

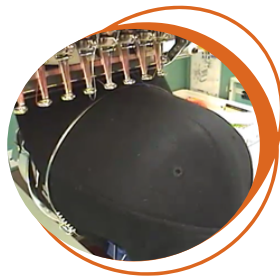
# STEP-BY-STEP EMBROIDERY BUSINESS PROFIT SYSTEM BLUEPRINT™

1



**Basic Foundation  
Set Your Goals**

2



**Learn How To  
Embroider**

3



**Create Great Small  
Lettering**

4



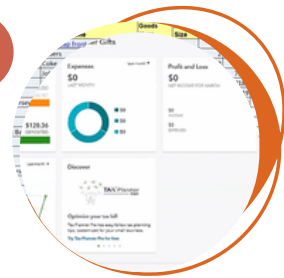
**Organize Your Area  
& Paperwork Flow**

5



**Create Your  
Pricing Structure**

6



**Setting Up Your  
Systems**

7



**Getting Your  
Name Out There**



## **By Joyce Jagger, The Embroidery Coach**

She is a well-recognized consultant & Trainer in the Embroidery Business Education industry. She passes along her 40-plus years of experience and knowledge to her students, offering online training, webinars, workshops, as well as personal coaching online.

She has helped embroidery business owners consistently attract repeat customers and confidently charge premium pricing - thanks to our Embroidery Profit System that prioritizes quality, confidence, and trust-based marketing.

By simplifying the business of embroidery into easy-to-understand lessons, Joyce gets the new embroiderer off to a fast start and helps the current embroiderer improve their skills so that they can provide higher-quality embroidery and increase their profits. Joyce gives the direction, the right systems, approach, and tools that an embroiderer needs to succeed.

She has written 2 books that are both best sellers on Amazon.com, “The Truth About Embroidery Business Success” and “Stop The Chaos In Your Embroidery Business.”

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# Working through Your “Step-by-Step Embroidery Business Profit System Blueprint!”

- I have included a NOTE sheet to write questions and keep notes as you go along. This is going to be very important and will help you as you are going through this blueprint. If you have any questions, contact me at [joyce@theembroiderybusinessacademy.com](mailto:joyce@theembroiderybusinessacademy.com)
- You will find easy step-by-step lessons inside of the [EmbroideryBusinessAcademy.com](https://EmbroideryBusinessAcademy.com) training website.
- You have a choice of 4 different levels. You can start with the Silver level or Start-Up/Gold level, but select the level that will work best for you.
- The [Titanium Lifetime](#) level is the most popular level, and covers all of the training that you will need for your embroidery business. With that level, you also receive Personal help through Zoom and by phone that is not available with the other levels.
- You may also consider purchasing the latest book that I wrote [“Stop The Chaos In Your Embroidery Business,”](#) on Amazon.com to help you as you focus on each step and go through this guide.

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## Step 1 - Basic Foundation Set Your Goals

When you create your basic plan, make sure that you are creating the type of business you want.

Do not follow someone else's plan. This is your business, and the plan must be unique to your business.

**Start by answering these important questions!**

- **Why do you want to start your embroidery business?**
- **What do you want to accomplish within your first year in your business?**

**Set Up Your Goals to begin accomplishing what you want in your first year!**

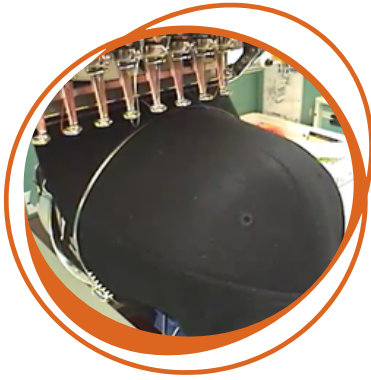
- **Set up your [One-Year Goals](#)**
- **Set up your [6-Month Goals](#)**
- **Set up your [60 Day Goals](#)**
- **Set up your [Weekly Goals](#)**
- **Set up your [Daily Plan](#)**

You will find a video inside Embroidery Basics in Planning Your Embroidery Business in all levels

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**Step 1 - Basic Foundation**  
**Set Your Goals**  
**NOTES**



## Step 2 - How To Embroider!

### Learn The Basics of How To Embroider!

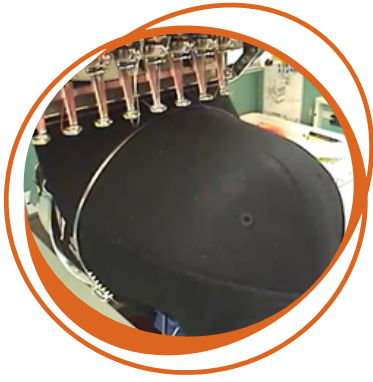
You will find videos with all of this information inside **Embroidery Basics in all levels.**

- **How to set up your Embroidery Machine.**
- **Study your Embroidery Machine Control Panel** and write down the step-by-step directions from each screen.
- **Learn what Backings to use** with the right type of fabrics.
- **Learn the right Placement** for your designs

Download and laminate the hooping guides and tape them to your hooping table.

