



Welcome To The Gold Plus Level of The Embroidery Training Resource Center

Inside of this program you are going to learn the basics of embroidery, how to apply what you have learned in the basics to the different types of garments, and then you will go into design basics, where I teach you how to work with your settings in your software to help you create higher quality designs. I am also going to get you started teaching you the business end of your business.

I have this program laid out in small steps, but it is a guide that will help take you through each one of the modules so that you can thoroughly learn the skills taught in each one of the modules. **To best learn each one, go through the lessons in order and complete each one before moving on.**

In the **Gold Level Workbook**, I have the course laid out for you to complete in 26 weeks and I have given you lessons to learn by the week, but with adding the business end to your lessons each week in the **Gold Plus Workbook**, it is going to take you longer to get through all of it and be able to apply everything that you have learned. There is not going to be any time limit on it. You can go at your own pace and if you learn quicker or if you need more time, that is OK. I do realize that this is a lot to learn here, but that does not mean you have to have it completed in any certain time frame.

If you are trying to keep up with your business or currently have another job while you are trying to go through this course, take it easy, do not rush. It is important, not to skip around when you first start this course. I give you a lot of tips and simple techniques along the way that will help you save time and in some cases, even save money.

Even though it is laid out to complete in 26 weeks, it does not mean that at the end of the 26 weeks, you close the book and you are done! It does not work that way. It is best to stay in the course so that you can go back and repeat it several times. My business coach says that you need to repeat it at least 7 times before you bury it into your brain and 10 times before it actually

becomes a part of your skill set that just comes automatic to you. That is where you want to be. When that happens. I have truly transferred my skill set to you!

Now it is time to print out this book, put it in a binder, and get started! Use this Workbook to keep all of your notes in. If you have to add more pages to it, that is just fine. Keep it all in one place! Very important!

Week 1 Lessons - Embroidery Basics

- **Setting Up Your Machine**
- **Backings & Toppings**
- **Needles & Threads**
- **Hoopng Basics**
- **Design Placement**

Business Building Strategies

- **Business Forms**

Watch each one of the videos on these pages in Embroidery Basics, then download and print out the documents that are available on those pages. Place them in a binder for easy reference.

Laminate your placement charts and hang them in your hooping area or tape them down on your hooping table. This will make it easy to be able to check your placement on your garments. If you have the HoopMaster, which I highly recommend, cut out your HoopMaster Settings and attach them to your HoopMaster.

If you are lacking in tools or supplies or do not have the supplies that I recommend, this is a good time to get them ordered. I give you suggestions in my Favorite Backing Recipes for the right backings to order and I even give you the name of a supplier. You will have better results with your embroidery if you use the type of backings & needles that I suggest.

Business Building Strategies

Download all of the Business Forms and format them with your business name and set them up in the area within your business that is applicable. Save your forms on your hard drive in a folder called Embroidery Forms.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 2 Lessons-Embroidery Basics

- **Garment Finishing**
- **Basic Production**
- **Solve Problem Issues**

Business Building Strategies

- **Marketing 101**

Watch each one of the videos on these pages in Embroidery Basics, download the articles and print them out. If you do not have the tools, you can purchase most of them from Cristal Threads, Madeira, or any embroidery supplier that you are currently using for your supplies.

Pay close attention to Basic Production and get your system put into place. Before you can complete your system, you will need to create or purchase the Embroidery Production and Business Forms so that you can plan out your whole production system. Go through each of the **Problem-Solving Issues**. You may not have any of these issues at the moment but you want to remember where to go when you do have them and trust me, they will arise at one time or another.

Business Building Strategies

Watch each one of the videos in Marketing 101 and start thinking about your business branding and your Signature or Elevator Speech. Think about what it is that you do and how it is going to benefit your market.

It is important for your business to be recognized by your colors and overall look. Print out the Written documentation, read it and place it in your embroidery binder.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 3 Lessons-Maintenance

