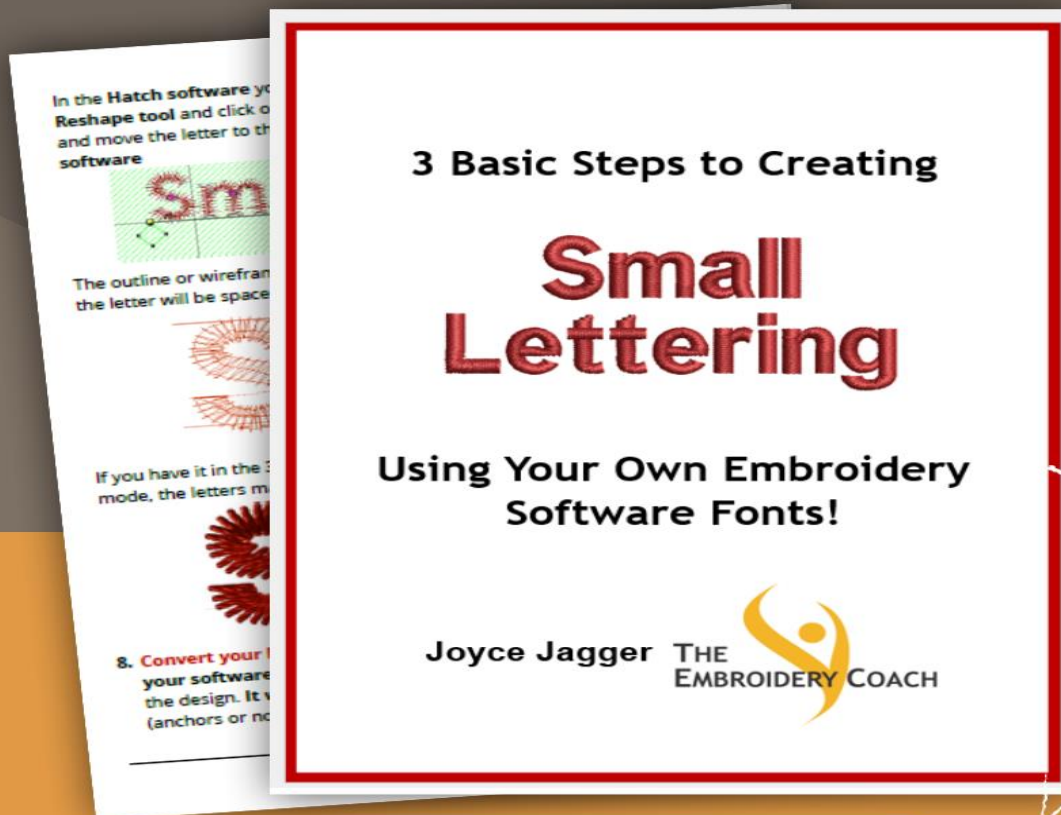


# 3 BASIC STEPS TO CREATING SMALL LETTERING YOUR EMBROIDERY GUIDEBOOK



STEP-BY-STEP



## 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.

Joyce has been voted several times as one of the most influential people in the decorated apparel business. She has received many accolades in the acknowledgement of her achievements and contributions in the embroidery field but to her, the most meaningful ones are the ones from her students and the success they have achieved. You can learn more about Joyce on her website at [TheEmbroideryCoach.com](http://TheEmbroideryCoach.com).

# 3 Basic Steps To Creating Small Lettering!

Starting a new embroidery business is fun and exciting, but there are so many details that need to be paid attention to and at the beginning, you have no idea what those details are. One of the most important is creating small lettering, but no one says anything about that or shows you how to do it.

You purchase your embroidery machine and your embroidery software and you start typing in letters. You have many different style fonts to choose from and in most software, it will give you choices of fabric styles to choose from but that is about it. As far as you know, you do select your fabric and your lettering style and you are ready to sew it onto your fabric.

Unfortunately, there is a lot more to it than that. When you first start sewing them out, they may look ok, but not really great. Now what do you do. There really is no one to ask for help. Each type of fabric has its own settings and will work best with certain style fonts, but how are you to know that without lots of experience?

If you purchased your machine from a regular sewing machine store, you can go back and ask one of the instructors, but most of the time, they do not have the right answer for you.

If you purchased a commercial machine from a distributor, you can call the salesperson or a tech and they surely do not have the answer for you. I know all of this from many years of experience.

When I first started my embroidery business, I struggled with creating small lettering. I wanted it to look like high-quality and I had seen it done, but no matter what I did, it just did not come out the way that I wanted it to. I spent hours and hours in my software trying to make this happen. I

read every article that I could find in the magazines and I took many classes at trade shows but there was always something missing. It seems like they never really told you the whole story.

At one tradeshow I met a real expert that was willing to teach me the secrets that I longed to learn. I asked him if he gave private lessons and he said that he did. He charged me \$5,000 and at that time, it was a lot of money plus I had to pay for a week in a hotel, purchase all of my food and buy a plane ticket.

I spent one week at his studio while he was walking me through each step of the process. He was not even using the same software that I was using, but it did not matter. The theory and the process is the same in all embroidery software programs. I spent all day, every day watching him, learning and taking notes.

At night I went back to my hotel room and practiced going through the steps exactly as he taught me but I was using my own software. I learned so much that week and it was the best money that I have ever spent on any course since I started running my embroidery business. It made all of the difference in my designs from that time forward. It was so much easier to put together each line of small lettering from then on and they always sewed out great! I no longer felt inadequate with my small lettering and I was excited to show my customers samples that I had created. Not too many people get this type of opportunity to work with a master. I was so grateful for all that he taught me.

**If you are given an opportunity like this to learn personally, do not pass it up. It will save you so much time, frustration and anxiety trying to create your own small lettering.**

**High-Quality Is The Answer!**

When I started my embroidery business, I quickly learned that you had to be the best and had to offer only top quality embroidery designs. High-Quality is the most important item in your embroidery business. If you want to be able to command the money that you want for your work and want to easily grow your business with repeat customers, It all starts with learning how to create high-quality small lettering and what the right settings are to make the designs sew out great on all types of fabrics. This is not an overnight process. You must learn how to make the right adjustments in the settings for each type and weight of fabric and each type, size and style of font.

**When you have perfected this process, you can quickly have all of the work that you can handle and a good percentage will come from repeat customers and referrals. This alone will increase your revenue and your profit very quickly!**

### **There are 3 Basic Steps!**

- **Step No. 1- Discover How To Create High-Quality Small Lettering**  
Learn how to work with the basic fonts in your embroidery software. You must learn how to work with the fonts that are included in your software package along with some true type fonts. You must learn how to edit the lettering to sew out perfectly on any type of fabric. You can even make a basic font letter look like a custom font that your customer sent you.

Perfecting high-quality lettering is extremely important. If you are adding lettering around a logo, it must be sharp, clean and look like high-quality. If the logo is not perfect, it is not as noticeable as the lettering is. The small lettering will stand out above the logo. If it is perfect, that is the part that will be noticed first and foremost!

- **Step No. 2 – Perfect each type of Underlay Stitching**  
Learn how to create each type of underlay stitching that will help your

design sew out with very fine detail on each type of fabric, size and style of lettering. Your underlay stitching is the foundation of your design and one of the most important elements. If you are not using the right underlay stitching you can see loops in your lettering that do not belong there. You may also see jagged edges on your lettering along with puckering or pulling.

**Basic rules are:** If your column is less than 1.5mm wide, you will use a Center run underlay. If your column width is 1.5mm or more wide, you will use an Edge Run, Edge Walk or Contour underlay. It all depends on the embroidery software that you are using.

- **Step No. 3 – Become skilled at Push and Pull Compensation**

Learn how to create the right pull compensation for your lettering. Again, this is very important. Every design pushes and pulls. It all depends on what the shape of it is, the size of it and the type of fabric that you are working with. When you are creating small lettering, there are basic settings that you need to memorize that will work in almost all designs. The pull comp is not the same for a knit fabric and it is for a woven fabric. These are 2 entirely different types of fabrics and their stability is not the same and they must be treated totally different.

**Basic Rules:** For Knit garments, you will use a .30mm pullcomp. For Woven garments, you will use a .20mm pullcomp. There are some variations to this rule depending on the texture or stretch of the fabric, and the size and style of font you are using, but if you will follow the basic rules, you will have it right.

**Print out the following pages and keep them beside you each time you are going through the process of creating small lettering. It will take all of the guess work out of the entire process.**



JOYCE JAGGER

# THE EMBROIDERY COACH

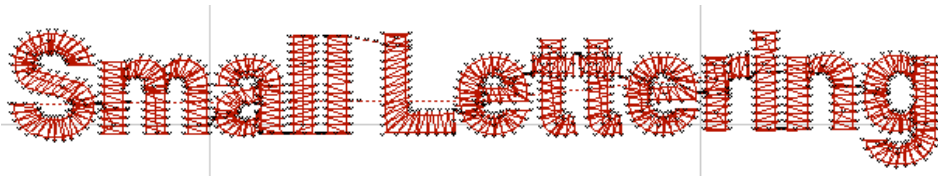
## Step by Step Process For Setting Up Small Lettering

I am going to go through each step of the basic process of creating the small lettering. I am going to be showing you how to do it in the **Pulse** Embroidery Software and the **Hatch** Embroidery Software. The settings in Hatch are exactly the same as they are in the Wilcom software.

