


 THE EMBROIDERY COACH

Create Your Embroidery Business Growth Plan



Module 1




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- Having a successful business isn't just about getting more leads and selling more products.
- Those are important to ensure your business survives, but won't necessarily help you achieve your goals.




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- You need to strategize for growth in a systematic way.
- Coming up with an actionable plan will help you achieve the uncertainties.




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- You need to assess your current situation to decide what will have the greatest impact on your business growth.
- Once this assessment is complete you'll be ready to create your Embroidery Business Growth Plan.




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Learning Objectives:


- Take a fresh look at why you are in business and what your aims are for your business' growth.
- Confirm who is your ideal target market and specify your ideal customer profile.




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- Get a snapshot of the financial situation of your business.
- Define what you do well as a business.




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- Pin point the places in your business where you aren't performing well.
- Identify your business opportunities to see where the growth can come from.







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- Flag the external conditions that could hinder your business growth.
- Take a look at your current marketing and its effectiveness.







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- Review how your current employees or team members are working individually and together.
- Examine your current business processes and tools to see if they are delivering.







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- Put together a comprehensive Business Growth Plan for the next 12 months.
- Review your Embroidery Business Growth Plan and identify your next steps, so you can achieve the goals you set for this course.





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Expectations

Before we get into the content, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.




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Module 1 – Part 1


Reconnect With The “Why?” Of Your Business




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 **Learning Objective:**


Take a fresh look at why you're in business and what your aims are for its growth.




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 **Why Did You Start Your Business?**

- You started with a vision for your business.
- Revisit this to see if it's still valid for you and your lifestyle.



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 Find a visual representation to remind you why you're in this business.



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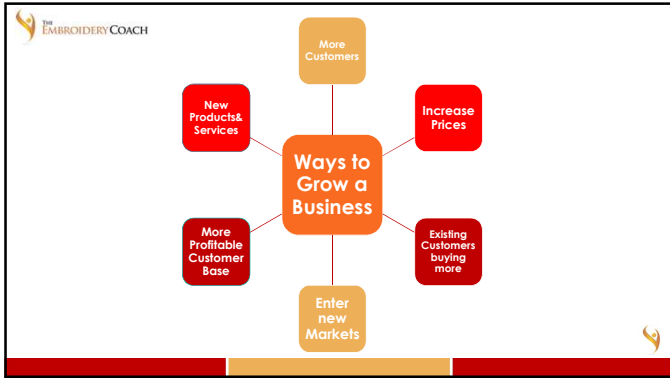
Whatever your motives, you need to get clear about where you want to go.

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Your Business Growth Options

Brainstorm some ideas of how you might bring about growth:

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- Decide what type of growth you want:
 - Fast and furious
 - Slow and steady
- Organic growth takes longer but can bring the greatest long lasting results

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Build a big picture view of where you want the business to be in 12 months.


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- “Every small business owner in our community will have promotional products produced by ABC Embroidery Company.”
- “Our vision is to be the New York States most sought-after promotional products company that services every state department.”
- “Our business will change the way every small business owner thinks about promoting their business.”




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Key Takeaways:

- You need to remember why you are in business.
- Identify the reason or reasons you want our business to grow.
- Plan an overall direction so you know where you’re headed.





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Action Steps:

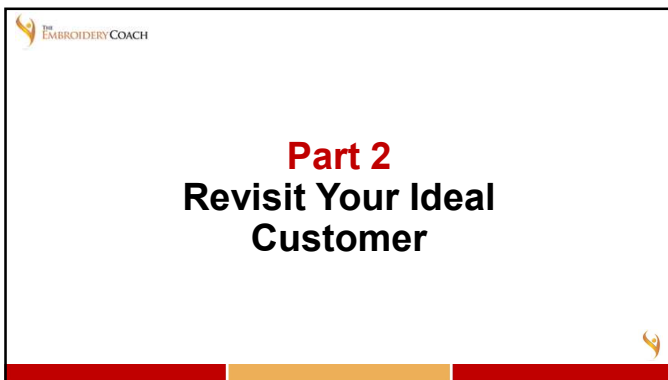
1. **Quick Win:** Find a visual focal point that reconnects you to the “Why?” of being in business.
2. List all the reasons you have for growing your business.
3. Describe where you want to be in 12 months’ time – both your business and your personal life.

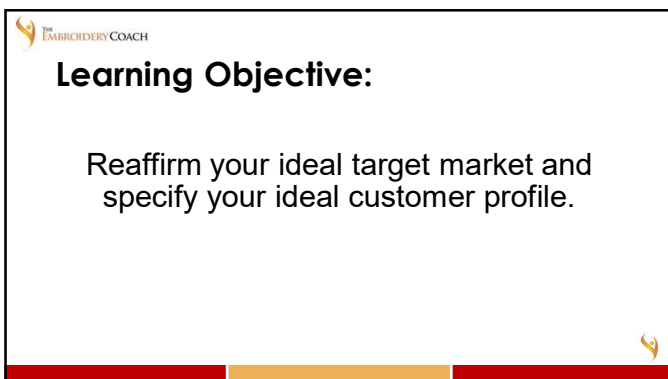
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 **Your Current Customer**


- Look at who's buying your product or service.
- Study your customer database for information.




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 **Investigate which prospects convert to sales.**


- Investigate which prospects convert to sales.
- What do they have in common?
- Talk to existing and past customers for more information.



