

# “How To Start A Profitable Embroidery Business!”



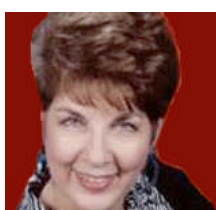
**Discover The 7 Step Process!**

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THE  
EMBROIDERY COACH



## How To Start A Profitable Embroidery Business!

**Do you want to start an embroidery business but you really do not know where to begin?**

**Have you started your embroidery business but you are not happy with the progression of your business!**

Starting an embroidery business is not hard but it does take a lot of thought and planning. I am going to take you through a 7 step process to show you how simple it can be to get started with your own embroidery business and show you how you can have a profitable embroidery business right from the beginning!

Before I get started I want to tell you a little about myself. You may have heard of me or you may know nothing about me and why I am qualified to teach you about starting a Profitable Embroidery Business.

I am **Joyce Jagger, The Embroidery Coach** and I help embroidery business owners who value quality products and customer relationships that are ready to take massive action to start an embroidery business or to shift their current embroidery business into high gear! Through on line training and one on one coaching I help you avoid pitfalls, you will learn how to price your products and discover easy steps to follow on your path to success!

I have **NOT** always been a success. At one point in my business I almost lost it all because of the mistakes that I was making, so I just wanted you to know right from the beginning of this presentation that whatever you are going through or have been through, I have already been there and done that! I know a profitable embroidery business can be created and when you take the right steps it happens much quicker, so here we go!

Over 30 years ago I started my own embroidery business as a result of a good friend asking me to put a name on some jackets. It was a very frustrating process at the time because I had no idea as to what I was doing or how to embroider, but after struggling through it, I really liked the end result and so did my friend. After I finished the names on those jackets, I decided that this just might be a good way to bring in some extra cash! After doing a little investigating I found out that there was no one in our area that was offering this type of service. That was the beginning of my long career in this wonderful world of embroidery.

I started right out making money with my embroidery business but then I started

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growing too quickly and made a lot of very costly mistakes that I will be sharing with you as I tell you how you can get started a Profitable Embroidery Business!

You may be like so many other people that want to start your own embroidery business but in the back of your mind you may be thinking, OK, that worked for her, but what about me?

- I have never had a business! Will I be able to do this?
- Can I make money with an embroidery business?
- Where can I get the help that I will need to get me started?

In today's world, there is no reason why you should start your embroidery business or ever struggle with your embroidery business without the knowledge that you need to help you succeed right from the very beginning.

I want to go through how I started my embroidery business and believe me, it was not the correct way to get started; I made so many mistakes. I was told by a Business Coach that, "Smart people learn by their mistakes, but Smarter people learn by the mistakes of others." This is what I want for you. I want you to learn from my mistakes.

The start of my own embroidery business was as the result of a good friend asking me to



embroider a name on a jacket. He knew that I loved to sew and create gift items so he thought maybe I would be interested in putting names on school jackets.

That was the beginning of a very small embroidery business that started in my home, but grew very rapidly. I gave my gift items to many friends and family members for special occasions and this blossomed into a business that I loved and was having a lot of fun with. Free word of mouth advertising helped my business grow so

rapidly that I had to move into a retail location. I soon found myself with so much work to do that I did not have enough time to get it all done, even after hiring some help.

I did no preparation and had no idea how to run a business. I loved what I was doing and it did not seem like work!

When I was asked to put that first name of a jacket, I knew almost nothing about embroidery except that it could be done on my regular home machine. The manual that

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came with my machine said that it could be done but the instructions were very limited. This was back in 1978 when they did not have home embroidery machines. This was a regular Singer home sewing machine that had a zig zag stitch.

There was no one that I could call on to give me any type of training or advice about embroidery and I soon found myself running like a mad person trying to learn how to do the embroidery that my customers were asking for, and run a business at the same time. I look back and wonder how I ever made it!