**As I am going through this, check out the settings in your software. The theory that I use as I set these letters up are the same as they will be in any embroidery software.** The only difference is sometimes the name of the tools that I use and where they are located. **This exercise will work the same in all software. You do not have to have Pulse or Hatch for this to work. As I said, it will work in all embroidery software programs.**

**Also another tip here, change your measurement settings to metric instead of the standard inches or US. You will find your settings are more accurate.**

- 1. Select your lettering Font Style – This is a plain block style.**

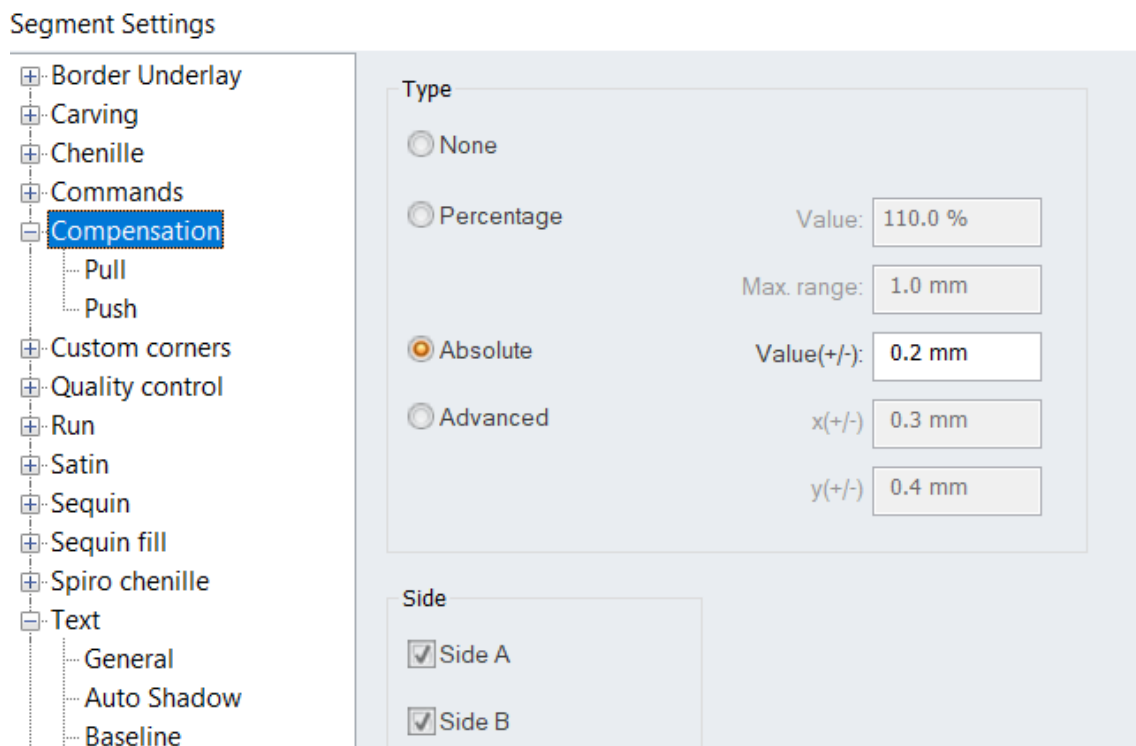


- 2. Select the correct Font Size.** Your size is going to depend on your application. For Block, the basic size for most left chest designs is .20 inches or 5mm to .50 inches or 12mm. Sometimes it is necessary to go

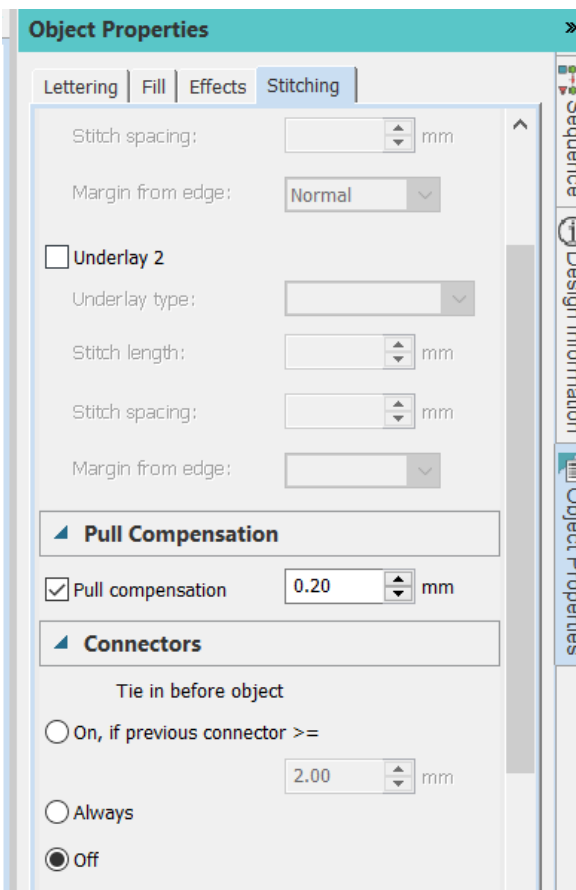
down as far as 4mm, but it is best if you can avoid it. When you have to work with a .4mm upper case letter, the lower case is about 3mm and that can give you issues.

It all depends on the amount of and style of letters. Some block fonts are wider than others. If you are less than .40 inches, it is best to select a font that does not have serifs.

- 3. Set your Parameters the way that you want them.** By that I mean changing the width, the alignment, the position and the baseline. You want to make sure that it is the right height and width before you add your pull comp. Do not move the lettering closer or farther apart from each other until after you add your pull compensation. This will make a difference in it after you add the pull comp.
- 4. Apply the Pull Compensation. This is an image in adding the Pull Comp from the Pulse software.** This must be done before applying your



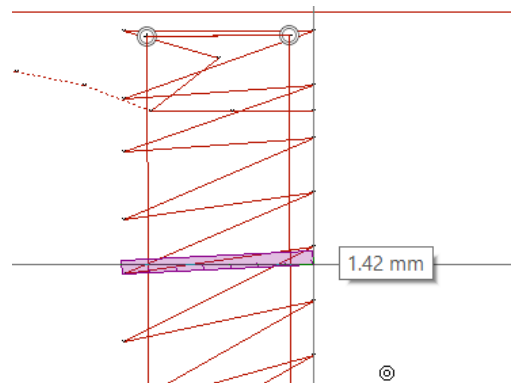
underlay stitching. Your underlay stitching will depend on the width of the column of your letter. The basic Pull Comp for a woven fabric is .2mm. and for a knit fabric, it is .3mm, regardless of what software you are using. Do not use a Percentage if you have a choice. Your pull compensation does not work the same.



**This is an image in adding the Pull Comp in the Hatch software.** You can see, it is still .20 mm for a woven fabric no matter which software you are using.

Some software will use a sliding scale to measure the pull comp, but if you measure from your outline of the letter to the end of your stitch point, it should measure .20mm.

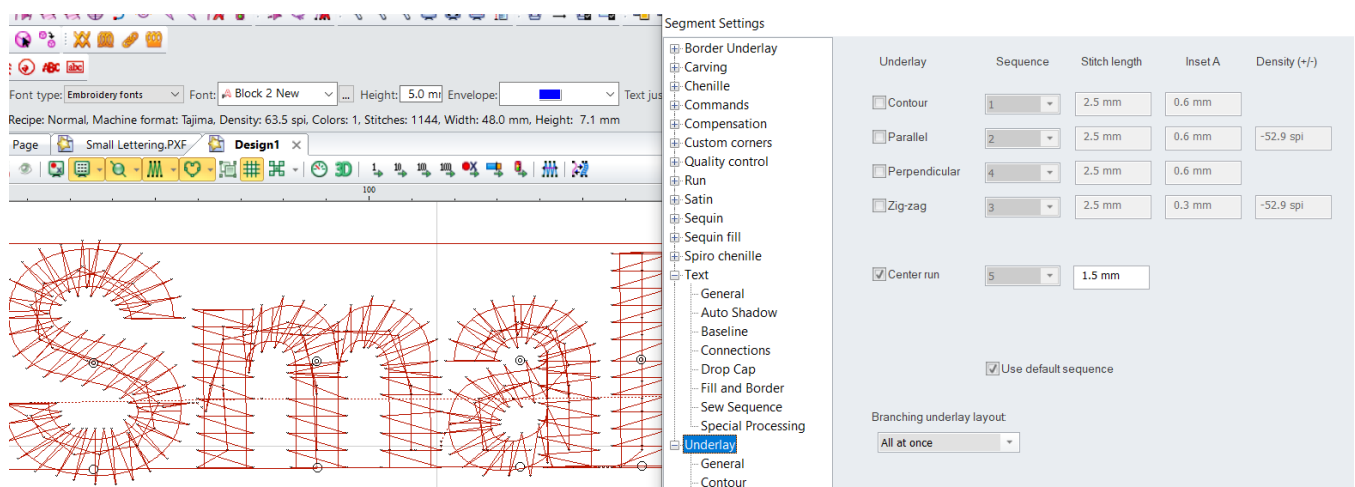
5. Measure the width of your stitch to determine the type of underlay stitching you are going to use. **In Pulse, you can measure your column by clicking on the Control key and the M key on your keyboard.** Click on the outside of the stitch point on the left side of the column and drag the tool across to the outside

