



EMBROIDERY BUSINESS ACADEMY

THE FIRST
3 SKILLS FOR EVERY SUCCESSFUL
EMBROIDERY BUSINESS

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Embroidery Business Mastery

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About the Author



Joyce Jagger, also known as “The Embroidery Coach,” is a well-recognized expert in the area of Embroidery Business Education. Joyce has over 40 years of experience in the embroidery field, first starting her own business which she grew to over 30 employees and then later passing her knowledge onto others with on-line training, webinars, workshops as well as personal one on one coaching.

Joyce helps the new embroiderer get off to a fast and successful start with easy to understand lessons. And helps the established embroiderer improve their skills in providing quality embroidery and increase their profits. “With the right systems, approach, and the right tools every embroiderer can provide a quality product and have a profitable business,” says Joyce.

In addition, her Rapid Start Embroidery Coach Training Center, offers hands on training in a controlled atmosphere. Joyce works with embroiderers at all levels; from the person just starting out in their home; to large corporations, well known designers, and fulfillment houses, to everyone in between.

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. You can learn more about Joyce at TheEmbroiderybusinessacademy.com.

About This Guide

Thank you & congratulations for getting started with The Embroidery Coach. This guide is designed to provide you with the basics of the important skills that you need in order to build a successful embroidery business. Please read through this guide to understand what it takes to be able to build your own successful embroidery business.

Do you remember how you felt when you decided to start your own embroidery business? I remember that day very well. I was so excited, and I could not wait to get started. I purchased my machine, had minimal training, nothing that would help me, and I was ready to start my business! Yeh!!

My excitement was soon gone when I discovered that I was not at all ready for business! I had no clue how to run a business or how to get started!

New Embroidery machine owners think you put a piece of fabric in a hoop, install a design into the machine, push the button and voila! You get a beautiful piece of embroidery. Sound familiar? It is not at all like that. Like any skill, to produce quality embroidery it takes training. There is a learning curve. The question arises: “Where does one find quality training and support for their embroidery business?”

When you purchased your machine and software, did you receive enough training to get your embroidery business started or did they leave you to figure it out on your own?

I was left to figure it out on my own and it was very frustrating.

I soon learned that there are 3 areas of skill that must be mastered to build a successful embroidery business.

I am going to go through each one of these areas, but it is only the beginning of what it really takes to build a successful embroidery business. Stick with me and I will help you master each of these areas of skill. I look forward to being your guide and helping you build a profitable embroidery business!

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Skill No. 1 - Master Embroidery Skills



Your first skill is to learn how to embroider professionally. There are many basic details that you need to know to help you get set up to learn how to embroider professionally.

- Professional Embroidery Equipment & Software.
- An organized work area.
- The type of supplies & tools required.
- How to repair garments when mistakes are made.
- Proper machine maintenance to avoid breakdowns.
- Where to position the embroidery on the many different locations on all of the many sized garments.
- How to hoop the garments properly so that your embroidery does not pucker or twist.
- How to work with many different types of fabrics and garments.
- How to Finish the garment for the best presentation.
- And Much More!

You receive your embroidery design software and you are so excited to start creating designs and turning out finished products. But how do you do that?

First, you must learn what type of Underlay Stitching to use with the different stitch types and fabrics. Next you need to understand about how fabrics react to the stitching so that you know how much Push and Pull Compensation is required, and

then you must learn how much density to add to the design. You want enough to cover the fabric, but you do not want any puckering in your finished design.

Understanding the settings that are needed to make your designs look great and sew out easy is a process that takes time and education.

You can learn to create designs that are eye popping and your customers will keep coming back for more. This will help you stand out in your area of expertise and create the type of business that everyone wants to work with.

Reaching out for professional help to give you the understanding of design file settings. This will save you time and give you the skill of producing designs that will “WOW” your customers.

Your embroidery skills are the very first Skill Set to Master. This is extremely important in order to create high-quality embroidery and be able to create a business that will bring in repeat customers.

Are you ready to get the help you need to master your embroidery skills? [Click Here Now!](#)

Skill No. 2 - Increase Quality & Your Confidence

Learning how to increase your quality of embroidery is extremely important and you want to strive to be the best embroiderer in your area of expertise. What do I mean by that? You must be able to offer the best quality embroidery for your area or niche market and be the go-to embroiderer that everyone wants to work with. This is not hard to do but it does take time.

You must first be a master of the basics and always be improving your skills by studying and keeping up with the latest products and techniques. The basics never change and if you do not master the basics, it is very difficult to be able to offer great quality in both workmanship and customer service.