- **Machine Maintenance**
- **Quick Tips**

Business Building Strategies

- **Marketing 101**

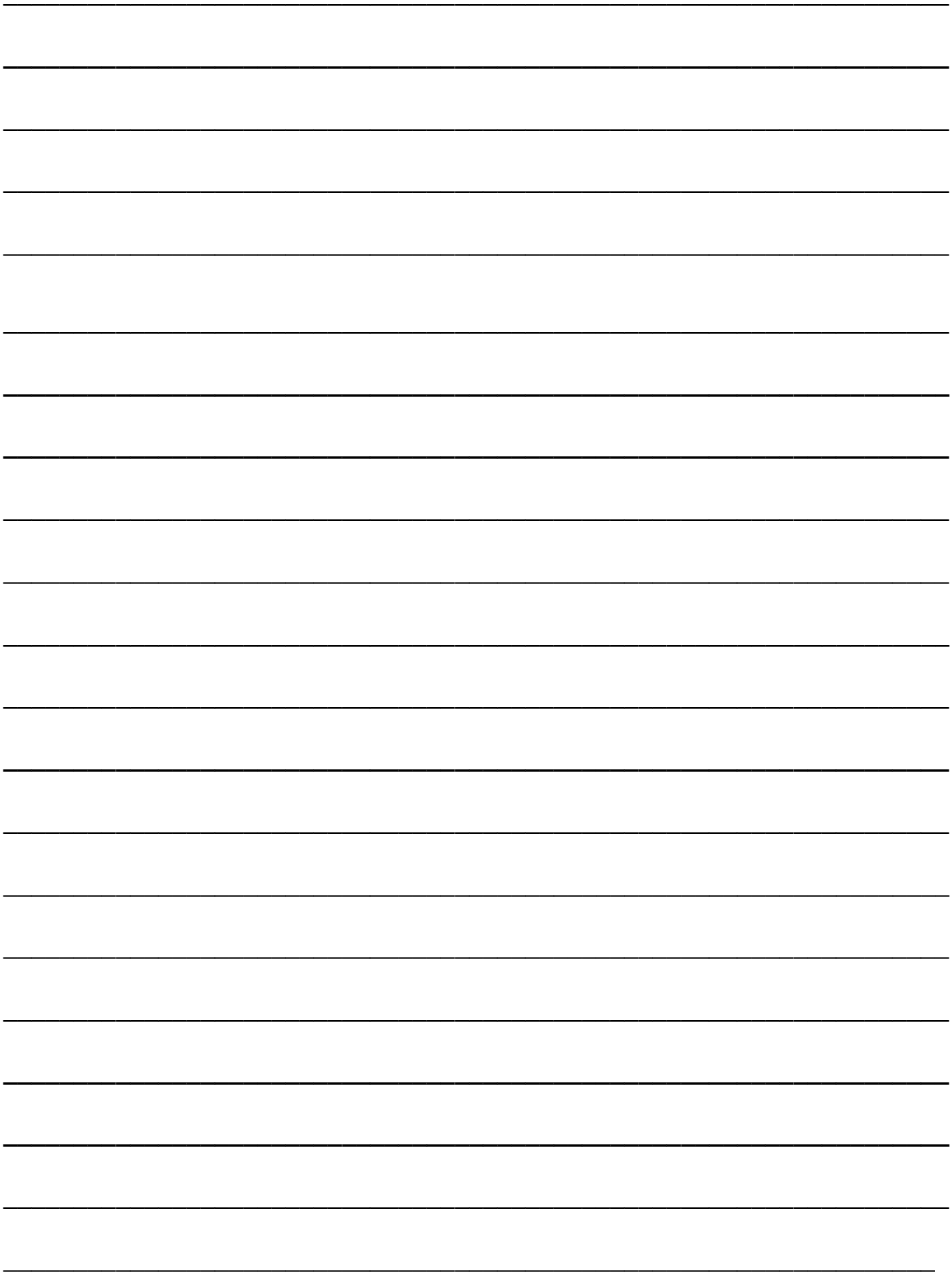
Watch each one of the videos on these pages in Embroidery Basics, Print out your Machine Maintenance Guides and Schedules for your Weekly, 3 Months and 6 Months' time periods. Place them in your Maintenance Binder and store it under your machine. Print out the Needle Replacement sheet and make sure you have one for each embroidery head. Label it and store that in your Maintenance Binder. Make sure that you go through the maintenance procedures during the Maintenance training and fill out your Needle Replacement Sheet.

Business Building Strategies

Watch the videos in Marketing 101 again and **create your Signature Speech and your Marketing Plan**. Add as much information as you can to the Planning Sheets. It is important to have a plan in front of you so that you know exactly what you are going to be doing and how you plan to get the name out about your business.

You need to start right from the beginning, letting everyone know that you are in business and that you are anxious to help them with their promotional needs.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.



Week 4 Lessons - Embroidery Techniques

- **Knit Shirts-Golf Shirts**
- **Sweatshirts**
- **T-Shirts**
- **Difficult Fabrics**
- **Woven Shirts**
- **Jackets**

Business Building Strategies

- **Business Plan-Module 1**

Watch each one of the videos on these pages in Embroidery Techniques. I know that this sounds like a lot to do in 1 week, but with the exceptions of a few variations, all of these items are hooped the same. You will be using different backings for the knits than for the woven fabrics, but the methods are going to be fairly close to the same. Pay attention to whether they are Ladies or Men's garments. The placement will be different.

Watch all of the videos and make sure that you download and print out all of the documents inside of the pages and place them in your Embroidery binder.