I made so many mistakes in the early phases of my business and I want to talk about some of them and help you avoid the same mistakes that I made and I find other embroiderers making those same mistakes as they are starting and growing their embroidery businesses.

1. No Business Plan
2. Not Focusing on a Niche Market
3. Purchase Embroidery Machine and Embroidery Design Software by Price Alone
4. Pricing Your Products the Same As or Below the Competition
5. Try to Learn How to Run Your Embroidery Business Alone Without Any Guidance

These mistakes can be and should be avoided at all costs in order to have a thriving and highly successful embroidery business.

### **Starting Your Embroidery Business is Fun and Very Rewarding!**

Embroidery is and can be a very fun and lucrative business when it is started properly with all of the right resources and preparation. Starting an Embroidery Business is not hard. Does it take time, yes it does, but anything worth having and developing takes times!

Can you do this? Of course you can, if I can do it, so can you! Yes, I did a lot of stumbling, but because I went through all of the trials and errors, I have shortcut the process for you! I learned so much from my mistakes and stumbles along the way and I will share a lot of it with you as I tell you the process of how to get started the right way. Just follow what I have laid out for you and you can truly succeed.

Here are the 7 Steps for Creating Your Own Profitable Embroidery Business!

1. Create Your Preliminary Plan
2. Select Your Market

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3. Seek Professional Guidance
4. Create a Pricing Structure
5. Create Your Business or Master Plan
6. Start Your Embroidery Education
7. Organize your Business & Plan for each Area of Your Business

Now I am going to go through each one of the steps so that you will thoroughly understand and see how simple this process can be.

### **Create Your Preliminary Plan**

This is not the final Business Plan that you will follow. This is basically putting down your thoughts and thinking through very clearly about what you want to do.

- Why do you want to start an embroidery business?
- What do you want to get out of this business?
- What does a successful embroidery business look like to you?
- What is your goal or goals for the first year?
- What would be your main goal 5 years into the future?

Now that you know why you want to start your business and know what your goals are, I want you to go through the following questions, give them a great deal of thought and write down your answers. All of the questions may not apply to you at the moment, but as your business grows you will need to be prepared for changes by having a good answer for each one of these questions.

- Which avenue are you going to take to sell your products? Retail, wholesale, website, or sales people?
- If you want an on-line business you will need a website. Who will be the right person to create the website?
- What will be the cost associated with creating a website?
- Who will be your target market?
- How will you market to this target audience?
- Do you want customers coming into your home or place of business?
- Are you going to advertise?
- How will you advertise?
- What will be the cost of this advertising?
- Will you be hiring sales people?
- How will you train these sales people, if you hire them?



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- What will you provide for them in the area of sales tools?
- Will you need to hire employees right away or will you start out running the entire operation by yourself?
- Do you have someone in mind that you could call on to help out in case of an emergency or to do some odd jobs?
- If you are going to hire employees, how will you train them?
- Will you need to purchase equipment?
- Will you need to purchase supplies?
- What will be the total of all of your startup costs?
- Do you have enough capital on hand to get started?
- Will you need financing? If so, how much?
- Where do you plan on getting your financing?
- Do you have an accountant that can go over your plans with you to make sure that you are on the right track?

All of the above questions should be answered very clearly in your mind before you even begin to think about starting your own embroidery business or creating a real Business Plan.

How I want to go through some very important basics of the first step.

- **Select A Name for your business** – Select a professional sounding name, not a cutesy name. You want a name that will work as you grow that it is not outdated or outgrown after the early stages of your business. You want people to know what you do by your name. This is very important, not only for the professionalism of it, but also for website optimization purposes. During your name selection process, check to see if anyone else has that name or if the dot com is available for that name. This will help people to find your business quickly on the internet.
- **Decide on the Location** –Are you going to have a Home Based Embroidery business or do you want to start right out with a Store front? I strongly advise people to start as a Home Based business if at all possible to make sure that it is going to work for them and to save a lot of unnecessary startup costs in the process. If your home is not large enough to get your business started, then you have no option. You must have one room that you can use for your business or a large sized area in your basement. Either one will work great!
- **Research Embroidery Machines & Embroidery Design Software**  
Purchasing your embroidery machine and embroidery software are the two largest investments that you will have to make in either starting your business or increasing the capacity of your business. The equipment side of your business is the area that

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must be researched thoroughly! Your embroidery machine and your software will be your money makers and you do not want to skimp on these pieces of equipment.

