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Create Your Embroidery Business Growth Plan

Module 3




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Module 1:

- Why you are in business
- Who your Idea Customer is
- Clarifying your current Profit Picture




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Module 2: S.W.O.T Model


- Revealing your Business Strengths
- Pinning down your Business Weaknesses
- Uncovered your Hidden Opportunities
- Tackled the Threats to your Business




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Module 3-Part 1 Explore Your Marketing Potential







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Learning Objective:

Take a look at the marketing you do now
and how effective it is for your business







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Verify What is Working

- Review what's happening in your business now
- Take a look at the last 12 months and ask yourself:





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Did we achieve our goals?

Has our target market changed?


Did our marketing message penetrate the market?

Is our brand recognized?

Did we make the sales we wanted?




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Review your current marketing tactics both online and offline:

- What gives you the best financial return?
- What gets your brand the most exposure?
- What marketing do you enjoy doing?
- Where can you improve?




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New Marketing to Grow Your Business

- In order to grow, you might need additional ways of marketing
- They may cost more than you spend currently but will make your business more efficient and save time




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For example:


- Set up a content marketing system
- Take paid advertising on Facebook
- Add video into your marketing




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When you put together your Embroidery Business Growth Plan, you'll make decisions on where to make changes in your marketing tactics.




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Key Takeaways:

- Not all marketing strategies work for all businesses, so you need to be selective.
- To achieve growth, you may need to alter your marketing tactics.



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 **Action Steps:**

1. **Quick Win:** How successful do you think your marketing is now
2. Look back at the last 12 months & answer the questions
3. Review your current marketing tactics & answer the questions
4. Which marketing tactics would best support your business growth



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 **Questions?**




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 **Part 2**
Assess Your Team's Development


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 **Learning Objective:**


Review how your current team is working so you can identify the changes you need to make to increase productivity




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 **Your Current Team**

- You probably have an assistant, an embroidery machine operator or helper, & accounts person
- Review current processes;
 - What's working well?
 - What needs improvement?




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Trust Clear Goals & Milestones Regular Communication Human Interaction



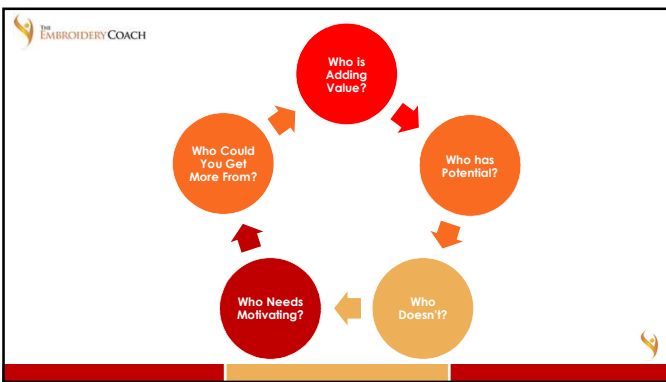
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Evaluate Your Existing Team Members

- There could be internal changes you can make to improve the performance of those you already employ
- Consider their potential and whether you could train them to take on other tasks

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Outsource to Fill Gaps

- You may need to recruit to add to your existing team
- Outsourcing can free you up to grow your business

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What tasks could you outsource?


What tasks are you still doing?

What tasks do you no longer wish to do?

What resources do you need?




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Key Takeaways:

- The people you have working for you now should be contributing to your business in a positive way.
- There may be internal changes you can make to improve productivity.
- You might want to consider outsourcing more.