Pay attention to the difficult fabrics section. If you are working on Performance Wear garments or garments that have a lot of Lycra in them, you will want to read that before you start hooping your garments.

If you do not work on these types of items but concentrate on Linens, towels and miscellaneous gift items, you may want to skip down to the Week 5 Lessons.

Business Building Strategies

Business Plan-Module 1-Print out the Written Documentation **Creating-Your-Embroidery-Business-Plan-Workshop** and watch all of the videos. Some of the information inside of this module will be a repeat of information that you had in Marketing 101. That is OK! You need to hear this over and over before

it all is implanted into your brain! That is what my coach tells me and he is right!

Creating a business plan takes quite a few hours, and sometimes days, but I want you to get started on this and be familiar with all of the information that is required for a business plan.

You have downloaded many of the forms in the first lesson in Business Forms. Go over the list and see if you are missing any of them. If there is one in this module that you do not have, download it and place it inside of your binder for now. Always save your forms on your hard drive in a folder called Embroidery Forms.

Think about what or who your target market truly is and create a profile of your perfect market or that group of people that you are or planning to market to. This is important! What age group do they belong to? What organizations are they involved with? Are they married? Do they have children? The more information that you have about your market, the easier it is going to be to market to them.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Lined writing area consisting of 20 horizontal lines.

Week 5 Lessons-Embroidery Techniques

- Caps
- Visors

Business Building Strategies

- **Business Plan-Module 1**

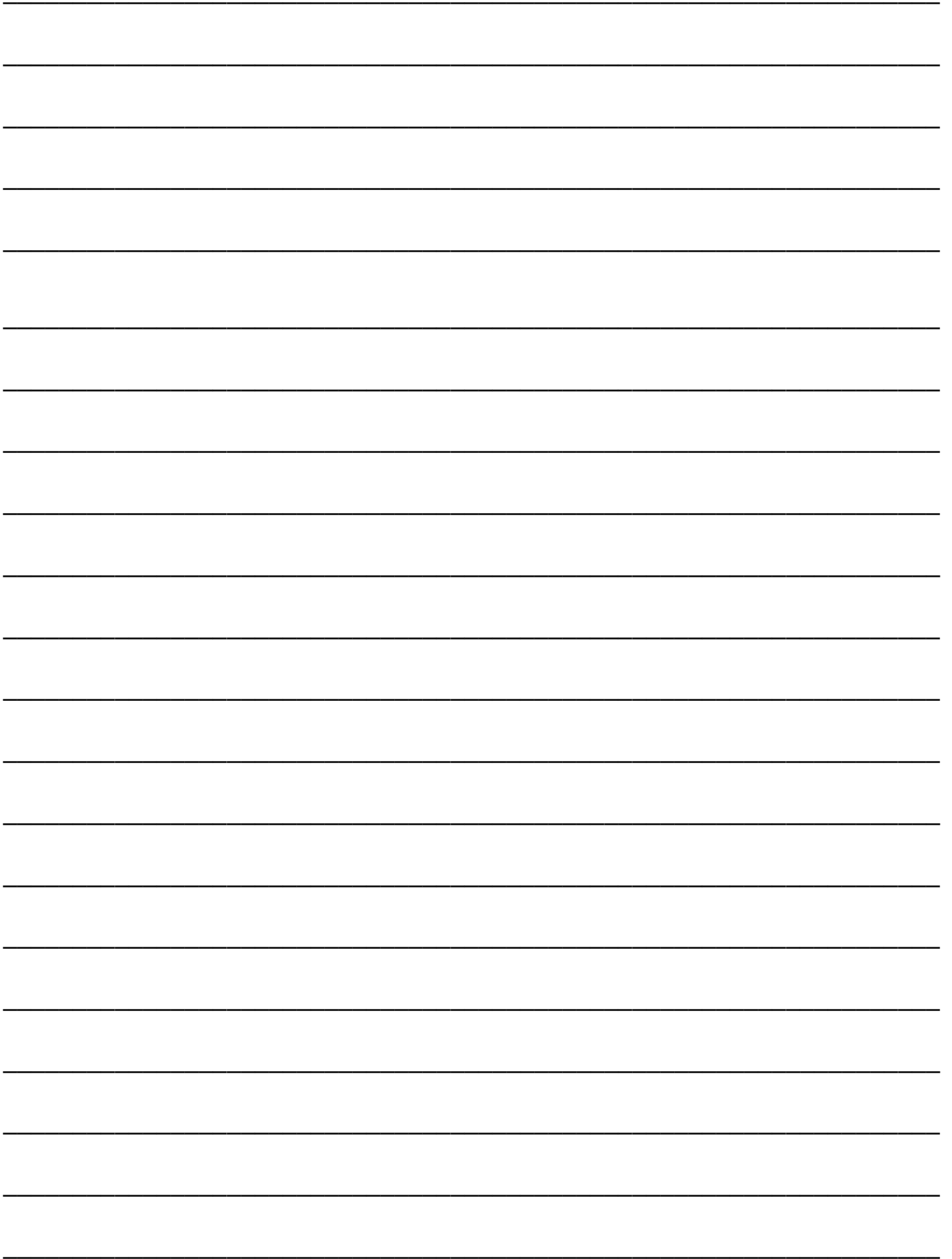
Watch each one of the videos on these pages in Embroidery Techniques. Caps and visors have their own issues. They are not like hooping any other type of items, but once they are mastered, these can be your biggest money makers.

