



## Mini Goals Notepad

By Mary Kate McDevitt

Miscellaneous print. Book Condition: New. Not Signed; Features 15 to-do lists designs, repeating 10X, includes a drill hole at its top should the user wish to hang the pad on their wall. Sales Handle: Cute, fun, and functional, this perforated pad of clever to-do lists is ideal for livening up a cubicle or home office--the witty wordplay and colorful text-based art will appeal to the same crafter/DIY audience that has come to the work of Jenny Hart and The Small Object Stationery line. Smart, clever, visually appealing, and useful, this pad will have crossover appeal to office workers, lovers of paper and humor fans-it has a nice KNOCK KNOCK-style instant appeal. Mini Goals acts on the 'Keep Calm Carry On' trend of positive messages in a unique way. Comments on Mary Kate's flickr sites and on blogs tend to be of the 'how inspiring!' nature. See excerpts from blog comments about Mary Kate's designs in the Reviews section of this tipsheet. Much like Susie Ghahremani and The Small Object, Mary Kate has a great presence online with a succesful Etsy shop and a lot of blog exposure, including Drawn, Pikaland, pica+pixel, The Silver Lining, etc. Great office-warming gift/New Year New...



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### Reviews

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