It takes a lot of time to research them properly and the final decision should not be made on price alone! When I work with clients they always want help picking out the right machine for them, one that is going to work for their needs and within their budget. This is an area that can be very confusing because there are so many machines on the market today and a lot of good sales man that will tell you that their machine is the best one no matter what the price is to make a sale. They will tell you exactly what you want to hear.

I want to tell you a little story about what I went through when I made the very costly mistake of purchasing a machine because it was a lower price.

I had a single head embroidery machine and I needed to purchase another machine because my orders were coming in very quickly and in large quantities. I did not do enough research to find the best machine that would work for me. I wanted a 12 head embroidery machine that was the top machine on the market, it was like my dream machine, but I went to a trade show and I found a 6 head machine for half of the price. I thought that this would work for me based on what I was told by the salesman.

I knew that it would take twice as long for my production because I could only do half as many garments in the same time frame, but I thought that the lower price would more than make up for difference in my production. I was so wrong and that machine ended up costing me a huge amount of money and production time.

**This embroidery machine always breaking down and I spent more money in repair costs and down time that I would have paid out in the difference in machine payments for the higher priced machine. Do not ever make that mistake!**

After 2 years of production agony, I went to the bank and borrowed the money to purchase the 12 head machine that I wanted in the first place. I paid dearly for that lower priced machine and I would never advise anyone to take that route to save money. That is an area in your business that you truly get what you pay for!

Some embroidery machines do not perform well on certain types of products such as caps. You want to make sure that the machine that you select is going to sew out great on whatever type of product you want to produce!

If you are serious about going into business and want to make a profit with your embroidery business, then you want a machine that is going to last. You want one that will

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provide you with a lot of great service with very little down time. You also want a company that will stand behind their products!

This combination is not always easy to find, but do not take the first person's word for it that you talk to. You will want to see several machines and talk to business owners as well as sales people about the machines.

Go to large trade shows and small trade shows. The small ones will provide you with a more intimate setting and you can often find someone around the booth that has a machine already. Talk to them about the company they purchased their machine from. Ask them about the service that has been provided.

I want to say one more thing about embroidery machines. I know that the small home embroidery machines are much less expensive to start with, but they are not going to give you the service that you need and it is going to take you longer to show a profit. I have many students that come to me after they have purchased their machines, only to find out that it is a small 6 needle machine or even a single needle machine and are very discouraged when they have not been able to make a profit. So if you have not purchased a machine and want some advice on purchasing the right machine, contact me and we can discuss it. You want to start right off with the right machine!

**When you are looking for Embroidery Software there are many questions that you need to ask yourself before you make your purchase.**

- What type of work are you going to be doing with your embroidery design software?
- Are you going to concentrate on lettering and stock designs?
- Do you want to be able to edit your designs?
- Are you going to have someone else create all of your designs for you?
- Do you want to learn how to digitize?

All of these questions must be answered before you decide which level of software you are going to be purchasing. Sometimes this is a tough decision because you really do not know most of these answers when you first start.

Each software company offers several levels of their software. If you are planning on learning how to digitize right away, then you will need that capability within your software, however, you do not need to purchase the highest level in order to be able to digitize.

I have found that it is best to start with a low level of digitizing in one of the top brands



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of software when you first start out so that you are not limited in your choices as to what you may want to do. As you grow and prosper, you can always upgrade your software but do not make the mistake of purchasing an inexpensive software package because of the price then find yourself limited in your selection of tools.

Many people start out by purchasing an inexpensive software thinking that they need to learn all of the tools without spending much money and they will purchase a better brand of software after they make some money. This is wrong thinking. This will slow you down.