Watch the videos over and over. Practice with different types of caps until you get totally comfortable with hooping. If you have problems with your hands as you are hooping caps you may want to consider investing in the Third Hand Cap Hooper. I will not do a cap without one. A cap can be hooped tighter, easier and faster with the **Third Hand Cap Hooper** and it will give you a return on your money very quickly! If you want more information on the Third Hand Cap Hooper, contact us.

Business Building Strategies

Business Plan-Module 1-Watch the videos again and organize each area of your business. In the homework section, it says to write your process manuals for each area. This is going to take you some time. **The best way to accomplish this is to write down the process as you are doing it.** When it is complete, you can go to the computer and type it out in a word doc. This important thing is to remember to write down each step as you are doing it. **Do not try to write it from memory, it does not work!**

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.



Week 6 Lessons-Embroidery Techniques

- **Linens**
- **Towels**
- **Belts & Straps**
- **Bags**
- **Blankets**
- **Miscellaneous**

Business Building Strategies

- **How To Price Embroidery - Module 1**

Watch each one of the videos on these pages in Embroidery Techniques. These are a lot of fun items that I really enjoy working on. This area is a huge one for applying Monograms. Make sure that you have your placement chart printed out and have it in front of you as you are working on your monograms.

If you are into the gift market, this is where you will want to concentrate, however, you still need to know how to embroider items like shirts, jackets & caps.

Business Building Strategies

How To Price Embroidery - Module 1-There are 8 videos in Module 1, but I want you to watch the first 4 videos. Download your **Expense Spread Sheets** and start gathering all of your expense information and add it to the spread sheets. You must have all of this information in order before you can create your price list. This is the beginning of your entire pricing structure. **Add all of your expenses to the Expense Spread Sheets and make sure that they are balancing before you move on.**

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 7 Lesson - Design Techniques

- **Small Lettering - Part 1**

Business Building Strategies

- **How To Price Embroidery - Module 1**

Watch each one of the videos on these pages in Design Techniques. This is a very important lesson. Small lettering can sometimes be very troublesome, but if you go through each one of these videos and absorb exactly what I am teaching you, it is going to make creating your small lettering much easier.

Watch the first 3 videos inside of the Small Lettering module and go through your software and find the tools that you need to be able to apply these settings that I talk about in these videos. Each software is a little bit different, however, you still have the tools inside of it to accomplish what I am teaching you in this module. You will be able to understand the issues that small lettering can create and learn how to overcome those issues.

Make sure that you download and print out the document that goes along with the lesson. Read it and place it in your binder.

Business Building Strategies

How To Price Embroidery - Module 1-Watch the last 4 videos in this module. Fill in the **Payroll sheet** and the **Department Income & Expense sheet**. Make sure you understand exactly how to use the **Production Tracking & the Artwork Tracking** and start using them with each order. It is very important to get into the habit of timing each one of your process & jobs. Once you know what each one of your processes are costing you, you can then just start timing the complete job from start to finish.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Lined writing area consisting of 20 horizontal lines.

Week 8 Lesson - Design Techniques

- **Small Lettering - Part 1-B**

Business Building Strategies

- **Business Plan - Module 2**

Watch each one of the videos on these pages in Design Techniques. Create a line of lettering that is one fourth of an inch high and add the correct settings and sew it out on a woven fabric and on a knit fabric.

Then add the complex fill background as I show you in video 3 and sew it out on a piece of fleece fabric or terry cloth. I want you to be able to create lettering that sews great on any type of fabric. Once you perfect this skill, your embroidery designs are really going to look like high quality.

Business Building Strategies

Business Plan - Module 2-Watch all of the videos in this module. Much of this will be a repeat from Marketing 101. Go through the Planning Sheets and fill in any of the missing information. Your business has grown in the past few weeks and some of your information may have changed. Update the sheets so that all of your information is current. You will find that you will be making a lot of changes and that is OK!

