop" to follow our workshop schedule and grab your spot!)

We can't wait for you to join us at the GGW Headquarters near the beautiful beaches of St. Petersburg, Florida.

Twitter:

-Pre-Workshop Announcement tweet to get curiosity and excitement stirring:
“Are you excited to learn about a new #GGW workshop? We'll give you a hint...”



-Workshop Announcement Tweet to announce and lead people to the blog for more info:

“#GGW is excited to announce a new workshop! This workshop is for all of our Silhouette crafters! More info @ (link to blog).”

-Post Announcement Tweet/Poll to drive excitement and hashtag visibility:

Compose new Tweet ×

Are you pumped for our new #GGW Silhouette Workshop? Vote below and use #GGWSilhouette to show your excitement?

☐ Yes! Remove poll

☐ Can't Wait!

+ Add a choice

Poll length: 1 day

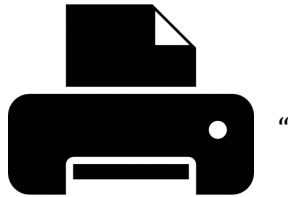
Media Location disabl... Poll 5 Tweet

-Post-(first) Workshop Tweet to get crafters engaged with us and each other:
“Did you attend our first #GGW Silhouette Workshop? Use #GGWSilhouette to tell us about your favorite part of the workshop!”

Facebook:

Pre-Announcement Post/graphic:

"#GGW is gearing up to announce something BIG at Green Grass Workshops! Stay with us to learn all about it SOON! For now, here's a little hint..."



Announcement Post/ Workshop Logo Graphic:

"#GGW is excited to announce a new workshop at Green Grass Workshops for all of our Silhouette crafters out there! Whether you are a seasoned business owner or one just getting started in Silhouette printing- this workshop will help take you to the next level! We want you to succeed, so let's succeed it together! #GGWSilhouette is truly a workshop for you and we can't wait for you to be a part of it.

For more info, check out (link to blog)"

Post-Announcement/Date Graphic:

"Here are the dates for our newest workshop at Green Grass Workshops! As you know, our workshops take place at the # GWWHeadquarters in sunny St. Petersburg, Florida. Let us know in the comments what YOU are most excited about with our newest Silhouette workshop!"