Quite often when you purchase a new machine and software together, you will get a reduced rate on your software. This will give you the opportunity to have great software to start with. This will shorten your learning curve and give you better quality stitch generation from the beginning.

**Purchasing your embroidery machine and embroidery design software by price alone is a mistake that is totally avoidable.** If you make this mistake, your business will suffer and you will be extremely disappointed with your purchase and the outcome of your embroidery business!

### **Select Your Market**

It is easier to create sales and a marketing plan if you are focused within a Niche market. You may be asking yourself, what is a Niche Market? A Niche market is a certain group or segment of the population such as a club or organization. They may require certain types of items that other people may not require. By creating or finding a solution to answer a unique need in that segment you can develop your entire business around that certain group or segment. This in turn can make you the expert in that field and the one business that they will naturally come to with any of their promotional needs.

In the embroidery business you cannot survive by producing the same type of work that everyone else is producing. The majority of embroiderers start out in the corporate market, golf shirts, t-shirts, sweatshirts, hats, jackets etc. **This is a huge mistake that so many embroiderers make.**

You must find a market for yourself that other people aren't willing to service or don't even know how.

Get out and mingle. Join a lunch Networking group that introduces new business to the area. Talk to other people, ask what it is that they are looking for and cannot get from other embroiderers. Go to trade shows of your interest or even shows in the mall. This will give

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you a lot of ideas and you will be around the type of people that you are looking to market to. This is a great time to ask questions and get a lot of free information.

To be successful in the embroidery business you must have a niche market and this does in fact take a lot of research if you do not have a specific one in mind. Many times a new embroiderer will have a hobby or subject of interest that they have been involved with previous to their decision to start an embroidery business. This can help to give you that jumpstart, so to speak.

Developing your own Niche Market takes a little time and a lot of thought. I wrote a book titled, **“The Truth About Embroidery Business Success”** “7 Elements To A Highly Profitable Home Based Embroidery Business”. This book is all about how to run the business part of your embroidery business. I have an entire chapter devoted to creating your niche market!

### **Seek Professional Guidance**

When you re first starting a new business you need to seek out professional counsel in order to get this done right and not waste a lot of valuable time.

The 4 most important consultants that you will need are:

- Accountant
  - Attorney
  - Business or Embroidery Coach
  - Insurance Agent
- **Accountant** – An Accountant will help you decide what type of Business Entity you will form, help you make the decision as to how to finance your business, discuss which accounting software you will need and any other type of information that he or she can help you with to get started. Do not start your business without the help of an accountant.
  - **Attorney**  
You need to establish a relationship with an attorney. They will help you set up your business entity and answer any questions that you have before you get started. In many states there is a lot of paperwork that needs to be filed and they can get you started in the right direction for this aspect of your business. You may even want to protect your business name.
  - **Embroidery/Business Coach**  
This is an area in starting your business that you do not want to neglect. A good

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business or embroidery coach will be able to help you step by step through all of the beginning stages of your business. A good coach will be able to:

- Help you create your Business Plan
  - Help you with the right selection of machinery and software for your business.
  - Teach you all of the basics of the business
  - Guide you through the selection of tools
  - Show you many shortcuts
  - Help you with your pricing
  - Guide you over the many hurdles as you are getting started
  - Help you to create a web presence
  - Guide you through marketing your business
  - Save you many mistakes as you are learning your embroidery applications
  - Show you where to purchase your products
  - Help you with your selection of supplies
- **Insurance Agent**
- Your equipment will need to be insured along with software security device or dongle. You may also talk to you agent about loss of income during disasters. This is very important. I had a very unexpected occurrence in my business that if I had that type of coverage at the time would have helped me greatly!

One very cold snowy February night, about 1a.m. I received a call from the Police department saying that the roof had collapsed on the building that I had my business in! You can imagine how I felt and how scared I was. I hopped out of bed, threw my clothes on in a hurry and drove down to my shop! Because they were afraid of injuries, I could not even go in. All of my equipment and goods along with my customer's goods were all exposed to the weather and I was frantic.