If you have not yet completed some of the forms in the previous weeks' lessons, go back and update them.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 9 Lesson - Design Techniques

- **Small Lettering - Part 2**

Business Building Strategies

- **How To Price Embroidery - Module 2**

Watch each one of the videos on these pages in Design Techniques. Watch the last 2 videos in this Small Lettering module and apply what I am teaching you. This will allow you to edit your lettering so that it will work better in production. By applying what I teach here, you will be able to have lettering that looks like higher quality lettering and your customers will be very happier with your designs.

The last video in this series will teach you how to edit any lettering to match your customer's logo lettering. You must have editing tools in order to be able to accomplish this, but most software programs have some editing tools. This will teach you some great editing skills. This is a process that takes time, but is extremely valuable to be learn these skills. Once you have it mastered, you will be able to edit any lettering to match your customer's logo lettering.

Practice editing lettering so that it totally matches at least one of your current customer's logo. The first time you do this, it will seem like it takes forever, but as you practice more, you will find that you can do it very quickly!

Don't forget, you can charge your customer for editing basic lettering to match his logo. This would be a digitizing fee.

Business Building Strategies

How To Price Embroidery - Module 2-Watch all of the videos in this module. Download your **Pricing Structure Workbook** and add your expense information from your **Totals on your Expense Spread Sheet** to the **Cost Analysis Spread Sheet**. Make sure the totals on your Expense Spread Sheets are balanced out.

Once you have all of your information in your Cost Analysis Spread Sheet, your price list can be generated for you. This can be your starting point. We will fine tune it in another lesson.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 10 Lesson Business Building Strategies

- **Creating Sales Tools**
- **How To Price Module 4 - Video 2 Keeping Your Format Simple**

During this week, I want you to catch up on some of the unfinished lessons that you have started and to create your **Sales Tools**. Watch the videos in Sales Tools and go through the process of creating each one of your sales tools. Watch Video 2 in the 4th module of the pricing program. Think about Style No. that you want to add to your Layout Sheets.

Decide on which fonts to offer your customers and sew them out to make sure they will work out easy for you. It is a great idea to sew them out on felt and frame the ones that you will use inside of your shop. You also want to set them up in tables in a word doc like I show you in the video. These can be put into a binder to use and then they will also be ready to add to your website when that time comes.



These take time to create, but they are a huge time saver when finished and will make it very easy to wait on your customers.



If you offer monograms create sew outs for those also to make it easy for your customers to select from. Under each one of my monograms, I have the style no. I also have a print out of each one of the letters so that they would be able to see what their letters would look like.

Write down the 3 most important items or shortcuts that you learned in

this lesson and what you want to remember.

Week 11 Lesson- Design Techniques

- **Underlay Stitching - Part 1**

Business Building Strategies

- **How To Price Embroidery - Module 3**

Watch each one of the videos on these pages in Design Techniques. There are 5 videos in this module. In this lesson, I teach you about the basic underlay settings in your software. If you do not have the right underlay stitching under your designs, it will not look right or be of high quality. Underlay stitching is the foundation of your design and the different types of fabrics require different settings. Each software will have different ways of applying these settings, but they all have this option.

Learn where all of your tools are in your software and remember the names that your software has for each one of these tools and type of underlay stitching. Learning and understanding what the basic settings are for woven fabrics and knit fabrics is extremely helpful and will make creating your designs and lettering so much easier. It takes the fear and frustration out of setting up your designs or lettering.

Business Building Strategies

How To Price Embroidery - Module 3 - Watch all of the videos in this module. Create your final price lists. You will be able to create 3 different price levels at the same time. Figure out how much of a markup you want with each pricing level, add that and your price list will be created for you.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 12 Lesson- Design Techniques

- **Underlay Stitching - Part 2**

Business Building Strategies

- **Business Plan - Module 3**

In this Underlay Stitching section, there are 6 videos in this module. In this lesson, I teach you how to create underlay stitching manually when the automatic settings do not work in your software. There are times when your designs or lettering will look much better when you apply underlay manually. You have more control over the underlay stitching and it can make a huge difference especially when you are dealing with tiny lettering.

Create some basic lettering that is about 3 millimeters high and add some manual underlay under these tiny letters. This is a skill that is not hard, and it makes your small letters look so much better. Automatic underlay very often does not work properly in these tiny letters. I do not even try to use any automatic underlay when I am creating small lettering. I also add it manually! It takes longer, but your production runs much smoother and the finished look is outstanding.

Business Building Strategies

Business Plan - Module 3 - Watch all of the videos in this module. It is time to start creating your projections. Download your Projection Income Worksheet. This is the workbook that you will be using to create your projections in.