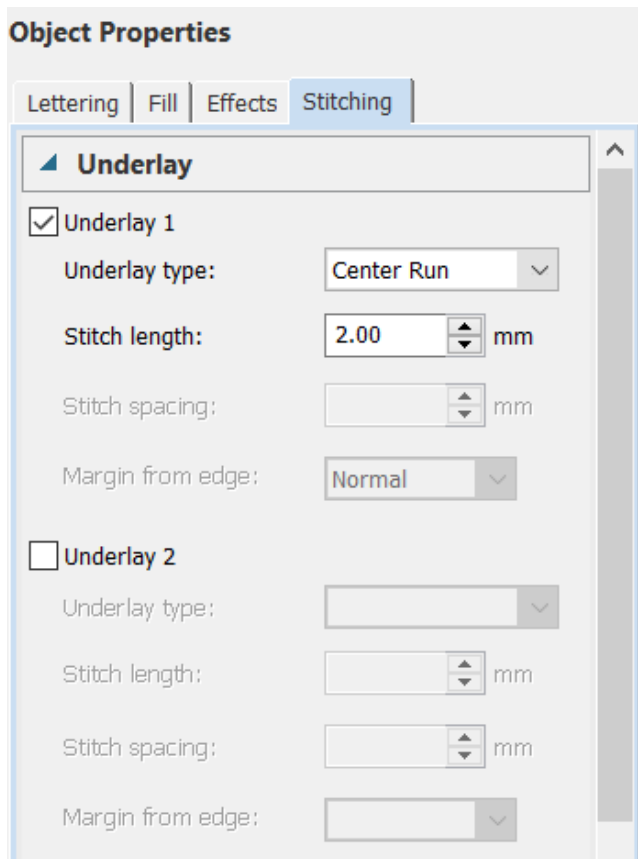


stitch point on the right side to figure the column width of the letter. This measures 1.42mm. You need to be using millimeters instead of inches to get a good measurement. At 1.42 mm, you can only use a center run underlay. If your column width including your pull comp is less than 1.5mm you can only use a Center Run. If it is more than 1.5mm, you can use a **Contour** underlay in the **Pulse** software or **Edgerun** in the **Hatch** software.

**If you are using Hatch software, you will press the M key** and measure it exactly the same way, from the outside of the stitch point on the left over to the outside of the stitch point on the right side.

- 6. Apply your Underlay Stitching** according to the width of the letter and the type of material that the design is going to be sewn on. If your width is less than 1.5mm wide, you will be using the Center run underlay in both the **Pulse** software and the **Hatch** and **Wilcom** software. For our scenario here, our column is less than 1.5mm so we are using the **Center run** underlay. Below is an image from the **Pulse** software.

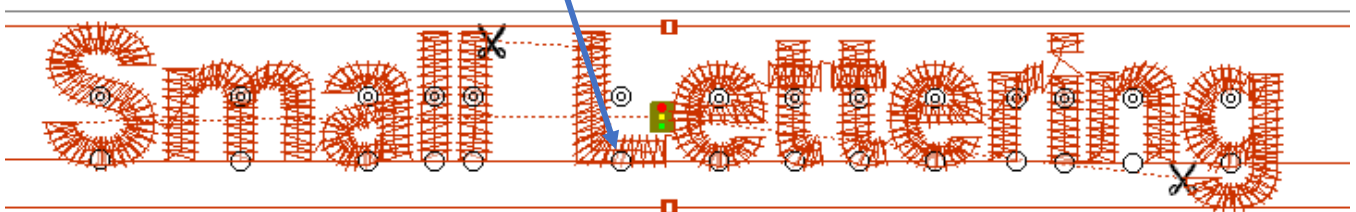




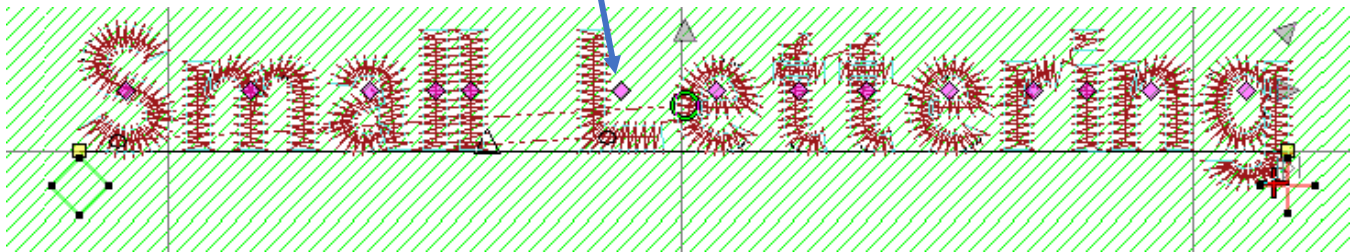
Here is an image from the Hatch software. It will look exactly the same in the Wilcom software showing you where to add the **Center Run** underlay stitching.

- 7. Reposition each letter. It is best to move the letters as close as possible to the next one to avoid all of the starts and stops, locks and trims.** You may need to talk to the customer about this. Move each letter so that each one is almost touching the next letter. By that I mean when you zoom in and see where your stitch points are, they should be almost but not quite touching each other. In the **Pulse software** you will make sure your **Show Beads** tab is clicked on.

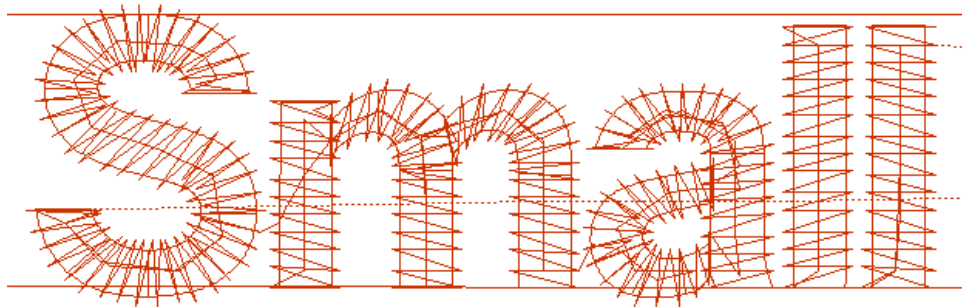
You will click on the round dot at the bottom of the letter and move the letters to the right or the left. This is an image from the **Pulse** software.



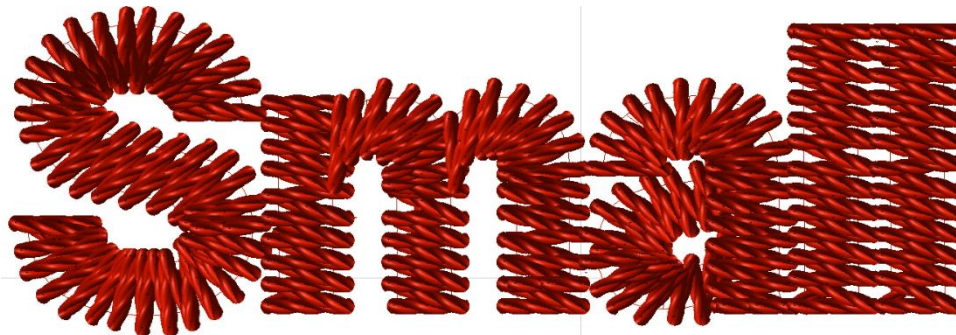
In the **Hatch software** you will click on the word and scroll up to the **Reshape tool** and click on the purple diamonds in the center of the letter and move the letter to the right or left. This is an image from the **Hatch software**



The outline or wireframe of the letter with the stitches turned off will be how the letter will be spaced when it is sewn.

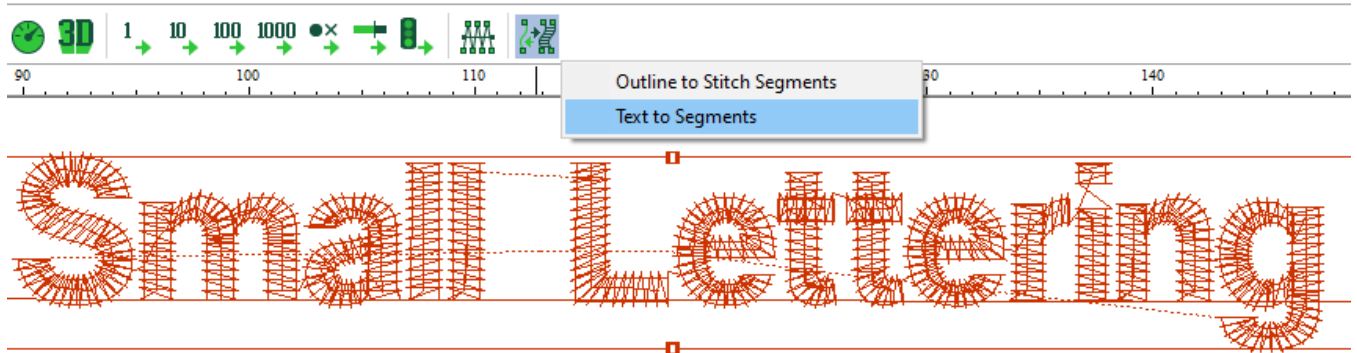


If you have it in the **3D (Pulse Software)** or the **Trueview (Hatch Software)** mode, the letters may look like they are overlapping each other a little bit.