All of my equipment was insured along with my customer's goods, but my loss of income for the next 3 months was not. I had some good employees that I lost because they could not work and it took a lot of effort to get my business back on track again. I did not tell you that story to scare you, only to make you realize how important insurance is! You just never know and you need to be prepared for any type of disaster that is thrown into your path!

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### Create A Pricing Structure

Your pricing structure must be based on your actual costs or your projected costs, your market niche, the profit that you want to make and your embroidery machine - Pricing your products correctly a must and needs to be created by you as an individual for your business and your niche market. This is a process that will change for you as your business grows and you become more experienced.

Most embroiderers start out gathering price lists from competitors or other people that they know that have started their own embroidery business. They will then develop their price list according to what everyone else is charging. **This is another big mistake. This mistake will quickly put you out of business!**

Pricing is a subject that is very scary and many times it is easier to work with someone else's pricing than trying to develop your own. While it sounds logical, it is a huge mistake! No two embroiderers have the same expenses or circumstances and it is impossible to work with someone else's price list and expect that you are going to make a profit. New embroiderers and even many seasoned embroiderers do not know where to begin when it comes to pricing their embroidery.

Pricing is not as scary as it seems if you take into consideration all of the factors that go into doing business. What are some of those factors?

- Overhead costs
- Product Costs and Markup
- Market Niche
- Types of services that you perform
- Your geographical location

There is also the factor of perceived value. Many products or items of service can be marked up higher than others because of their perceived value, such as a cap. A cap can be marked up 2 to 3 times what the cost is to you, but you would generally not mark up an expensive jacket or golf shirt 2 or 3 times unless of course; you were in that type of market niche. The large successful companies know what their costs are and develop concrete pricing structures that are required to maintain their level of profitability.

This is not always easy for a small company or a home embroiderer to grasp, but it is no different for you. You too must develop a concrete pricing structure and stick with it. Without this type of pricing structure, you will not grow or even survive. Everyone has different wants, needs, expenses, markets, situations and equipment. Your formula must be created using your numbers and yours alone.

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There have been many articles written about pricing in the trade magazines and every article has a different approach but it always boils down to the fact that you have to know what your true costs are each and every month before you can begin to establish a good pricing structure.

I have heard many times that the standard for retail embroidery is \$1.00 per thousand stitches. This is only true if you develop your pricing structure and it says that you should charge \$1.00 per thousand. In some cases this is a very low figure and in other cases, this will work just fine.

You cannot grow your business if you are not charging enough or making a profit! It just does not work! I was a perfect example of this scenario!

My business was growing faster than I could keep up with it. I was constantly working, hiring new employees and still not making it at the end of the month. I needed more equipment! To get new equipment you need money set aside or money for the bank payment! I did not have enough profit to have any money set aside, where was I going to get enough to make bank payments?

I sat back and took a long good look at my business and with the help of my accountant; discovered that **most of my problems revolved around my pricing structure! We came up with a solution;** one that finally turned my business around and was the answer to all of my problems. Was it easy? NO! Was it fast? NO! It took a lot of work and a lot of long hours alone at night to make it happen, but it happened!!

If I had my correct pricing structure in place before I started growing so fast, I would not have had to face those problems! What I discovered through this process was a shock! I had to raise my prices drastically or close the doors, it was that simple!

You and you alone can create the pricing structure that will work for you and your business. I have created a program that will help you to develop your own pricing structure. It is an investment that will give you a price list that will work and make you a comfortable profit. You can find more information about this program at [HowToPriceEmbroidery.com](http://HowToPriceEmbroidery.com)

### **Create a Simple Business Plan or Master Plan**

**This is a big mistake that so many embroiderers make, no business plan of any kind.**

Create a Simple Business Plan or your Master Plan that you be using on a weekly basis to actually run your business. The main purpose of having a business plan is to give you a clear direction and guidance of how you intend to run your embroidery business and plan

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for future growth. With this plan you will be able to analyze and measure each step along the way to ensure that you are truly on the right path.