Now this is going to take some time. When you watch the videos, you will notice that I am taking a different approach with the Cost Analysis Spreadsheet. You will need to add your figures from Cost Analysis in the Pricing Workbook to this Cost Analysis. This is solely for the purpose of creating your projections. I was trying to find any easy way for you to be able to create them. It is a great experience for you and if you have to go to the bank for a loan, you will need to be able to show your projections.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 13 Lesson- Design Techniques

- **Pull Compensation**

Business Building Strategies

- **Business Plan - Module 3**

In this Design Techniques Module, I am going to show you how to **Create and Understand Embroidery Pull Compensation**. This is a tough subject to grasp but once you do it all makes sense. I am going to show you, step by step, how to create it and explain what I am doing each step of the way. It would be a good idea to watch the videos on one computer and follow what I am doing on another computer, then sew out your design to see how it looks with the right settings on the different fabrics.

Watch these videos over and over until you totally get it!

Business Building Strategies

Business Plan - Module 3 - Watch these videos in this module again. I want you to totally understand your Projections and be ready to create your Cash Flow Statements. You will need to give the bank your Cash Flow Statements if you are asking for a bank loan or financing from any other type of institution.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

A series of 25 horizontal lines spanning the width of the page, providing a space for handwriting practice.

Week 14 Lesson- Design Techniques

- **Pull Compensation-Practice**

Business Building Strategies

- **How To Price - Module 4**

In this Pull Comp lesson I want you to create a line of lettering and add the right Pull compensation for a woven fabric, sew it out and then change it for a knit fabric and sew it out again. Do this several times on different weights and textures of fabrics so that you can see the difference.

When your lettering is sewing out, it should look the same and be the same column width on any type of fabric. Keep this in mind as you are sewing out your designs. If you do not change the settings for the different types of fabrics, your column width's will change and it will look very thin on a knit if your settings were for a woven fabric.

Business Building Strategies

How To Price - Module 4 Watch the videos in this module and think about how you want to set up your Price List for your Products and your Embroidery in one category. In Module 4, video 3, I talk about figuring your shipping and your percentage of Markup. You need to get these figures and make those adjustments in your Pricing Workbook.

When I had my large business, I had every product in the Bodek Catalog on my price list so that I could quickly find the price in the right category quickly for my customer.

You might want to add all of your favorite or best-selling products to your price list so that you too can have them for a quick reference.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 14 Lesson- Design Techniques

- **Embroidery Design Templates - Part 1**

Business Building Strategies

- **Business Plan - Module 4**

In this module, you will learn how to create a system for creating the design templates. You will need to figure out what you are going to use for your system and have that in place before you start actually creating your templates. There are 3 videos for you to watch and a spread sheet with my settings on it that I use to create my templates with.

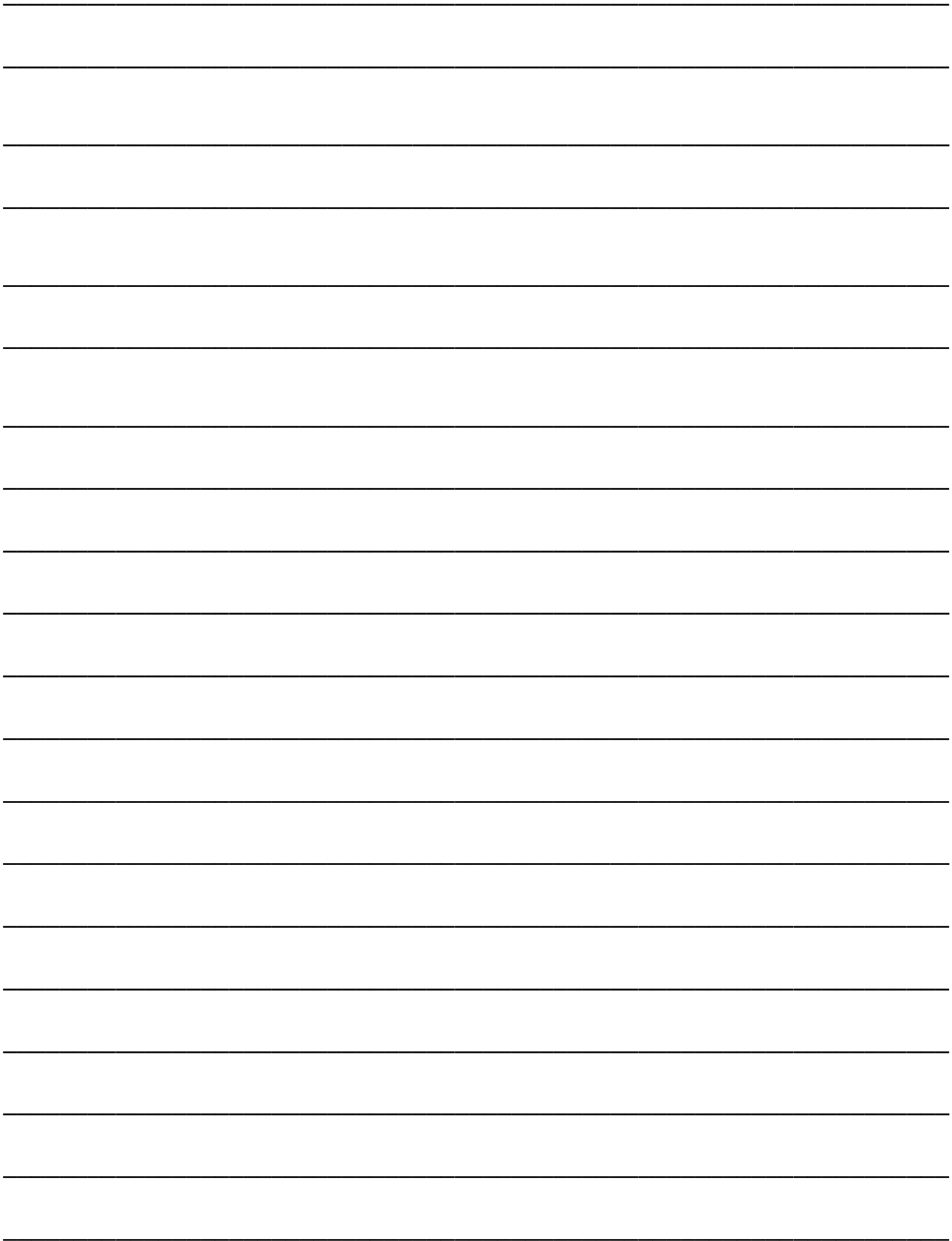
Download and print out this spread sheet to use to add your template style numbers and settings to. This is what you will use when you are setting up your templates in your software. You want to have this part all finished before you start creating your actual templates.