This design was digitized for a cap and is only 2 inches high, but



it is an example of a high-quality design that was created using only the basic techniques that are required to make a design stand out and be exceptional.

The lettering inside of the circle is tiny, but it sews out crisp and clean. This design is a 3D view taken from my software and each of the letters are connected; a technique that I teach. It looks like the letters are almost touching each other. When it is sewn out, they are not touching, and you do not see the threads between each letter

Many embroiderers are so busy working on their day to day business that they feel they do not have the time to do any more studying. This can be a mindset that holds you back from not only learning how to create great designs, but from learning time-saving short cuts along the way.

Continuing your education and learning new design techniques is very important. We are constantly bombarded with new fabrics that we must learn how to handle, and the fabrics keep getting stretchier and thinner especially for sports items. Without the right knowledge and skill level to work with these fabrics, your garments will pucker or stretch out of shape. This is a huge cause of frustration. If you are experiencing any type of frustration or issues with your embroidery, it is time to stop and rethink what you are doing.

When you do offer great quality workmanship and excellent customer service, you will have the confidence that is so important when working with customers. When you demonstrate confidence in your work and the ability to work with your customers in whatever capacity they are looking for, it will show. Your customers will in turn, have confidence in you, and know that they are dealing with a professional!

Becoming a professional will bring in many more repeat customers. Are your customers happy with your quality and do they keep returning for more? [Click Here Now!](#)

Would you like to get a head start on creating high-quality small lettering using your embroidery fonts? I have found that this is the biggest stumbling block in trying to get repeat customers! I created a step by step process in the form of a

report to teach you how to create small lettering using the embroidery fonts from your software. It will work with all embroidery software programs. It is a PDF, <https://www.theembroiderybusinessacademy.com/3-steps>

Skill No. 3 - Master Pricing for Profite

The spreadsheet is a detailed cost accounting tool for embroidery. It tracks individual jobs, design specifications (like stitch counts and colors), and breaks down costs into categories such as materials, labor, and overhead. A summary section at the bottom right shows a total profit of \$1,663.10 for a given period.

It is now time to think about that very important skill set, mastering pricing for profit. This is a must if you want to have a profitable embroidery business, but numerous embroiderers find this to be an overwhelming task.

Many embroiderers are afraid to charge what they should charge because they have the mindset that the customer will not pay “that much money”. This is a mindset that you must get over. Remember, this is a business! Would you go to the grocery store and tell them that you will only pay so much for a product? I don’t think so. They are in business to make money and so are you! Stop thinking like a hobby person and start thinking like a businessperson!

What is a profitable price list? A profitable price list is one that will bring in enough money to pay all of the bills, pay you a salary, and plan ahead for future growth. How do you master pricing for profit? Here are the basic steps.

1. Figure your Breakeven Point

2. **Figure out How Much Each Process Is Costing You**
3. **Plan for Growth**
4. **Add for Profit**
5. **Create Your Price List**

Do not skip this process and create your pricing by gathering other embroiderers price lists. This does not work and can cause your business to sink. I know this very well. That is how I started out and it almost sunk my business!

You can have an embroidery business that is very profitable, giving you the freedom to enjoy doing what you want to do and will allow you to devote the amount of time to the business that works for you and your family.

Creating your money-making embroidery price list really is not hard, but it does take a bit of time to develop this skill set. Without having the money-making embroidery price list, your embroidery business will struggle, you will not make the money you want to, and your business may even crumble. Are you ready to start Mastering Pricing for Profit today? [Click Here Now!](#)

What's Next!

This is only the beginning of learning how to build a successful embroidery business. Other areas to be mastered in creating a successful embroidery business are:

- Organizing your Embroidery Business
- Setting up Your Bookkeeping System
- Marketing Your Embroidery Business

Are you lacking in any of these skill sets? Do you have the feeling that you do not know where to turn to get the help that you need to get your embroidery business on track the right way? Even seasoned embroiderers sometimes need to hone their skills to move to the next level! I know exactly how you feel!

I have been there, but with help, I learned how to create a very successful embroidery business that I was proud of. As a result, I have now helped hundreds of embroider business owners get their business on track and become very successful!

If you want to stop running in circles and start implementing these steps so that you too can have a successful embroidery business click on the link below to get started today!

[Click Here Now!](#)

I want to help you become the best embroiderer in your area of expertise and beat out all of the competition! I have helped hundreds of other embroidery business owners build successful embroidery businesses! Now it is your turn!

[Click Here Now!](#)

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