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Action Steps:

1. **Quick Win:** Your team - What's working well & what needs improvement?
2. Take a critical look at your team's output & answer the questions
3. Make a list of tasks that should be done by someone else
4. Make a list of team resources you feel you'll need in order to grow

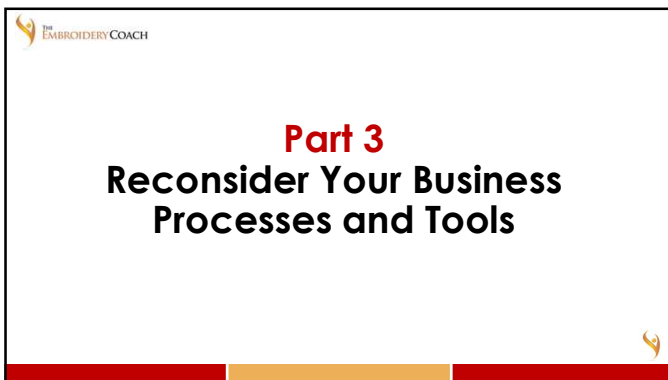




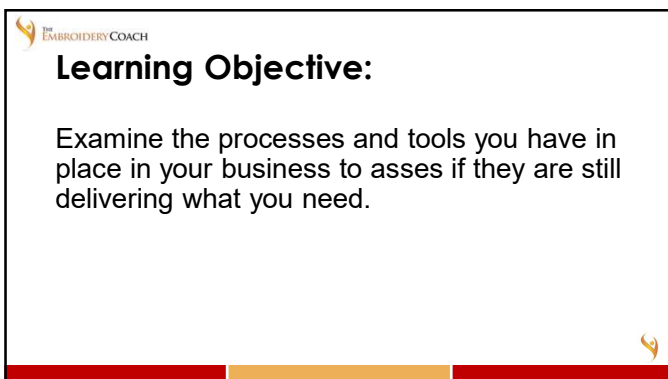
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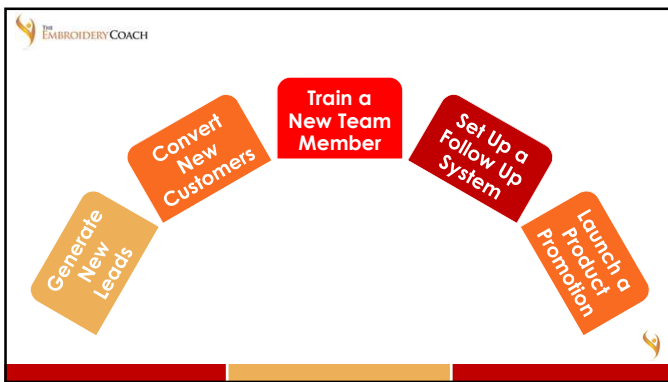
Pick Your Processes

The processes you have in place demonstrate how you do things.



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Generate New Leads

Convert New Customers

Train a New Team Member

Set Up a Follow Up System


Launch a Product Promotion




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- 1 • How efficient are they?
- 2 • Do they meet your business needs?
- 3 • What could be improved?
- 4 • Where could you free up more time?
- 5 • Where could you cut costs?
- 6 • How are these processes increasing your team efficiency?




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- What process will you use to prioritize any changes you make in your business moving forward?
- Decide on your own process and criteria for prioritizing changes




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Track Your Tools


You probably use many different tools in your business especially if you have remote team members.




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<p>Project Management</p> <ul style="list-style-type: none"> • Mind Map • Spreadsheets 	<p>File Sharing</p> <ul style="list-style-type: none"> • Google Drive • Dropbox 	<p>Productivity Tools</p> <ul style="list-style-type: none"> • Machines • Embroidery Software • QuickBooks
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- Review the tools you use to see if they are still valid for your business.
- Rethink your customer management tools like email marketing systems, and follow up methods.




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- Is it time to invest in a more comprehensive email marketing system that allows segmentation? AutomaticEmailSystem.com
- Is your QuickBooks up to date?
- Do you have your QuickBooks set up the way that I teach?




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With Business growth in mind, ask yourself:

- Am I consistent with my posting on Social Media?
- Do I need tools to handle Social Media?




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 **Do you have Tools For Social Media?**


- Creating images with quotes?
- Scheduling?



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 **Key takeaways:**

- Review your business processes regularly.
- Keep productivity tools updated for the best performance.



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 **Action Steps:**

- 1.Quick Win: What is the most useful tool you use?
- 2.Assess how happy you are with your processes
- 3.What process will you use to prioritize changes to keep the business going while growing?
- 4.Assess the strengths & weaknesses of the tools you use




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