Business Building Strategies

Business Plan - Module 4 Watch the videos in this module and start filling in the different sections of your business plan. This is going to take some time, but it is important to get started on it. If you are not going to the bank for financing, you do not have to include some of the items.

- Income Statement
- Balance Sheet
- Break Even Analysis - This is on your Cost Analysis Spread Sheet.
- Projected Balance Sheet

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.



Week 15 Lesson- Design Techniques

- **Embroidery Design Templates - Part 2**

Business Building Strategies

- **Business Plan - Module 4**

Go through the remainder of the videos in the Embroidery Design Techniques and start setting up your templates in your software to match your style numbers and settings. Taking the time to set up this template system is a huge timesaver and will help you create many more dollars in your business. It will take you a matter of seconds to set up a new design once you have this all created.

Business Building Strategies

Business Plan - Module 4 Watch the videos in this module again and continue filling in the different sections of your business plan. This is going to be very important to get this done. This is your basic roadmap to where you want to go. Keep that in mind as you are creating your plan. It is not just a plan that you will create, stick in a drawer when finished and then go from there. You need to be creating a plan that you will follow and use to build your business. You need to go over this plan at least once per month and tweak it if you need to make any changes.

Planning is a huge part of your business and I spend at least 20% of my time planning. **When you plan out your moves, it saves a lot of time when it comes to executing your moves! Remember that!** You have a good guide and it helps to avoid any procrastination.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 16 Lesson- Design Techniques

- **Create Designs From Embroidery Fonts, True Type Fonts & Shapes - Part 1 HPS**

Business Building Strategies

- **Marketing 201 - Your Follow Up System**

Watch the first 3 videos in the Create Designs series. This will introduce you to creating many designs using embroidery fonts shapes, true type fonts and many different shapes in your software and even pieces from stock designs. You will learn a lot about how to edit designs. In this module, you will be using shapes and a font.

Business Building Strategies

Marketing 201-Your Follow Up System - Watch the first 2 videos on this page. Write some scripts to help you connect with your current customers and past customers. Think about how you can sell more to the same customer base that you currently have.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 17 Lesson- Design Techniques

- **Create Designs From Embroidery Fonts, True Type Fonts & Shapes - Part 2 Greene Bros.**

Business Building Strategies

- **Marketing 201 - Your Follow Up System**

There are 4 videos in this next Create Designs series. In this lesson, you will learn how to match up artwork with shapes from your software or using pieces from other designs. I also show you how to edit an embroidery font and then bring in a true type font.

Business Building Strategies

Marketing 201-Your Follow Up System - Watch the next 2 videos on this page. Purchase your Automatic Email System and start setting it up. Think about creating messages for your customers. Do you have more than one type of customer. Do you have customer and prospects? These are 2 different types of people and they would have to be marketed to differently. This means you will need more than one list.

Create a list of each type of people that you have. If you have clubs or organizations, that would be one list. If you deal with schools, that would be another list. If you have corporate or small business clients, that is another list. Once you have your lists created, you can import them into your emailing program.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Lined page for embroidery practice. The page contains 24 horizontal lines spaced evenly down the page, providing a guide for consistent stitching height.