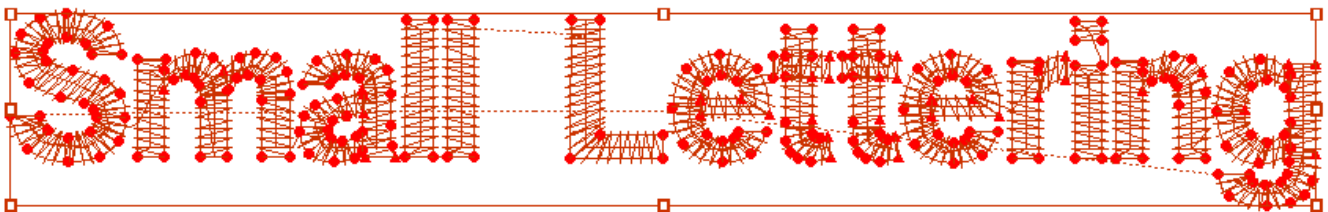


- 8. Convert your line into Segments or Break it Apart. (depending on your software)** The object here is to have it look like it is a digitized line of the design. **It will no longer be text lettering.** You will see your dots (anchors or nodes) all around each letter when you click on it.

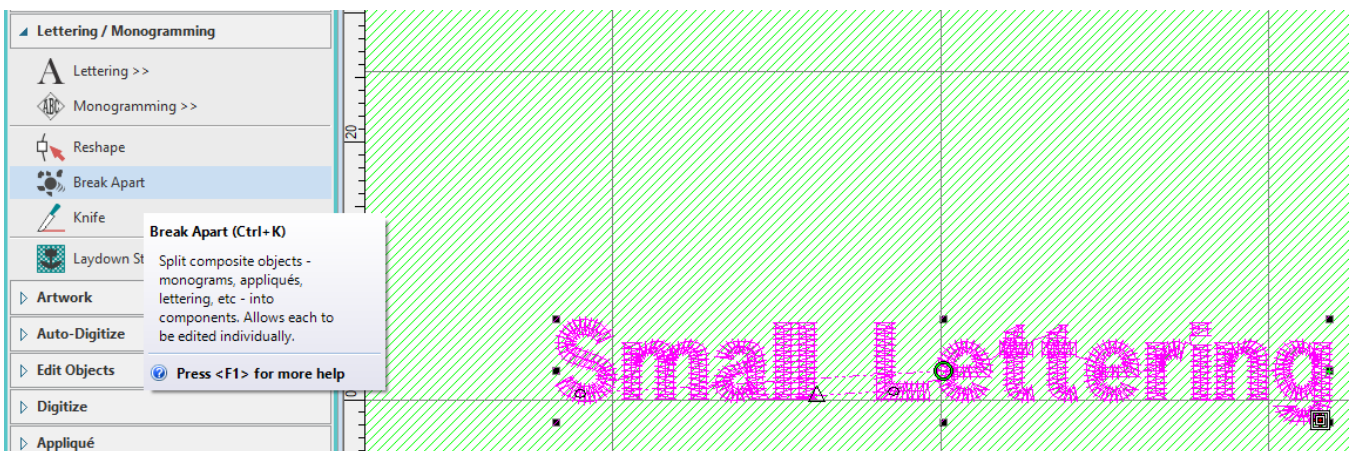
In the **Pulse software** you will go up to the **Convert button** to Convert it into Segments. Make sure you select **Text to Segments**. You **DO NOT WANT Outline to Stitch Segments**. Below is an image from the **Pulse Software** showing you the **Convert Button**.



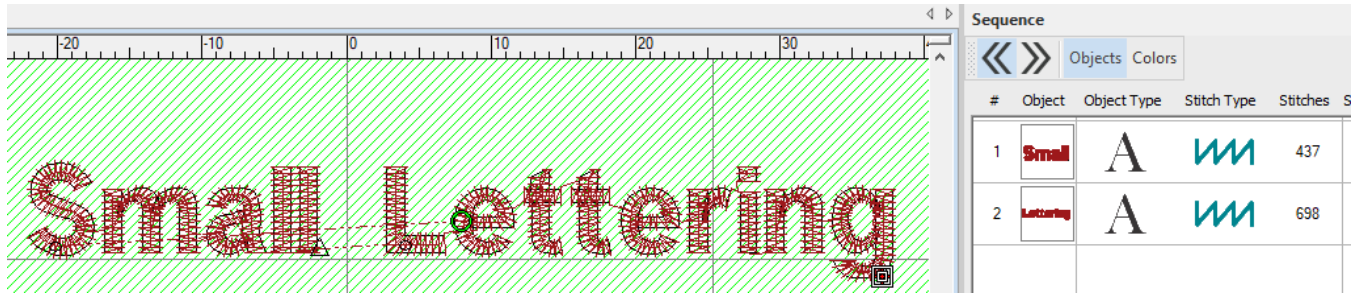
It will no longer be a text segment. It will be the same as a digitized line of lettering. You will see the dots around each letter that you can use to edit the lettering if desired.



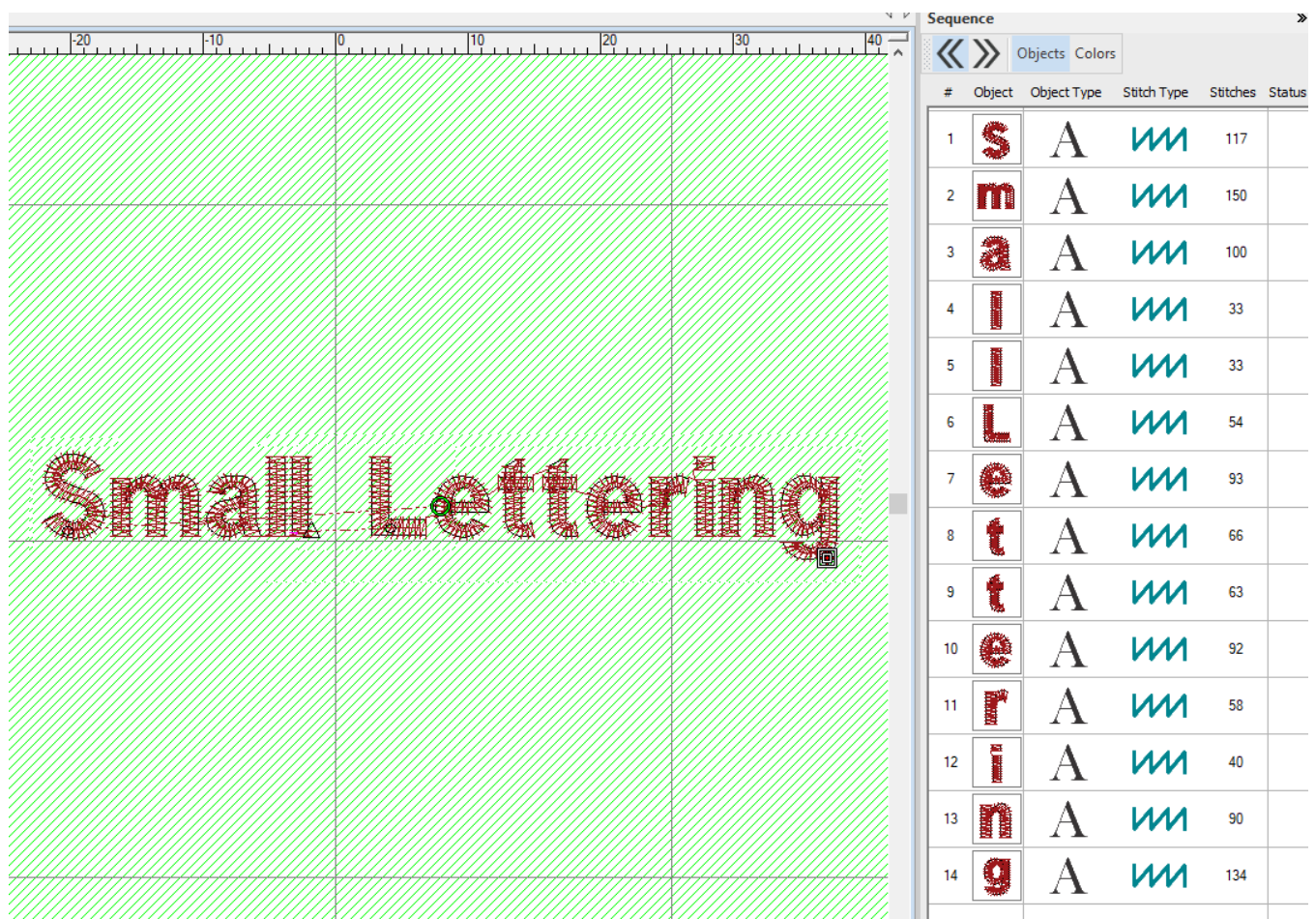
In the **Hatch Software**, you will go to the left column and select **Break Apart**.