I did not have a business plan when I started! I did not even know what a business plan was! When I went to the bank to borrow some money for my first computerized embroidery machine, I was in for a rude awakening. I had been in business for a couple of years and was doing all of the embroidery on free hand machines and I could not keep up with it anymore. When I sat down to talk to the loan officer, and told him what I was doing and what I needed the money for, he said that I had to have a business plan. He was kind enough to tell me to go to the SBA and learn how to create one. I went to the SBA and took some courses. That experience taught me a lot and after a few months, I had a real business plan and a loan from the bank. That first business plan took a long time and was a lot of hard work, but I learned so much from that experience. I finally felt like I had the qualifications to run a business.

Running a business is not really hard, but there are certain things that you need to know, but you also need to know who to ask. Up until that point, I really did not even know who to ask, let alone what to ask!

Writing a business plan is not as tough as it seems; the hardest part is getting started and knowing where to start. Many business plans look great on paper, but do not succeed in real life. Make sure that you are writing a plan that will work for you in the real world!

Your plan will be revised many times and will always be a work in progress. This is not a done once and you are finished. If you will use your plan properly to run your business, you will be revising it on a monthly basis.

It can be a simple 5-10 page plan that will work for most small to medium sized embroidery businesses, or as complex as you want it to be. This all depends on your situation and whether or not you will need financing.

**Marketing Plan** –As part of your business plan you will need to create a Marketing Plan that you will follow. How will you reach your target market? You need to create a simple plan that you will follow for 1 year. List all of the events during the calendar year that your target market will participate in and events for you to participate in that will take you to where they are. It is very important to be present where your market is hanging out! Below are some ways to start your general marketing, but keep in mind, you must have a specific plan created for you to follow so that it will work.



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In my book, **“The Truth About Embroidery Business Success”** “7 Elements To A Highly Profitable Home Based Embroidery Business,” I have an entire chapter on Marketing your Business.

The first chapter covers more thoroughly how to write a business plan that will work for your embroidery business. Inside of the book is a link to a **“Simple Embroidery Business Plan Template”** that you can download and create your own Business Plan. I am also created a program to help you write your Business Plan and help you create an in depth Marketing Plan. [www.embroiderybusinessplan.com](http://www.embroiderybusinessplan.com)

**Without a Business plan and Marketing Plan, your business will flounder!  
I have had that experience, it is not fun!**

### **Start Your Embroidery Business Education**

- **Embroidery Machine Company & software Company education-** Make sure that you take advantage of all of the training that is provided by your Embroidery Machine distributor and the Embroidery Design Software company. This is very important. There is a lot of practical training that they do not provide, but they do give you the basics and it makes it much easier for you to start out with this basic information.
- **Join TheEmbroideryTrainingResourceCenter.com.** This is an embroidery video training website with 3 different membership levels. You will join the level that is right for you to get started. You can join for as little as \$29.95 per month for the Silver level. This is for the brand new embroiderer that is wanting to learn the skill of embroidery, how to mark and hoop your different type of products, what backings & toppings to use and business information and forms to use to get you started in your business.
- **Purchase The Embroidery Business Success Starter Kit.** This is for the new embroiderer that wants to get started correctly with the right tools but cannot or does not want to learn on line. This is a physical binder with DVD's on the Basics of embroidery and the Applications of embroidery.

This will give you the foundation for learning how to embroider, the right backings & toppings to use, and all of your embroidery basics. After you get through this program you will have a great foundation and we able to start creating products for your customers.

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- **Start Working With your Embroidery Coach** - Working with an Embroidery Coach will shorten your learning curve by several months, this is very important. **Many embroiderers make one of the biggest mistake of all, Mistake # 5 of trying to learn everything on their own** and it takes months before they can really produce a high quality product and many of them never do! This is very unfortunate. I did not have anyone to help me and I made so many costly mistakes that could have been avoided if I only had the proper guidance in the first place.