Week 18 Lesson- Design Techniques

- **Create Designs From Embroidery Fonts, True Type Fonts & Shapes - Part 3 Longwood University**

Business Building Strategies

- **Marketing 201 - Your Follow Up System**

There are 5 videos in this part of the Create Designs page concentrating on editing a true type font. The last video in this series is about basic guidelines and tips for creating small lettering.

Create a line of small lettering using a true type font and edit it to match one of your customer’s logo lettering.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 19 Lesson- Design Techniques

• **Creating Monograms - Part 1**

There are 6 videos in this first part of creating monograms. I show you how to take stock embroidery fonts and edit them to create monograms and then how to create monogram sets. I created an embroidery font for you to add to your Monogram Library. I also have a video talking about small monogram tips.

Download the font file that will work with your embroidery design software. Save this font on the hard drive and if you have Pulse Embroidery Software, you can install the font into your software.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 19 Lesson- Design Techniques

- **Creating Monograms - Part 2**

In this lesson, I show you how to use true type fonts to edit and create monograms with. I also include some true type fonts that I have edited for you to use in your monograms.

There are 5 videos in this lesson to watch. Make sure you watch all of them and download the true type fonts and install them inside of your Windows Font file.

In this lesson, I show you how to edit a font that will work for creating puff or 3D embroidery. I show you two different methods of creating the letters or segments.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 21 Lesson- Design Techniques

- **Creating Monograms - Part 2B**

Go through and select one of the true type fonts and create a set of monograms from it. You want one that will work for a Shower Curtain or Duvet cover, and a bath towel set!

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 22 Lesson- Design Techniques

- **Puff Embroidery**

This will take some practice, but once you understand it, it is simple to do. I created a two-inch full block alphabet that will work great on a cap. Download it and save it into your design file. Sew at least one letter out on a cap.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 23 Lesson- Design Techniques

- **Applique Embroidery-Felt Applique**

In this lesson, watch the first 2 videos on this page. This is about creating appliques using a piece of felt fabric. You can also use a piece of cotton fabric as well. This is the type of an appliques that has the rough edges. You can purchase these appliques from lettering supply companies, such as Stahls but if you are doing a small amount it is more cost effective to create your own using this method.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 24 Lesson- Design Techniques

- **Applique Embroidery-Basic Appliques**

In this lesson, watch the remainder of the videos on this page. This is all about creating simple appliques using different fabrics. Go through the process and create a simple applique for yourself so that you know exactly how to do it when you are called upon to create one. It is not hard and these simple step by step instructions will walk you through it. This is a fun process and very satisfying when you have your project completed.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 25 Lesson- Design Techniques

- **Patches**

In this lesson, I show you how to prepare fabric for patches, how to create a patch, how to embroider on a patch blank and then how to sew on a patch with the embroidery machine. Go through this lesson and create a small patch so that you know what the process is and are ready when someone asks for a patch.

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

Week 26 Lesson- Design Techniques

- **Improving Design Quality**

Watch all 6 videos in this lesson and follow each one very closely so that you can improve on the quality of your designs. This is very important and it will make the difference of whether or not you stand out from the crowd with your designs.

In order to be able to charge the type of prices for your embroidery that you want in order to make a good living, you must be turning out great quality, day and day, design after design.

You never know who is going to see your work and you want to create every design as if the most important person in the world is going to see it! With this type of attitude, you will not have an issue with trying to get work and stay busy and still charge what you want to charge.

When your designs are the best, you can charge what you want! If they are not the best, you care not going to be able to build the business of your dreams!

Go for the Gold! Be the Best and Do YOUR Best!

Write down the 3 most important items or shortcuts that you learned in this lesson and what you want to remember.

I want to congratulate you for making all the way through this course and now it is time to take your test to receive your Certification! This Certification will be a certificate stating that you have completed this course, taken the test, submitted your designs for evaluations and are totally qualified to be called an **“Certified Embroidery Business Specialist”** certified by The Embroidery Coach of The Embroidery Training Resource Center! You will be able to add C.E.B.S. after your name. This will give you credibility when your customers or prospects see your business cards, brochures or even your email signature with these initials after your name!

You will receive a plaque to hang on the wall in your office or retail store that will also give you credibility and show your customers that you are very serious about your business and are highly qualified to give them the best!

Call our office at 607-427-1026 to schedule your test and received the designs that you will need to submit to complete your course. We will go through the designs and evaluate them. If they do not meet our standards, we will schedule a phone call with you to explain what it is you need to do to bring them up to our standards and then resubmit them. Our goal is to get your certified, and we will do whatever we can to help you get there!