



JOYCE JAGGER

# THE EMBROIDERY COACH

## Building The Foundation of Your Embroidery Business Checklist!

### 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

This “**Building The Foundation of Your Embroidery Business**” 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 from the start of your business to opening up the doors.

### Step # 1 - 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 # 2 - 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.

## Step # 3 - 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 # 4 - Learn Embroidery Basics

- Make sure you have your Embroidery Machine Set up correctly
- Learn which Backings & Toppings to use for the different types of fabrics
- Learn which types of Needles to use for the different fabrics
- Learn what type of thread to use for the types of garments that you will be embroidering
- Learn how to Hoop all types of items that you will be offering
- Study Embroidery Design Placements for the items that you will be offering for your market
- How to finish the Garments, making them ready for pickup or shipping out
- Learn the Basic Production process
- Learn how to solve Problem Issues and Mistakes
- Learn how to maintain your embroidery machine so that it stays in tip top condition

## Step # 5 - Purchase Other Tools

- There are a lot of other tools that you will need in your business such as rulers, markers, a steamer, hooping devices etc.

## Step # 6 - Purchase Supplies

- You will need to purchase items such as thread, backings and/or stabilizers to use for the different types of fabrics.

## Step # 7 - Learn Embroidery Techniques

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. Below is a list of many types of items that you should get comfortable working with.

- Knit Shirts-Golf Shirts-Sweatshirts-T-Shirts
- Difficult Fabrics
- Woven Shirts
- Jackets
- Caps
- Visors
- Linens
- Towels
- Belts & Straps
- Bags
- Blankets
- Miscellaneous

## Phase 2 - Setting Up Your Business Structure

Getting set up for 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

### Step # 8 - Set Up Your Business Forms and Create Your Ordering & Production Systems

- Business Forms
- Ordering System
- Production Forms to help with production flow

## Step # 9- Create Your Marketing Materials

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

## Step # 10 - Create Sales Tools

- Some of the most common sales tools that I have found that will help you as you are working with your customers are a Thread Chart, basic Layout Style sheets and a good Font selection.

## Step # 11 - Create Your Price List

- To learn my 10 step process for creating a price list for a profit [click here](#) read the article. You will need to create a Basic Pricing Structure.

## Step # 12 - Setting Up Your Bookkeeping System

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

## Step # 13 - 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.

## What's Next?

To be able to learn quickly with the right guidance of someone that has first-hand experience, I would like to invite you to join our program, [“How To Start An Embroidery Business.”](#) It will walk you through each step and you and it will shorten your learning curve by many months. You want to be able to start making those machine payments with money that you have earned, not with money from your pocket.

When you invest into the [“How To Start An Embroidery Business.”](#) Program, you will be able to download a workbook that will take you step by step through the entire program along with many videos showing you how to accomplish each step. There is no fluff in this program, it is strictly How To

and what to do next. With my guidance, it will help you set up your Embroidery Business properly right from the start. You'll have the right tools and processes at your fingertips to get you off to a great start!

Joyce Jagger  
The Embroidery Coach