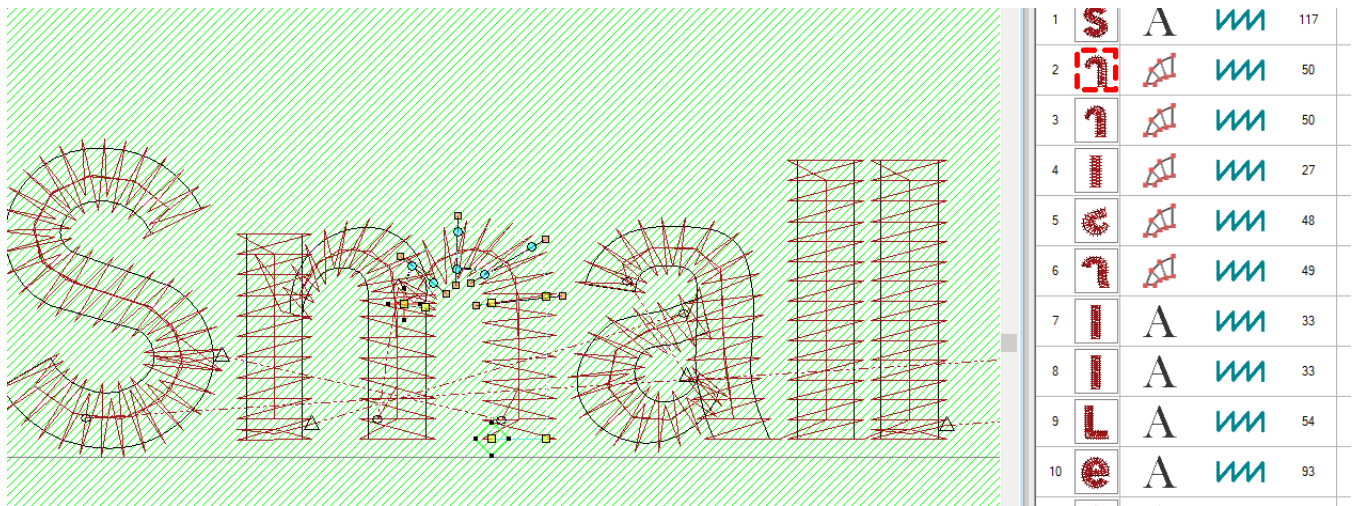
When you press **Break Apart**, it will break it into each word and each word will remain as text.



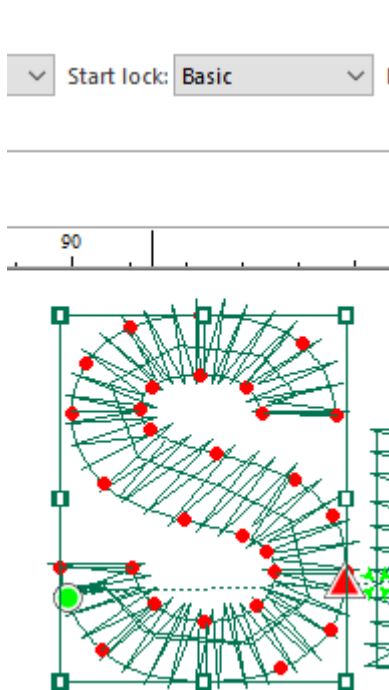
Each Word will need to be **Broken Apart** in order to convert it from the Text.



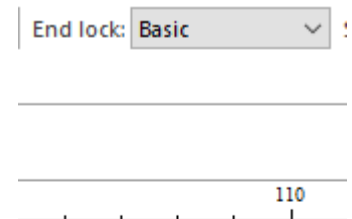
**Each letter will then need to be broken apart in order to edit it.** When it is all broken apart, you can then edit each letter.



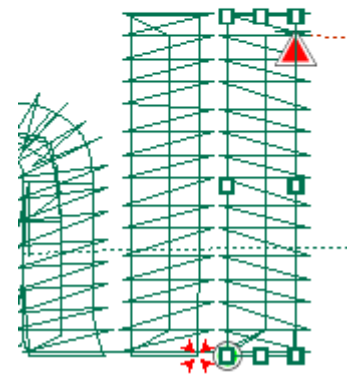
9. **Check to make sure you add your Basic lock** in the **Pulse software** or **Tie In** in the **Hatch Software** at the beginning of the word and a **Basic lock** in the **Pulse Software** or **Tie Off** in the **Hatch Software** at the end of the word, but not at the very end. It may leave a lump at the end of the letter. Make sure you place it 2 stitches up from the end. It will not work if you place it 1 stitch up. It must be 2 stitches up as in the image above.



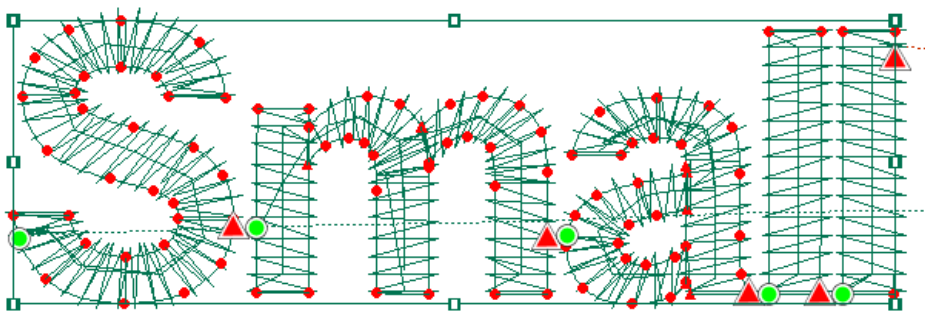
The image on the left is adding the **Start Basic Lock in the Pulse Software.**



The image on the right is adding the **End Lock in the Pulse Software.**

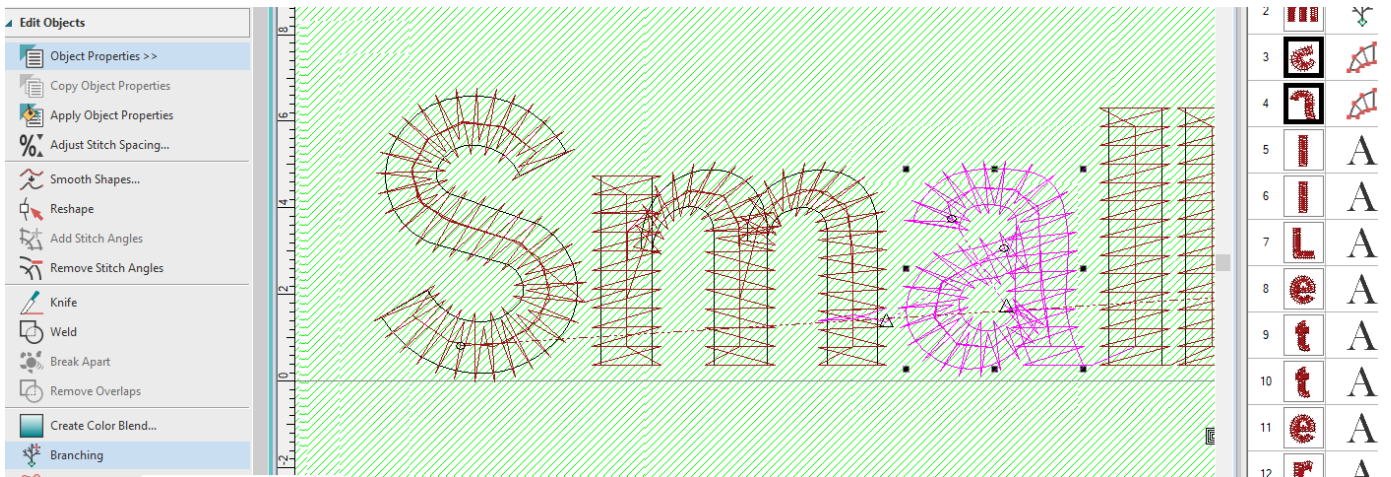


**10. Move all of your starts and stop points to the closest point on each letter. Apply a trim at the end of the word.** The green circle is the **Start point** and the **red diamond** is the **Stop point**. This is an image in the **Pulse Software**.

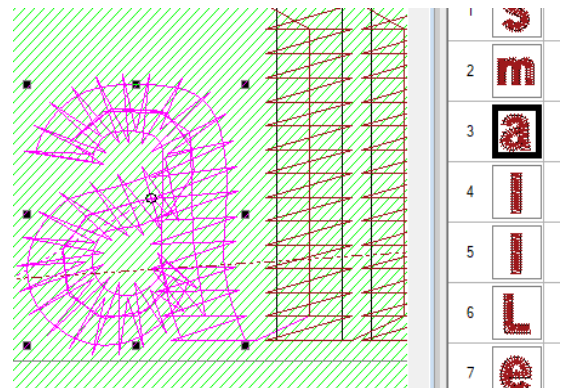


The green circle is the **Start point** and the red diamond is the **Stop point**. This is an image in the **Pulse Software**.

There is a little more work to do in the **Hatch software** to get to this point. First you can combine or **Branch** all of the pieces of each letter together. This will make it easier to add your starts and stops to the beginning and end of each letter. You must be in the **Select mode** to **Branch** or combine the pieces together.



**To Branch them together**, hold down your **Control Key** and select all of the pieces to your letter in the **Sequence View**. Go to the left of the menu and select **Branching**. After you select **Branching**, press your **Enter Key 2 times** and it will combine all of the pieces back into one letter.