- [Download Knit Garments Hooping Guide](#)
- [Download Woven Garments Hooping Guide](#)
- **Learn:**
- **What needles to use with the right fabrics?**
- **How to Hoop Properly.**
- **How to Finish the Garments.**
- **How to Make Quick Repairs.**
- **How to Maintain Your Embroidery Machines.**
- **How to Embroider different types of garments**

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# Step 2 - How To Embroider!

## NOTES



## Step 3 - Creating Great Small Lettering!

**Producing High Quality Embroidery-This is the Most Important Item In Your Business**

You will find this information in [Design Creation Basics](#) and [Design Editing Basics](#) in the Gold level

- [Download and study the “3 Steps to Creating Small Lettering in your Embroidery Software”](#)
- **Learn how to Embroider high-quality Small Lettering**
- **Study Underlay Stitching.**
- **Study how to add the right Pull Compensation** to your designs.
- **Learn how to edit designs** that come back from the digitizer so they are production-friendly. Make sure you have a digitizer that will digitize your designs in the same type of software that you are currently using. You will need the native file format of your current software to edit your designs. This is extremely important.
- **Do not spend your time learning how to digitize** your designs. It is too time consuming when you are first running your business. When you become an expert design editor, learning to digitize becomes easy.

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## Step 3 - Creating Great Small Lettering!

### NOTES





# Step 4 - Organize Your Area & Paperwork Flow NOTES



# Step 5 - Create Your Pricing Structure!

## This is a 4 Step Process

You will find videos and workbooks inside of the Pricing Program in the Platinum level

- Start with your **Year-End Expense/Accounting Workbook**-This must be completed for the year end before you can create your pricing structure.
- **Create your basic Pricing Structure for your embroidery department** to start with before you try to create a price list for any other service that you offer. You should know what percentage of your income for your business is from embroidery only.
- **Set up Price Lists for 3 different scenarios** - The first one is Wholesale-where the retail store that brings items to you to be embroidered and then they resell them. The next one is your Corporate Price list where the customer will purchase the garments and embroidery both from you in a package price. The third one is the Retail Price where the small business will bring in their own garments for embroidery.
- **Set up your Embroidery & Garment Combination price list.** This makes it easy to give a quick quote to your customer.

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# Step 5 - Create Your Pricing Structure!

## NOTES

| Goods             | Date      | Size    |
|-------------------|-----------|---------|
| Coke              | 4/29/2018 | caps    |
| John Smith Baking | 5/13/2018 | 12 cm   |
| Coffee House      | 5/12/2018 | 15 cm   |
| Green Lawn Care   | 5/16/2018 | 12 cm   |
| Impact Project    | 5/16/2018 | 12 cm   |
| MLDP              | 5/25/2018 | 15 cm   |
| Guthrie           | 5/29/2018 | 12 cm   |
| B&B               | 5/22/2018 | 12 cm   |
| Lockheed          | 5/27/2018 | 12 cm   |
| NVSTG             |           | caps    |
| Maines            | 5/31/2018 | 12 cm   |
| Meters            |           | 12 cm   |
| Cleaner Supply    | 5/21/2018 | 12 CM   |
| Mdy Forms         | 5/21/2018 | yet med |
| McDonalds         | HOLD      | yet med |
| Jit Upholstery    | 5/24/2018 | 12 cm   |
| B & Plumbing      | 5/24/2018 | yet med |
| Fox Hospital      | 5/24/2018 | 12 cm   |
|                   |           | yet med |
|                   |           | 15 cm   |

## Step 6 - Setting Up Your Systems!

You will find videos and workbooks inside of the Platinum level

- **Get Your Sales Tools Created** - If you have Sales Tools created, it saves you a ton of time as you are waiting on your customers and you do not have to keep pulling out catalogs and design files to show them.
- **Set up your Quoting Tools for Quick Quotes** - If you have your Quoting Tools created, you can give your customer an instant quote and many times it will mean the difference in getting a job or losing a job.
- **Set up your Scheduling system** - This is one of your most important systems to get set up. Create your scheduling system and make sure each job is logged into it as the job comes in. If it is set up correctly, you will know how many hours of work you have in-house and you will know exactly how long each job should take and it makes it easier to deliver your jobs on time.
- **Create Your Business Plan** - It is very hard to run a well organized business without a business plan. You can start with a minimal plan unless you need to seek financing.

