



The Profit Sequencing Checklist™

Are You Running Your Embroidery Business in the Right Order?

The simple self-assessment that reveals exactly why your embroidery business is not paying you what it should, and the specific sequence you need to follow to fix it.

Phase	Name	Focus
Phase 1	Clarity	Know your real numbers
Phase 2	Pricing	Every job guaranteed <u>profitable</u>
Phase 3	Quality	Consistently excellent work
Phase 4	Systems	Business runs on process
Phase 5	Repeat Customers	Best customers keep coming back

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INTRODUCTION

Are You Working in the Wrong Order?

If your embroidery business is working you harder than it is paying you, this checklist may be the most useful thing you read this year.

Here is the truth most embroidery coaches will not tell you: the reason most embroidery business owners cannot pay themselves has almost nothing to do with how hard they work, how good their machine is, or how talented they are.

It has everything to do with the sequence they follow.

Most embroidery business owners try to get more customers before their pricing is fixed. They try to build systems before their quality is consistent. They try to market before they have a repeat customer engine in place. Wrong sequence = wrong results. Every time.

I call this **The Profit Sequencing Method™**. It is the framework I use with every embroidery business owner I coach. The checklist you are about to complete will show you exactly where your sequence is broken, and what to fix first.

Be honest with yourself as you work through it. What you discover will change how you see your business.

THE 5 PHASES OF THE PROFIT SEQUENCING METHOD™

How to Work Through This Checklist

Work through each phase in order. Check only the items that are truly in place in your business right now, not the ones you plan to do, not the ones you started. The ones that are done.

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Phase 1	Clarity	Know your real numbers
Phase 2	Pricing	Every job guaranteed profitability
Phase 3	Quality	Consistently excellent work
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Phase 1 — Clarity

Do you know your real numbers?

Before anything else can be fixed, you need to see your business clearly. Most embroidery business owners avoid looking at their numbers. Profitable ones know them cold.

I know my real average monthly revenue

Not what I hope it is — the actual average over the last 3 months.

I know my total monthly expenses

Machine, software, supplies, insurance, overhead, every cost counted.

I have calculated my real hourly rate

Monthly net divided by hours worked. Not a guess, the real math.

I have a specific monthly paycheck goal

A real number I want to pay myself , written down, not just in my head.

I know which profit leak is costing me the most



Underpricing? Rework? No repeat customers? Operational chaos? I know which one.

If you could not check most of these, you are navigating without a map. Everything else in your business is a guess until these numbers are clear.

Phase 2 — Pricing — The Profit Price Lock™

Is every job guaranteed profitable?

Pricing built on fear or guesswork is the #1 silent killer of embroidery businesses. If your price does not cover your true costs and pay you, no other improvement will save the business.

I have calculated my true cost per job

Variable costs + time cost + overhead. Real math applied to every job type.

I have a written pricing formula

True cost x profit margin = baseline price. Used for every quote, every time.

I have a minimum job value I never go below

A specific dollar floor. No order accepted below this number. Period.

I charge a premium for rush orders

Rush orders disrupt my schedule. My price reflects that — at least 25% above standard.



I can quote any job confidently in under 2 minutes

No gut feeling. No competitor checking. My formula applied to this job.



I have responses ready for pricing objections

When a customer says 'that seems expensive' I know exactly what to say.

Pricing is not about charging more. It is about charging correctly for your real costs, your real time, and the real value you deliver.

Phase 3 – Quality That Commands Premium Prices

Is your work consistently excellent?

Consistent quality is what turns a first-time customer into a repeat customer. It is not about your best day. It is about delivering the same excellent results every single time.

I have a written pre-production checklist

Completed before every run: design verified, stabilizer correct, thread set up, order confirmed.

I can diagnose thread problems systematically

When thread breaks or loops, I know the cause in 60 seconds. Not guessing.

I use a stabilizer decision guide for every fabric

Not memory or habit. A documented guide consulted every new fabric type.

My hooping is consistent across every piece in a run

Documented system for each garment type. Same placement every piece every time.



I can identify digitizing problems in a design file

Pull compensation, density, underlay, sequencing, I know what to look for.



I check the first completed piece before continuing any run

Every run. Not just new designs. First piece checked against the order confirmation.

*Design editing is the most overlooked quality skill in embroidery.
Learning to read and correct a design before you run it eliminates hours
of rework every month.*

Phase 4 — The Systems That Set You Free

Does your business run on process?

Without systems, every order is a new problem to solve. With systems, every order follows a proven process that saves time, prevents mistakes, and makes your business feel under control.

I have a documented order flow

From inquiry to delivery, every stage is defined and every step clear.

I have a weekly production schedule

Defined production hours, real capacity numbers, honest turnaround times.

I have a quote-to-delivery checklist

All order details confirmed in writing before I touch the machine. Every time.