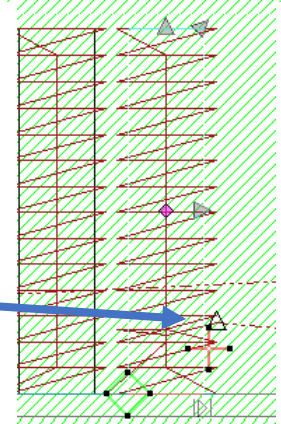
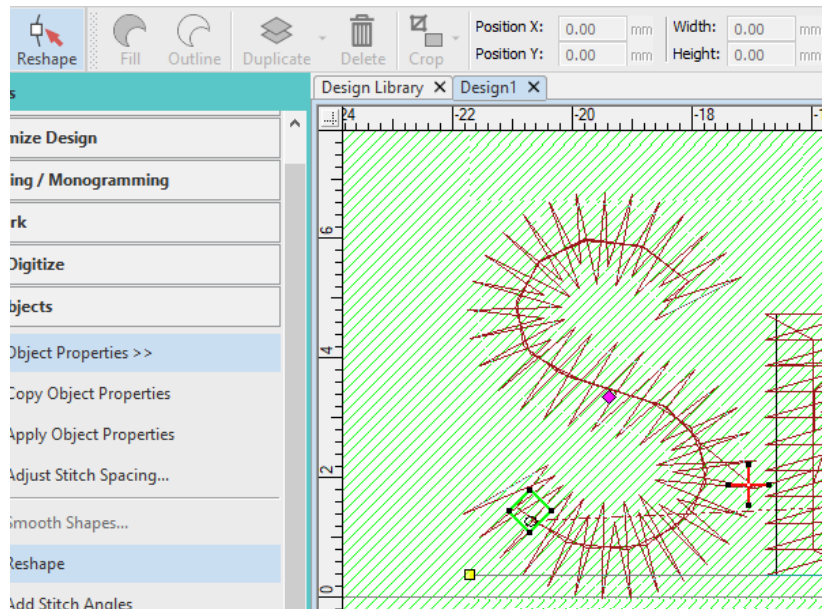


Select your first letter and go up to **Reshape** in the top left corner and it will open up the **Start point** and **Stop point**.

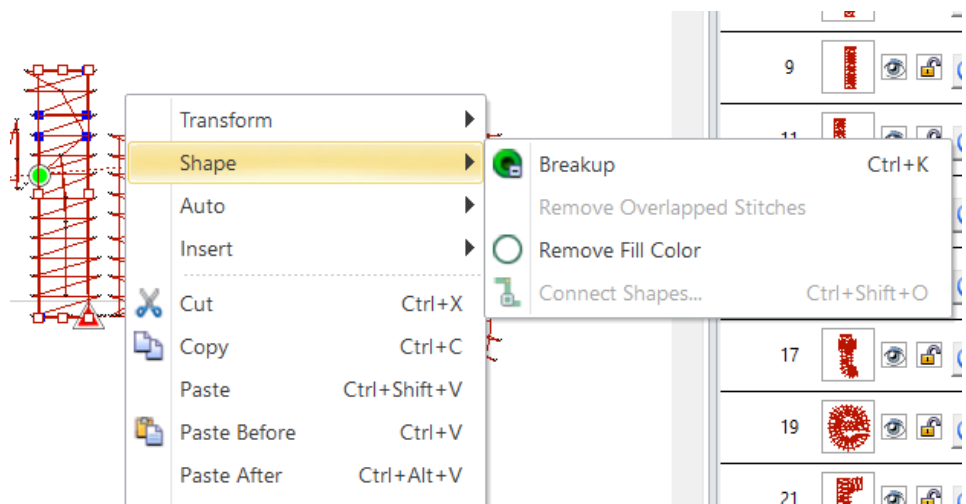
The **Green diamond** is the **Start point** and the **Red X** is the **Stop point**. Move them to the closest point to the next letter.

You can only do this for one letter at a time. Continue the process until you complete the word. Remember to add the **Stop point** on the last letter 2 stitches up from where you want it to **Stop** so that it does not leave a lump at the end of the letter.

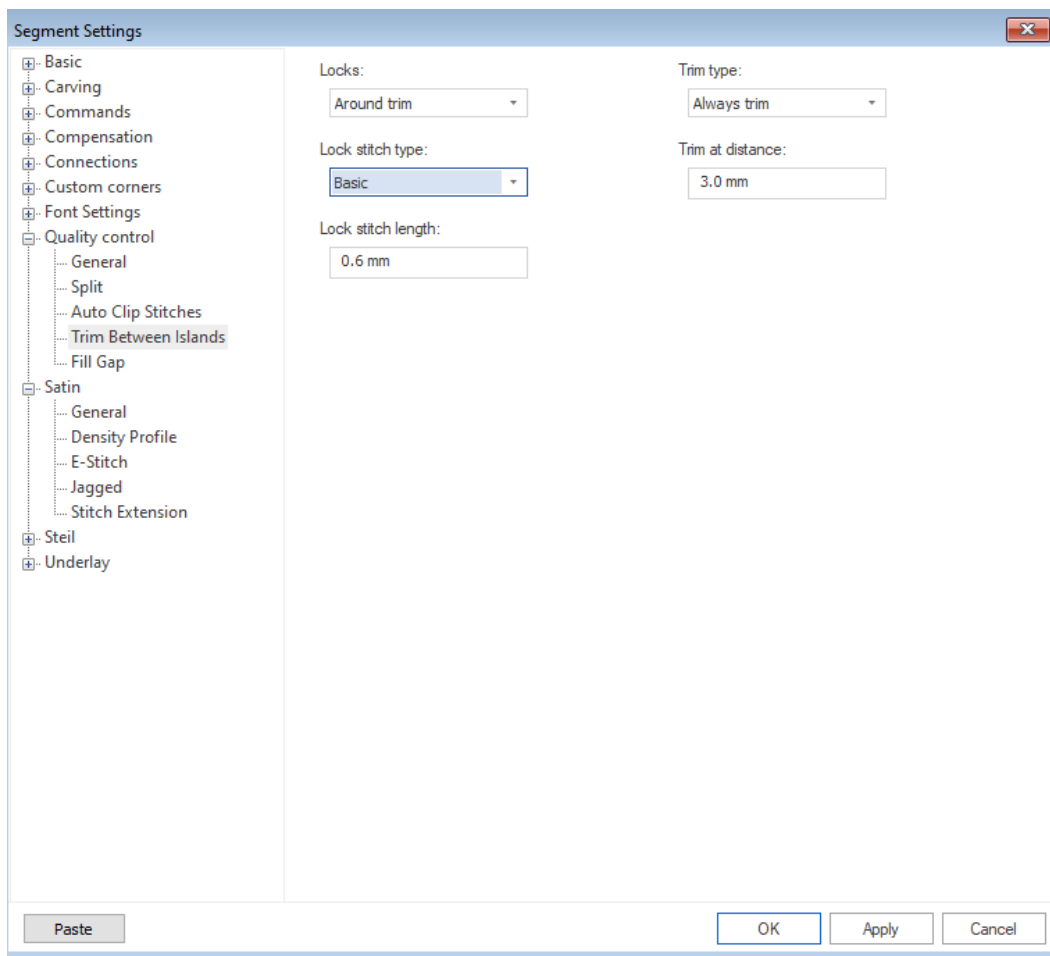
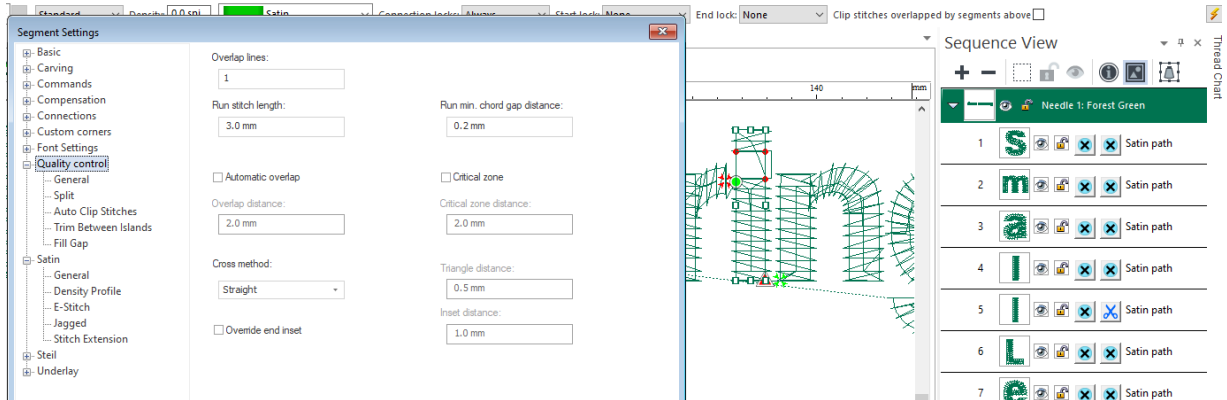
The little **triangle** just above the **Stop point** on the last letter indicates that a trim had been added.



**11. If you have lower case i's in the wording, you will break these 2 pieces apart also. In the Pulse software, Click on the i, right click and Go to Shape and then click on Breakup. This will separate the dot from the lower part of the i.**



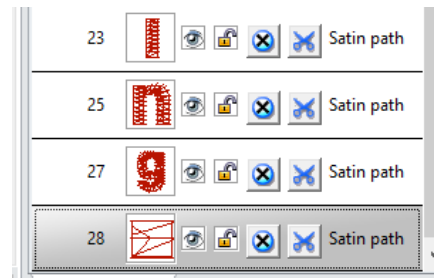
If you only have the **Composer or Creator level** of the **Pulse Lettering** program, you will not be able to break the dot and the lower part of the **i** apart. You must select your **i**, go up to **Properties**, click on **Quality Control** and then select **Trim Between Islands**.