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| Name | Goods | Date      | Size    | Quantity |
|------|-------|-----------|---------|----------|
| ...  | ...   | 4/29/2018 | caps    | 2        |
| ...  | ...   | 5/5/2018  | caps    | 2        |
| ...  | ...   | 5/5/2018  | 12 cm   | 8        |
| ...  | ...   | 5/13/2018 | 15 cm   | 2        |
| ...  | ...   | 5/13/2018 | 15 Cm   | 8        |
| ...  | ...   | 5/16/2018 | 12 cm   | 2        |
| ...  | ...   | 5/16/2018 | 12 cm   | 2        |
| ...  | ...   | 5/25/2018 | 15 cm   | 8        |
| ...  | ...   | 5/25/2018 | 12 cm   | 8        |
| ...  | ...   | 5/27/2018 | 12 cm   | 8        |
| ...  | ...   | 5/27/2018 | 12 cm   | 8        |
| ...  | ...   | 5/31/2018 | 12 cm   | 8        |
| ...  | ...   | ...       | 12 cm   | 1        |
| ...  | ...   | 5/21/2018 | 12 CM   | 2        |
| ...  | ...   | 5/21/2018 | yel med | 8        |
| ...  | ...   | HOLD      | yel med | 8        |
| ...  | ...   | 5/24/2018 | 12 cm   | 8        |
| ...  | ...   | 5/24/2018 | yel med | 8        |
| ...  | ...   | 5/24/2018 | 12 cm   | 8        |
| ...  | ...   | ...       | yel med | 8        |
| ...  | ...   | ...       | 15 cm   | 8        |

# Step 6 - Setting Up Your Systems!

## NOTES

# Step 6 - Set Up Your Systems (cont.)



You will find videos & workbooks inside of the Bookkeeping Module in the Titanium Level

- **Purchase QuickBooks Online** - I have found this to be the easiest one to use and it is always updated. Contact me for level information.
- **Organize all of your Banking & Credit Card information** before you start to add it to QuickBooks. You will need the balance that you owe from each account.
- **Organize your Customers & Vendors** - Make a list of each of the customers and add what they owe you and when the payment is due. Make a list of each one of your Vendors and add how much you owe them and the amount and due date of the payment.
- **Set up your Chart of Accounts** - You will need a sales account and an expense account for each one of the services that you offer. If you have Wholesale, Corporate and Retail accounts, you will need sub accounts under each one.
- **Start Creating Invoices & Sales Orders**- Keep it simple and create an Estimate when the job comes in so that when the job is completed, all you have to do is convert it to an invoice. This creates a quick cash turnaround.
- **Balance your accounts at the end of the month.**

# Step 6 - Set Up Your Systems (cont.)

## NOTES





## Step 7 - Getting Your Name Out There!

You will find videos and downloads inside the Marketing Program in the Platinum level

- **Set up your Marketing Materials-** Start out by creating your Business Cards and a Brochure. You need a Brochure when you are going to networking meetings. Very important!
- **Create Your Marketing Plan for each month.**
- **Create a Product Special for each month.**
- **Organize Product Pages** - Create a product page for each item that you want to carry in your store or on your website. If you have all of your product information cataloged on these product pages, it makes it easy to carry with you to a customers site or have it ready to add to your website.
- **Add your Follow up System** - You need to have an automatic follow up system to keep in touch with your current customers and prospects. This helps to keep you on the top of their mind when they are looking for a promotional product or a product to help them promote their business.
- **Create a Content Schedule to add to Social Media and your Blog Posts.**
- **Set Up Social Media Accounts-**Post at least once per week, 2 times would be better. Daily is even better than that!
- **Create your Website** or have one created for you.

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# Step 7 - Getting Your Name Out There!

## NOTES



## Putting It All Together!

Answer These Question honestly! If you cannot answer yes to each one, go back and repeat the area that is not complete! Very important!

- **Do you have your goals set?** Do you have your plan set up for each Month, Week and Day?
- **Are you comfortable with all of the Basics of How To Embroider?**
- **Do you have your Forms in place?**
- **Are you happy with your Small Lettering?**
- **Are your customers raving about your quality of embroidery?**
- **Do you have your Pricing Structure created?** Are you confident in pricing your products for any type of pricing situation?
- **Do you have all of your systems set up?**
- **Do you have your Accounting system set up?** Do you feel comfortable with using it?
- **Do you have Social Media set up?** Are you using it?
- **Is your website set up?**
- **Do you have a follow up system in place?**

All of these must be accomplished before you have your complete system set up, in place and working!

If you need extra help or some personal help, join the [Titanium Level](#) and receive all of the extra help you need.

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# Putting It All Together!

## NOTES

# **Congratulations - You Have Completed Your “Embroidery Business Profit System Blueprint” And Now You Can Celebrate Your Success!**

Once you have your business all set up and running smoothly, you can celebrate your success and plan for your future growth.

You can put working weekends behind you, and you will be able to work on your schedule, take time off, and be able to spend time with your family and friends at will!

If you need some personal help to go through your “Embroidery Business Profit System Blueprint,” or if you have issues within your Embroidery Business, send me an email to (joyce@theembroiderycoach.com)

And if you do not need any personal help, let me know how you are doing. I would love to hear about your success!

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Joyce Jagger, The Embroidery Coach

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