Trying to learn all of the aspects of the embroidery business at once can be very overwhelming. You will be wasting a lot of precious time if you purchase your machine and software and then try to learn how to embroider, how to run a business, how to market your embroidery and how to price your finished products without any guidance. This greatly increases the amount of time that it takes for you to start seeing a return on your investment. This is a very costly mistake!

I offer many online programs and webinars to teach you all aspects of your business such as the fundamentals, design creation, and even marketing your business online, please for your sake, take advantage of these programs. I created them to make it easier for you and to get you started off on the right foot!

**Top Experts Agree:** You'll go farther, accomplish more, EARN more, and struggle less with the help of a coach! Do not make the mistake of trying all of this on your own. You will lose too much precious time that cannot be recovered!

### **Organize Your Business & Layout A Good Floor Plan**

Your shop needs to be very organized in order to have the best possible production. In my book I go through how to organize your floor space and set up your shop. You want each area separate because each one will have a separate function. If you are working from a small room in your home, your work areas are going to overlap but you still want to have a dividing line between them, so to speak. Inside of

**TheEmbroideryTrainingResourceCenter.com/members area** in the **Basic level** and on my DVD program, **“Embroidery Business Success Starter Kit”**, I show you how I have laid out a small room that works very efficiently for me. I have a small shop in my home and I am still involved in the larger multi-head embroidery business that I started in 1978.

Creating a blueprint for a good floor plan for your embroidery work room is one of the first things that should be done. A layout for the most efficient work flow should be done in a loop if at all possible so that each area is not conflicting with another area.

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## How To Start A Profitable Embroidery Business!

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In a good work flow the work runs very efficiently from one area to the next without wasted steps from one job process to another. If you are working from your home your floor plan may differ if you have only one door into your embroidery room. Each area needs to be planned out separately. Each one has a different function and different tools are needed in each area.

In the small single head shop or an in home shop, the Prep area and Finishing area can be on the same table directly across from your machine but keep your tools assigned in different locations at each end of the table and you will be able to function more efficiently.

The Prep area should be at one end of the table and the Finishing area at the other end. If you have two machines, you can have both of them across from the table or one can be at one end of the table at the Prep area and the other machine across from the table. It will depend on how large your room is and how it is physically set up. Both layouts can be very efficient.

### Conclusion

I have gone through the 7 Steps to a Profitable Embroidery Business and they truly are simple if you take them step by step. Starting a new embroidery business today can be a challenge but it is exciting and if you do your homework before you start; you can make the journey to success go a lot smoother and save yourself a lot of time and money.

Embroidery is Fun! Embroidery is very profitable! You can do this and I am here to give you all of the guidance and directions that you need to get you started and grow your own embroidery business.

Now I would like for you to go to <http://TheEmbroideryCoach.com> and see how I can help you get started or grow your embroidery business. I have several programs available on line that will help you in whatever area of your business that you need. It can be at the beginning stages of starting your own embroidery business or offering you some special help to get you through some of the roadblocks that you may be facing with your current embroidery business. **I am here to help you in whatever area you need with your Embroidery Business!**

I have a DVD that is available to purchase that covers this information plus much more. It is called “7 Simple Steps To A Profitable Embroidery Business” and it also has a quick start guide and a check list to help you get started. You can purchase this DVD for only \$7.00. The DVD is actually free, but I am charging \$7.00 to cover the cost of shipping. You can go to <http://theembroiderycoach.com/7-simple-steps-to-a-profitable-embroidery-business/> to purchase the DVD. This information is going to help you get off to a fast start with your embroidery business.

## How To Start A Profitable Embroidery Business!

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If I can answer any questions for you, do not hesitate to contact me.

To Your Embroidery Success,

Joyce Jagger  
The Embroidery Coach  
[www.TheEmbroideryCoach.com](http://www.TheEmbroideryCoach.com)