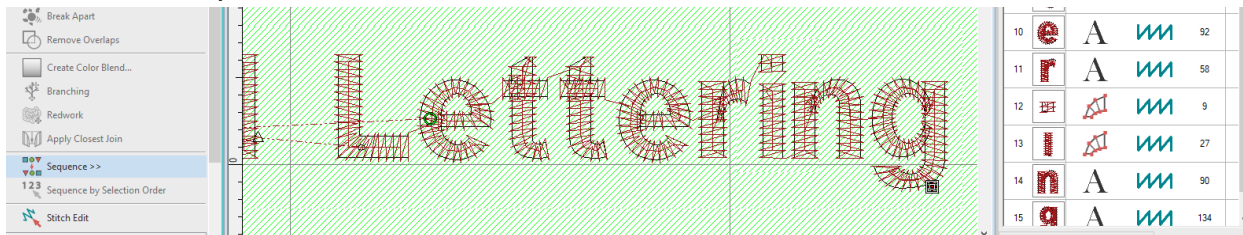
This is an image from the **Pulse software** showing you how to accomplish this step. **Click on Locks-Around Trim, Trim Type, Always Trim, Lock Stitch Type, Basic. Then**

**Click Apply and OK.**

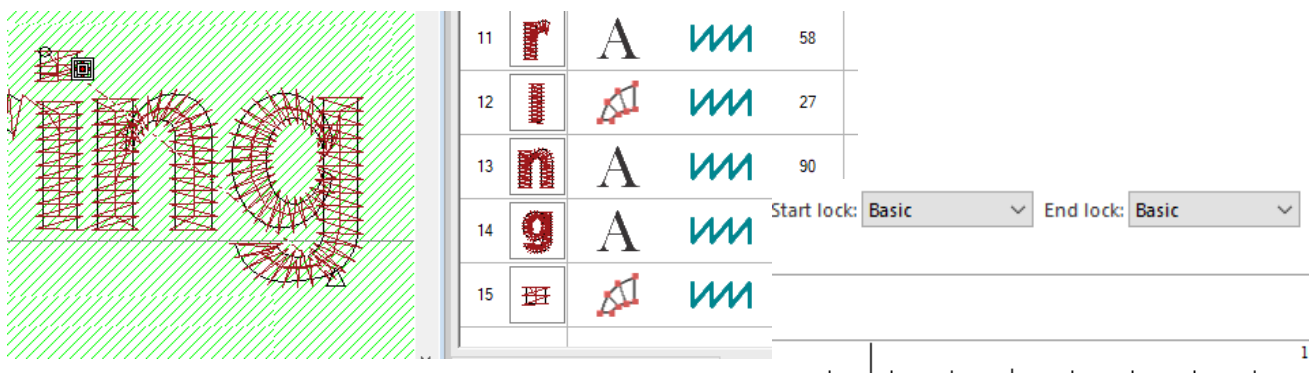
**Move the dot of the i to sew last in your word in your Sequence View** if you have this option in your software. You do not want these 2 pieces to sew at the same time if at all possible.



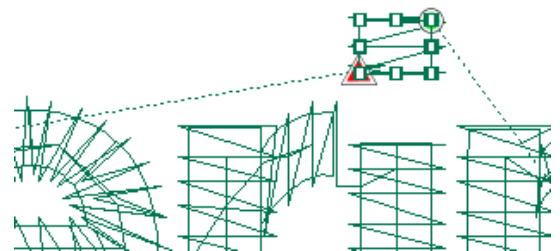
**In Hatch or Wilcom Software, select the I in the Sequence View, go to Break Apart on the left menu.** You will see in the Sequence View that they are now broken apart.



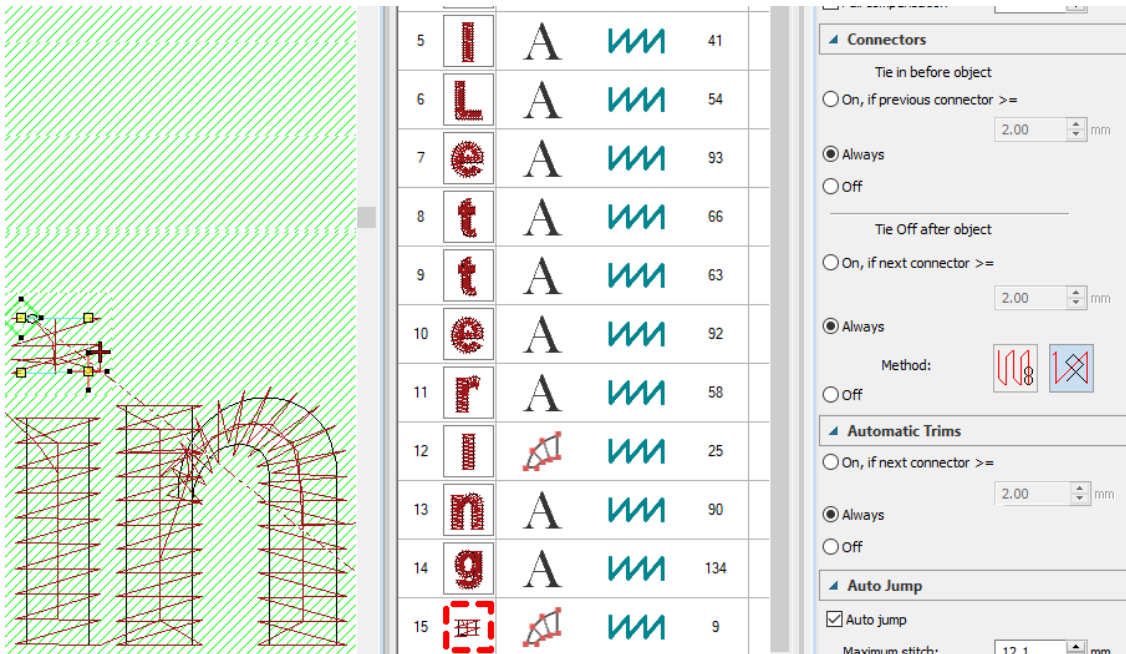
Pull the dot of the I down to be the last segment in the **Sequence View**.



**12. Place a Basic lock at the beginning of your dot** and a **Basic lock** or at the end of your dot and a trim. This is an image in the **Pulse Software**. Sometimes you will need to make the dot just a bit larger than it is in order for it to work and not sink into the garment.



In The Hatch Software, you will select your Dot, go up to the top left corner to Reshape and move your **Start point** to the beginning of your **dot**

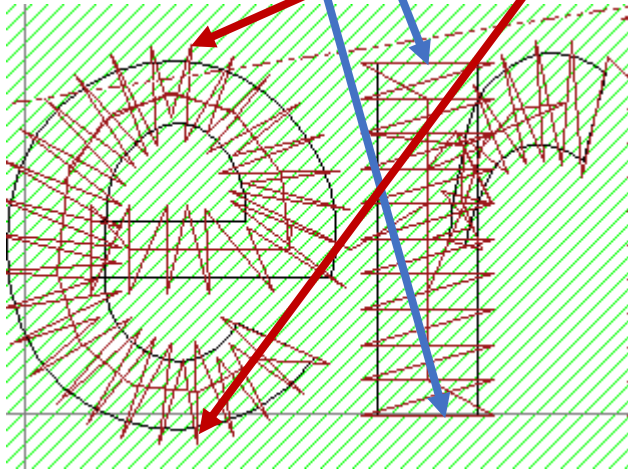


and your **Stop point** to the end of your **dot**. Add a **Tie in** which is a **Lock** at the beginning and a **Tie off**, which is a **Lock** at the end of

the dot.

13. **Apply your Start Locks or Tie in's** at the beginning letter of each word and the **End Lock** or **Tie off** on the end of the last letter of the word. Do not place the **End Lock** on the very end of the letter. Move the End Lock up by 2 stitches. One stitch will not work, it must be 2 stitches. This avoids a lump appearing in your embroidery at the end of the letter.
14. **Check the alignment of your lettering to make sure they will sew out straight and inline.** If they look like they are not all even on the screen, that is the way that it is supposed to be. If they are all even on your screen they will not sew out even when you embroider them on your garment. You will need to add **guide lines** under the letters to make sure that they are all going to sew out straight and are all on the same level when sewn out.

**You have a push point and a pull in point on your letters.** If they are on the same line in the software, they will not sew out even at the machine. The letters with the push points must be shorter than the ones with the pull in points



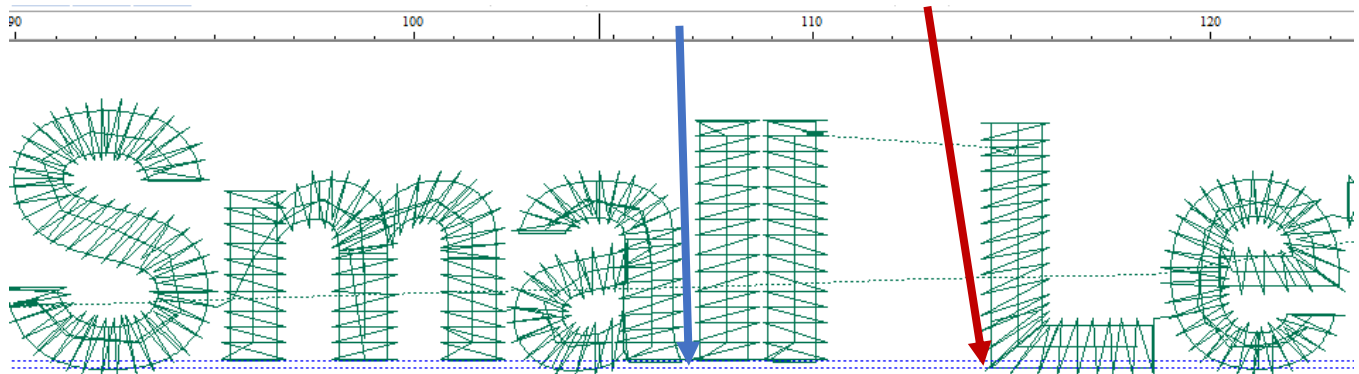
points in your software because they will act exactly as they are named. The letters with the push points will push out or down as they are being sewn and the letters with the Pull in points will pull in and sew out shorter. They will then sew out even on the same line when you actually sew them into the fabric.

