



JOYCE JAGGER

THE EMBROIDERY COACH

“How To Start An Embroidery Business”

Planning For Your Embroidery Business

This is Joyce Jagger, The Embroidery Coach, and I want to welcome you to How to Start Your Embroidery Business. Now, I'm so excited about doing this program. This is a program that I have wanted to do for a long time, and I've got a lot to share with you, so let's just get started. I've been working with home embroiders and very large corporations, getting them started with their embroidery business and helping them to grow their businesses. Now, embroidery is not only a fun business, it's also very profitable when it is started properly and you have all the right equipment, tools, and coaching to help you stay on the right path.

Did you know that only 50% of the embroiderers that start their businesses are still in business after a couple of years? Now, this is very sad, and it has little to do with the intention of their efforts as an embroiderer. It has more to do with having the right training, systems, approach, and tools in place. Deciding why you want to start embroidery business is very important in its longevity.

Now, there are times when it can be tough and very discouraging when you are not getting enough orders to pay the bills, or you encounter issues that you cannot figure out how to solve quickly. You may be at a point where it would be easier to quit than to keep persevering to work through it. Now, these are exactly the times when you must know why you wanted to get your business started in the first place, and it must be a strong why in order to be able to get through these tough times. You really must have a mindset of determination to succeed in your business.

What is your ultimate goal of starting this business? What do you want to accomplish as a result of this business? Where do you see this business going or how do you see this business growing? If you want to have success with your business, you must create a business plan. Now, it can be a very simple plan,

but you must have a guide or a roadmap to follow in order to make it successful. It does not happen all by itself. You must make it happen. And without a specific plan, this is impossible.

Most embroiders do not create a plan before they start their business. As a result of this, they are in a constant struggle as to what to do next and where to get the right information to help them. A good working business plan is the first and most important tool that most embroidery business owners are lacking. Without a plan, they really do not have much of a chance for survival.

Now, this course is for the person that has not yet started their business, the one that is just starting their business and the one that has an apparel decorating business and wants to add embroidery to it. I'm going to start at the very beginning of planning for your embroidery business. There may be some of the basics that you have overlooked or did not even realize that you needed to have in place when you first started your embroidery business. I will teach you how to better plan out your entire business and give you the right tools to help you get started off on the right foot, so to speak.

Now I'm going to talk about getting prepared to create your plan. Now, when you are first creating your business plan, do not use business plan software. It's a waste of your time. You will have to answer way more questions that's necessary and you have to learn how to use the program. You want to keep it simple and answer questions that are only applicable to your embroidery business. Business plan software is not specific to the embroidery business. You do not want to follow someone else's plan. This is your business and the plan must be unique to you and your business

I just want to give you some basic ground rules to make it easier for you. You will need to purchase a three-ring binder with tab sections in preparation for your lessons. As you are working on each section, you can place it inside of the binder in the correct section. I will teach you how to better plan out your entire business and give you the right tools that you will be able to measure your progress by. Does this take a lot of time? Yes, it does when you create your initial plan. But once you have it in place, it is only a matter of minor tweaking and making the necessary changes as you grow your business.

Now, in this session, we're going to go over setting your goals, preliminary business planning, and organizing each area and creating a floor plan. Now, as we go through this, you're going to hear me repeat myself, but that's for a

reason. Many times the same statement or thought needs to be repeated over and over so that you remember it and get it buried in your brain. This is not to say that you do not understand. It is merely that repetition is a basic learning technique that can be the difference between learning and forgetting versus learning and remembering. We do not always hear everything that is said the first time, and it's to your benefit for me to repeat it. If you've taken any of my courses before, you know that I am going to say some of the same things over and over. I am so adamant about planning and keeping track of each of your processes, so just be prepared.

Now, before we get started, I want to ask you some very important questions.

- Why do you want to start your embroidery business?
- What is really driving you to do this?
- Do you have specific goals for your business?
- Are you in the habit of weekly and daily planning?
- Have you chosen a name for your business?
- What does your business name say about you?
- How many different areas of service do you or will you plan to offer in your business?

I want you to sit down and write out the answers to these questions. Now, it is very important as we're laying the foundation for an efficiently-run business. I want you to keep your answers and when we are finished with this course, you can go back to those answers and see how differently you would answer them at that point. If you are new to the embroidery business, then some of these items may be a little more difficult for you to answer. But after you finish with this course, you can go back to those answers and answer them again. You will need to have them in place before you ever open your doors for business. It is going to make it so much easier for you and you will be able to grow that much faster.