I have a supply inventory system with reorder points

Reorder levels set for all core supplies. I never run out mid-order.



I quote turnaround times based on actual capacity

Based on real available hours and current queue. Not optimism.

Business owners with good systems work fewer hours and make more money. Every hour saved by a system is an hour that can become profitable production time or time with your family.

Phase 5 — The Repeat Customer Engine

Are your best customers coming back?

New customers are expensive. Repeat customers are where the real profit lives. The most profitable embroidery businesses do not start from zero every month, they build on a warm, nurtured customer base.

- **I have a list of all customers from the last 12 months**

Written down with contact information and order history. Not just in my memory.

- **I proactively reach out to past customers at least monthly**

A warm personal message, not a newsletter, referencing their specific order.

- **I send a referral trigger with every complete order**

A simple message at peak satisfaction asking them to pass my name along.

- **I know the revenue potential in my existing customer list**

If my top 10 past customers placed one more order this month, I know what that totals.

- **I have had at least 3 confirmed repeat orders in the last 30 days**

From customers who have ordered before, not just new inquiries.

Your best customers are already in your contact list. They just need a warm, personal message reminding them you exist. Most embroidery business owners are sitting on thousands of dollars in repeat revenue they have never asked for.

YOUR RESULTS

What Your Score Means

Count how many items you checked across all 5 phases, then find your range below.

0 – 10 checks completed

Your Sequence Is Broken, That Is Why You Cannot Pay Yourself

The gaps in your sequence are costing you significantly every month.

The good news: every single item on this checklist is fixable. You do not need a new machine or a bigger audience. You need the right sequence. Start with Phase 1, clarity first, pricing second.

11 – 18 checks completed

You Have a Foundation, But Key Pieces Are Missing

You have started building the right things but gaps in your sequence are quietly costing you profit every month. Identify which phases have the most unchecked items and fix them in order, Phase 2 before Phase 3, Phase 3 before Phase 4.

19 – 27 checks completed

Your Sequence Is Working, Now It Is Time to Scale

You have built most of the foundation. The remaining gaps are your biggest leverage points for growth. Focus on the unchecked items in the later phases, especially Phase 5 where repeat customer revenue compounds over time.

Regardless of your score, you now know exactly where your sequence is broken. And a broken sequence is infinitely more fixable than a vague feeling that something is wrong.

THE KEY INSIGHT

Why the Sequence Matters More Than Any Single Fix

Here is the most important thing to take away from this checklist:

You cannot fully fix Phase 3 (Quality) if Phase 2 (Pricing) is broken, because quality improvements only have their full financial impact when your prices are right. You cannot build Phase 4 (Systems) on top of broken Phase 3, because systems around inconsistent quality just organize the chaos. And you cannot activate Phase 5 (Repeat Customers) without Phases 2, 3, and 4 in place, because returning customers need to have a great experience every single time.

The sequence is not arbitrary. Each phase builds directly on the previous one. Skip a phase and the phases that follow under perform. Complete them in order and each one amplifies the next.

That is **The Profit Sequencing Method™**. And it is the complete foundation of everything taught inside **Paycheck-Ready in 30 Days™**.

YOUR NEXT STEP

What to Do With What You Just Discovered

Phases 1–2 have unchecked items	Start with clarity and pricing. Everything else is a guess until your numbers are clear and your pricing is built on real math. These two phases alone can dramatically change your monthly income.
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Phases 3–4 have unchecked items	Your pricing is in place but quality and systems are leaking profit. Build your pre-production checklist and document your order flow first. These two tools save hours every week.
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Phase 5 has unchecked items	You have the foundation. Now activate the engine. Look at your customer list right now, identify your top 10 past customers, and send them a warm personal message this week. The revenue is already there waiting.
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Multiple phases have unchecked items	You need the full sequence. Do not try to fix everything at once — that is exactly what keeps most business owners stuck. Start at Phase 1 and work forward. One phase at a time. In order.
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If you want the complete system — all five phases, in the right order, one day at a time — that is exactly what **Paycheck-Ready in 30 Days™** delivers. Now that you know exactly where your sequence is broken, it is time to fix it — one day at a time, in the right order.

INTRODUCING

Paycheck-Ready in 30 Days™

A day-by-day embroidery business roadmap. One short video + one worksheet per day. 15–20 minutes. 30 days. One real paycheck.

\$197

Launch Price — Regular \$297

- ✓ 30 short video lessons (5–10 min each)
- ✓ 30 focused action worksheets
- ✓ The Profit Sequencing Pricing Formula™
- ✓ Pre-Production Quality Checklist
- ✓ Done-for-you re-engagement scripts
- ✓ Paycheck Day Calculator
- ✓ Lifetime access

<https://www.theembroiderycoachsystem.com/paycheck-ready>