Below are the measurements that you will need between your guidelines. This is important if you want great quality lettering.

- 1" Letter - .60 millimeters
- ½" Letter - .30 millimeters
- ¼" Letter - .20 millimeters
- 4 mm Letter - .10 millimeters

**In the Pulse software, Click on the Ruler and drag a line down and place it under the bottom of the push point of the letters.**

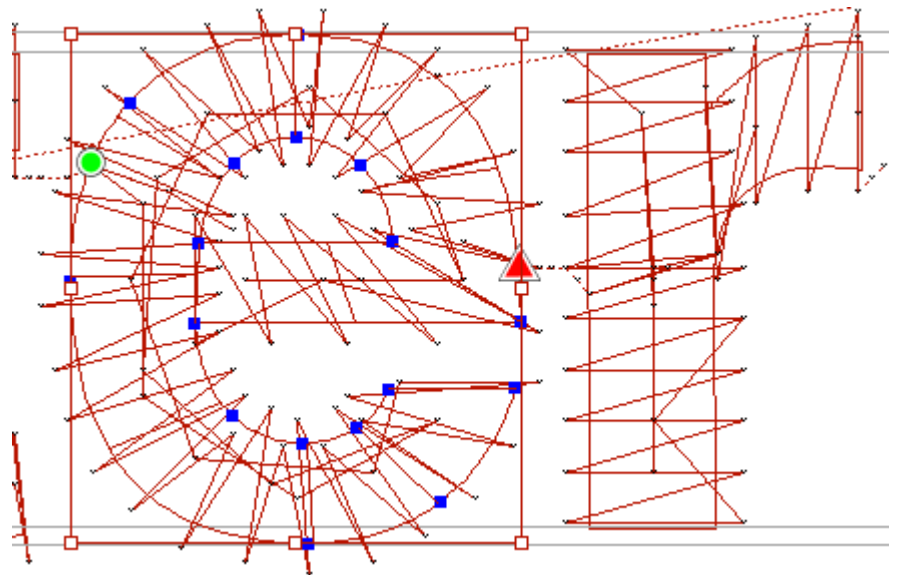
Measure the distance between the pull in points and the push points to



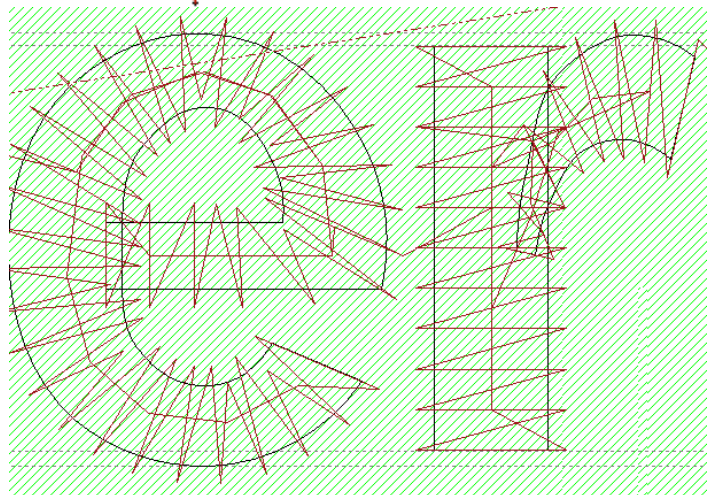
determine where your second line will go. **Click on the Ruler** and **Drag down a second line** under the **Pull in Points** of the letters. Make sure your letters follow those lines. This is your push and pull factors of the letters. If they are all lined up correctly like this, they will sew out even on your fabric. The push points of the letters will push down a little and the pull in points will pull up a little and they will sew out straight.

**You will repeat the same process for the top of the lowercase letters.**

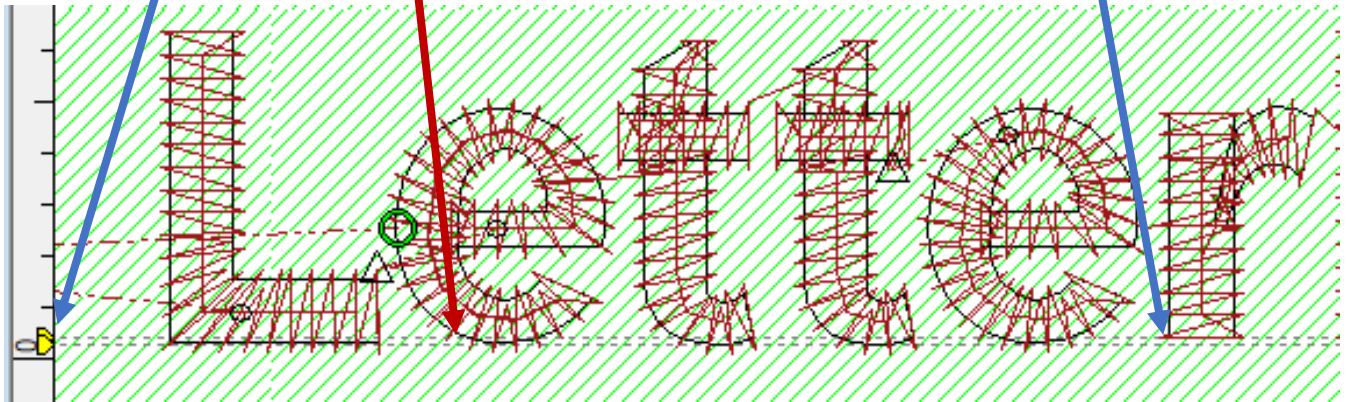
Here is an image from the **Pulse software** showing the lines drawn at the top of the lower case letters. You will then pull the letters to match those lines. **The e is lined up correctly, the r is not.**



Here is an image from the **Hatch** software showing the guidelines under and over the letters. The letters are spaced properly.



In the Hatch software you will **click on the side ruler** and move your guidelines to work just like they do in Pulse, except your **Guides are pulled from the Ruler on the left side of the lettering**. Place the first one under the **push out** part of the letter, then measure how far away the second line should be. **Then add your second line under your letter with the pull in**



points.

### 15. Sew out your sample

16. **If it sewed out great, save it with your design name for future use.** If not, adjust it, and sew it out again. Make sure to save it in the native format of your software such as in **Pulse**, it will be a **.pxf file**, in **Wilcom or Hatch**, it will be a **.emb file**, and in **Design shop**, it will be an **.ofm file**. Do not save it as a .dst until you are ready to go to the machine. **Always keep your design in your native format so that you can make adjustments for other fabrics or lettering types.** Save your design again. If it is for a regular customer, save it in their own folder.

**I hope that this guide has been very beneficial to you in creating small lettering. Please let me know how it worked out for you.**

**Here is another tip for you.** I have found that changing my needles to 70/10's work much better for my small lettering. They always sew out cleaner and sharper. Most of the time I do not need to change to a 65/9 needle for even my smallest letters. The 70/10 needle works 90% of the time. **You need to be using a 70/10 ballpoint needle for your knits and a 70/10 sharp needle for your woven fabrics.**

**Print out this guide and follow along each time you create your small lettering so that you do not forget any of the steps**

## **I Want To Share a Quick Story With You!**

Julie is a student of mine that was not happy with the quality of her work. She came to my studio and spent a few days as I taught her how to create high-quality small lettering and how to apply the correct settings in many different types of scenarios.

At the time she was using a home embroidery software that was OK, but was not producing the type of quality that she was satisfied with. I advised her to upgrade her software which she did, and that alone made a big difference in her quality. The home software that she was using itself was great, but it did not have all of the tools that she needed to accomplish what she wanted to do. She has now grown her business very rapidly and has all of the business that she can handle. Her business increases each year by at least 25%. Her business profits have already increased 37% this year over last year!

**Creating High Quality Designs is the most important item in your business and the one that you need to focus on first.** Once you have that step perfected, you can then move on to the next step in your business, which is pricing your embroidery correctly, but not until this step is perfected!

This is the easiest and fastest way to increase your income and build a profit! Almost all of Julie's business comes from repeat customers and referrals. **She**

**never has to advertise.** She is in the position where she can pick and choose who she wants to work with!

**If you would like to schedule a private session with me over Zoom, contact me at [joyce@theembroiderycoach.com](mailto:joyce@theembroiderycoach.com) and I can help you perfect your lettering. This is one of my specialties!**

**Do you know for sure if you have high-quality embroidery?** This is another area that I can help you with. I can evaluate your work and let you know what needs to be done to reach that point.

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