



THE
EMBROIDERY COACH
JOYCE JAGGER



Building The Foundation of Your Embroidery Business Checklist!

This checklist will help you build the foundation of your embroidery business and prepare you for opening day. As you work through it, this checklist is going to keep you on track of each process so that you do not forget any one of the steps. Phase 1 steps are all included inside of the program, [“How To Start An Embroidery Business.”](#) This is going to get you totally prepared with the Basics of Embroidery and the beginning of setting yourself up for success!

If you have already started your business, go through this checklist to make sure that you have everything that you need to build a great foundation in your embroidery business.

Phase 1 - Setting Up Your Basic Structure

Planning out your business is the very first part of setting yourself up to start your embroidery business. Follow this guide all the way through. When you purchase the [“How To Start An Embroidery Business.”](#) program, you will get a complete Workbook to follow to make all of your steps easier and more complete. Inside of the program and workbook, you will also get Planning Sheets and Goal sheets to work with, along with Embroidery Basics and Embroidery Techniques.

Step # 1 - Set Your Goals

Step # 2 - Preliminary Planning

- Decide on your Business Name
- Purchase your Dot.com Name
- Register your Business name
- Set up your Social Media accounts
- Decide on location of your business
- Configure or Design your Floor space
- Research for your Embroidery Machine
- Research for your Embroidery Software

Step # 3 - Purchase Embroidery Machine & Software

- Learn how to operate your Embroidery Machine-Learn as much as you can from the tech that installed your machine. Make notes as he or she is teaching you the control panel.
- Install your Embroidery Design Software. Master the basics of your embroidery software. If you have lessons as an option with your purchase, make sure you take advantage of it. There are basics that you need to know and be able to produce efficiently.
- Setting up lettering
- Adding lettering to already digitized designs
- Basic team name setups

Step # 4 - Organize Your Area & Create A Floor Plan

- Arrange your space so that you can work efficiently and save time and steps as you move from one process to another.

Step # 5 - Learn Embroidery Basics

- Go to the [“How To Start An Embroidery Business.”](#) page in the training center and click on **“Embroidery Basics.”** Go through each module inside of Embroidery Basics and get comfortable with the hooping and learn what types of backings work for each type of fabric.

- Print out the documentations inside of each module and place them in a binder with tabs for each area of your business.
- Print out the Woven Fabric Guide and Knit Fabric Guide and have them laminated so that you can have them handy as you are learning the how to hoop each type of garment. Hang them on the wall in front of your hooping area or tape them to your hooping table.

Step # 6 - Purchase Other Tools

- Download the list of tools that you will need to use to be able to work efficiently. If you do not have the right tools, you will struggle. Inside of the [“How To Start An Embroidery Business.”](#) you will have a complete List of Tools.

Step # 7 - Purchase Supplies

- Download the list of supplies that you will need to purchase to work with for the different types of products that you will be embroidering. Inside of [“How To Start An Embroidery Business.”](#) you will have a complete list of Supplies.

Step # 8 - Learn Embroidery Techniques

- Go to the [“How To Start An Embroidery Business.”](#) page in the training center and click on **“Embroidery Techniques.** Go through each module inside of Embroidery Techniques and get comfortable with the hooping each type of garment.
- Print out the documentation inside of each module and place them in your binder.
- Practice embroidery on many different types of garments and other items for family and friends. Get totally comfortable with your embroidery, your embroidery software and your embroidery machine. This is going to help you build up your confidence.
- Post on Social Media pictures of your work.

- Start letting people know you are opening up a business and you will be more than happy to provide them with their personalization needs or whatever your market needs.

Step # 9 - Set Up Your Office Structure

- Set up your desk area with your computer, a comfortable chair and a printer.

Phase 2 - Setting Up Your Business Structure

Basic Marketing & Pricing is the beginning of Phase 2. Setting up your Business Structure is going to require a more focused training and guidance than in Phase 1 of getting your business started. You are still building the foundation of your business in phase 2, but here you'll be focusing on setting up your business for efficiency and smooth productivity. Inside of the Workbook that you get with ["How To Start An Embroidery Business."](#) you will find sources for setting up your Business Structure!

Step # 10 - Set Up Your Business Forms and Create Your Ordering & Production Systems

- Print out all of the forms that you will need for your business
- Add your business name and information to the headings of each one.
- Create Your Paper Work Flow

Step # 11- Create Your Marketing Materials

- Create your marketing pieces such as business card and brochure
- Create a simple marketing plan to use to get your name out among your market.

Step # 12 - Create Sales Tools

- Thread Chart
- Basic Layout Style Sheets
- Font Selection

Step # 13 - Create Your Price List

- Basic Pricing Structure
- Price Lists for all customer types
- Quoting System

Step # 14 - Setting Up Your Bookkeeping System

- Purchase QuickBooks
- Set Up QuickBooks for the Apparel Decorating Industry

Step # 15 - Start Marketing Your Business

- Join the local Chamber of Commerce or other Networking Organization and start networking to let everyone know that you are in business and ready for business.
- Think about adding a website to your business. People want to check you out before they start doing business with you. Social media will work to get started. Do not rush into a website, just start planning for it when you are ready!

What's Next

Purchase the [“How To Start An Embroidery Business.”](https://TheEmbroideryCoach.com/how-to-start-an-embroidery-business-information) program. If you have this printed out and do not have the .pdf to click on to the program, go to <https://TheEmbroideryCoach.com/how-to-start-an-embroidery-business-information>. This program along with the included Workbook, is going to take you step by step to help you set up your Embroidery Business properly. You'll have the right tools and processes at your fingertips to get you off to a great start!

Who is Joyce Jagger, The Embroidery Coach



Joyce Jagger, The Embroidery Coach, is well recognized in the area of Embroidery Business Education. She passes along her 40 years of experience and knowledge to her students, offering on-line training, webinars, workshops, as well as, personal coaching on and off line.

By simplifying the business of embroidery into easy to understand lessons, Joyce gets the new embroiderer off to a fast start and helps the current embroiderer improve their skills so that they can provide higher quality embroidery and increase their profits! Joyce gives the direction, the right systems, approach, and tools that an embroiderer needs to succeed.

By adding The Rapid Start Embroidery Coach Training Center, Joyce is able to offer hands on training in a controlled atmosphere that is conducive to quality work and embroidery business success. Joyce enthusiastically helps embroiderers at all levels; from the person just starting out of their home, to large corporations, well known designers, and fulfillment houses, to everyone in between.

Joyce also sits on the advisory board of Wearables Magazine. Joyce has received glowing accolades in the acknowledgement of her achievements and contributions to the business of embroidery such as being one of Stitches Magazine's 20 Creative People in the Decorating Apparel Industry, Appearing on the Most Powerful People in the Industry List, and being repeatedly chosen as one of the Most Influential People in the Decorating Apparel Industry. But, the ones that glow the brightest are from the successes of her students. You can learn more about Joyce on her website at

Joyce Jagger
The Embroidery Coach

TheEmbroideryCoach.com