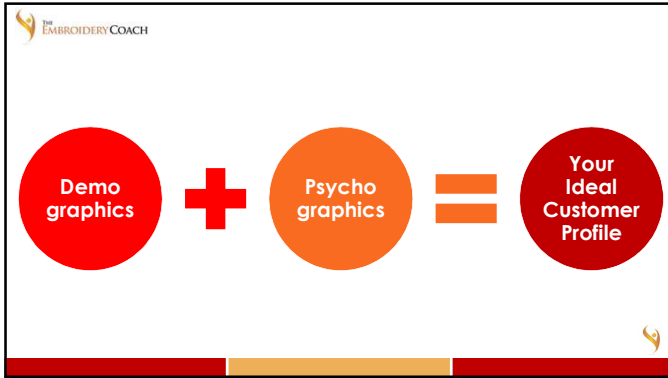
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 **Revisit Your Customer Avatar**

- You defined this once (or maybe more than once).
- Look at it again in the light of your business growth ideas.



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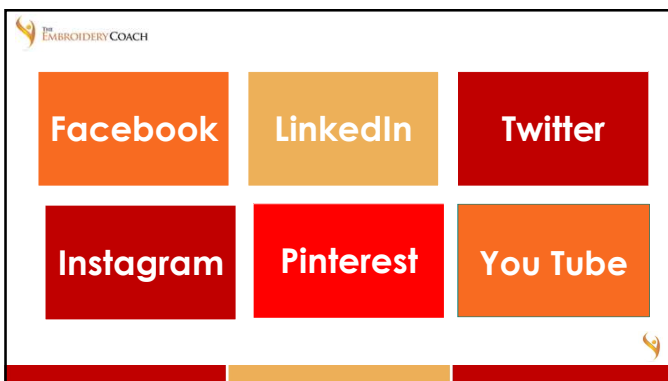
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Where to Find Your Ideal Customer


- You know exactly who you're looking for.
- What you want is to find look-alikes to expand your reach.

The logo 'THE EMBROIDERY COACH' is in the top left corner, and a small gold logo is in the bottom right corner.


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- Check out online conferences and exhibitions.
- Visit trade shows and fairs.




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Key Takeaways:

- Revisit your idea customer profile to make sure it's up to date.
- Keep track of where your idea customers hang out online and offline.



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Action Steps:

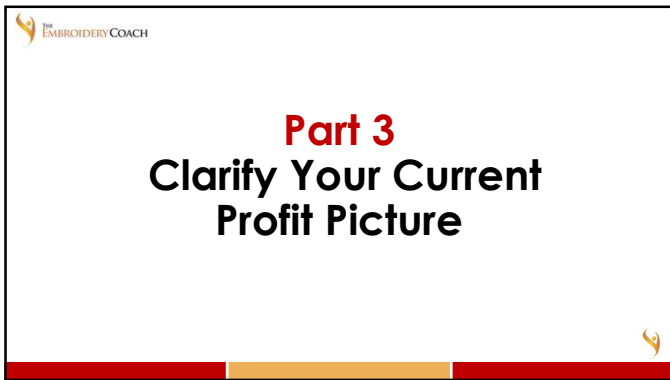
1. **Quick Win:** Write down who you think you are selling to
2. Write an up-to-date ideal customer profile
3. Research your ideal customer on social media



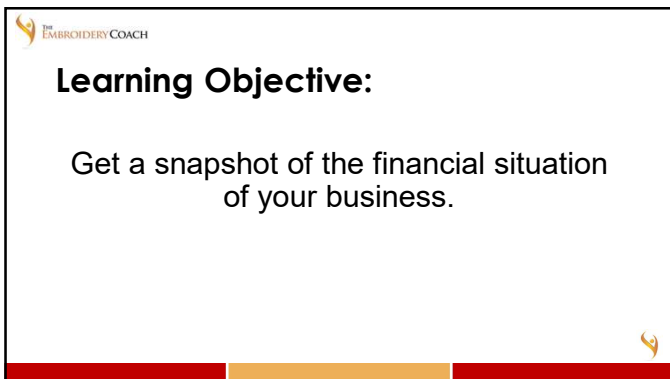
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 **Your Current Financial Picture**

- You need to know the financial picture of your business today.
- Get clear on where your profits are coming from before you think about making changes.




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graph LR; A[What Do You Charge?] --> B[What Does Each Cost?]; B --> C[What Profit Do You Make?];
```




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 **Additional Considerations**


- Satisfaction comes along with income.
- You probably get more excited about some offers than others.




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- You might have initially put up with low priced offers you didn't love in order to get your business off the ground
- Being in business is about doing the things you enjoy (or should be)




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Before you look at growth, look at:

- What you enjoy doing or providing in your current products or services.
- What stresses you or takes too long with little reward.




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Key Takeaways:

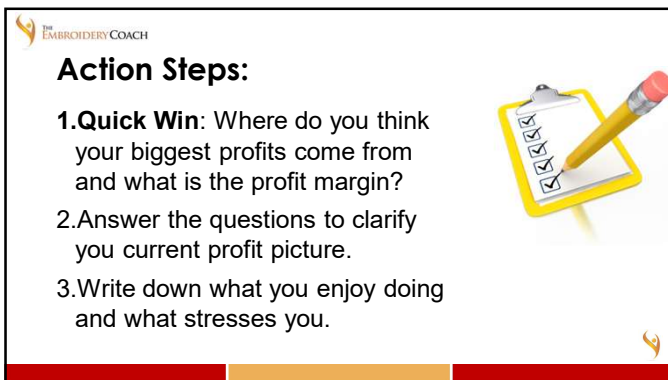
- Keeping on top of your numbers is a prerequisite for business success.
- Identify where your profits are coming from today before you make any changes.



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