Now, preparation is the most important factor in running your embroidery business. In the first part of this course, I am going to be talking about your preliminary planning. Having a specific plan in place before you get started with your business is very important. Your business will grow much quicker and you will feel more organized.

Now it's time to create those specific goals and start creating your plan to start your embroidery business. I've included some planning sheets for you to

download and save. You need to print them out and you're going to be using these planning sheets to implement all of your planning. You've got one-year business goals, six-months business goals, 60-day business goals, weekly goals and plans, and a daily plan.

One-year Business Goals

Write down the three main goals that you think you would like to reach within the first year. Do not write down more than three goals. You cannot possibly focus on more than three. Where do you want to see your business at the end of the next 365 days? Without set goals, you will accomplish nothing and you will feel too scattered. Purchase your machine, open for business, reach a monetary goal by the end of the year. Remember, these are the three main goals to accomplish as you are starting your embroidery business. They have nothing to do with your personal life. And if you are starting your business in your home, there's going to be some overlap in planning, but not in setting your goals.

6-Months Goals

These are the goals that you created as a result of the three that you made the decision to reach within the next 365 days. You will be breaking them down a little smaller. Now, this is going to be planning out the first six months of your business, you know, such as:

- Researching and purchasing your equipment
- Creating your price list
- Creating your business and marketing plan
- Learning your design techniques.

All of these will need to be completed before you can open for business. The sooner you get them done, the sooner you will be able to start promoting your business and taking in orders.

60-day Goals

now, these are the goals that you will create as a result of the ones that you made the decision to reach within the next six months. You need to take a look at the list of the six-months goals and write down the ones that you want to accomplish in the next 60 days.

- Researching and making the decision on embroidery equipment
- Purchasing and setting up your accounting software
- Starting your pricing structure.

Now, I don't plan out any farther than 60 days because it's too hard and a waste of my time. There are just too many little things that creep up and change along the way.

Weekly Goals and Plans

Next you're going to take your 60-day plan, which is eight weeks, and create your weekly goals. You really need to concentrate on one goal for the week, such as researching your embroidery equipment. You can set more than one goal, but I want you to get in the process of setting your goals and completing them. Once you are there and in the habit of planning and writing goals, it's going to be easier for you and you'll be able to reach them much quicker. If you are easily completing your main goal for the week, you can expand on them and create more than one main goal for the week.

Daily plan

Now, after you have your goal for the week, I want you to break it down and write one or a smaller piece of your main goal to be done each day of the week. Now, this will work towards completing your main goal for the week. When you have them in bite-sized pieces, they are so much easier to achieve.

- You know, Monday you can search the internet and call different embroidery machine distributors to get their brochures.
- On Tuesday you can contact embroidery software companies to get their brochures.
- On Wednesday you can research financing options and figure out the best source for you.
- Then, you'll continue Thursday and Friday.

Now, the next step is to add the rest of your schedule to the plan for today. Now, this is not hard. It's only going to take a few minutes, but I want you to create it for the entire week in one session. On your plan for today you're also going to be adding your other items that need to be done on that day. You want to look at your overall schedule for the week of the jobs that you have planned and add them to your plan for the day for each day of the week.

Now, you're also going to add all the items that need to be done, including your personal items. They all take time. At the end of the day, you may need to adjust the plan for the next day. But if you plan it all out for the week in the first place, it's going to help you see the big picture, and it will also let you know if you have time to slide in something extra that comes along your way. I go over my next day's plan at the end of every single day so that I am ready for the next day, and it saves me a lot of issues that may pop up unexpectedly.

I like to create my plan for the week early on Saturday morning. I have the week finished. I can go over some of my figures. Then, I get the plan ready for the next week. It goes very quickly, and I feel really good when I haven't finished. It is very, very refreshing. You know at a glance every single day what you are going to be doing, and it is so much easier rather than trying to figure it out at the beginning of each day.

Now, these planning sheets are something that you are going to have to keep up week after week. This is not to be done this week and put aside. This is a very important habit that you need to build in order to create your plan. It's all part of it. After a few weeks, this is going to become second nature to you and it will no longer be a chore. After you have your sheets filled in for the week and the week is over, save all of these sheets from the week in your binder and you'll be able to see the progress that you are making.

I have found that if I do not take the time to create my plan on Saturday morning, I sort of wander through the week and take things as they come. I do not have a focus, and I do not get nearly everything done that I have in my head that needs to be done. Having your goals and plans in your head does not work. You must write them down. This is true for business, and it's true for life.

Joyce Jagger
The Embroidery Coach