

Who Is Joyce Jagger, The Embroidery Coach?

My name is Joyce Jagger, The Embroidery Coach and I want to tell you a little bit about myself before we get into the actual program of **“How To Start An Embroidery Business.”**

I have worked with individuals, as well as, large multi-million dollar corporations teaching how to start and grow their embroidery businesses for the past 15 years. Prior to that I had my own multi-head embroidery shop for over 20 years that started right in my home and I quickly had to move to a retail space. I sold my business because of health issues and after retiring for a very short time, I decided to get into the consulting and training business to make it easier for embroiderers to get started!

I went to a seminar that was entitled **“How to Start An Embroidery Business”** and was very upset with the way that the seminar was held and decided right then that I was going to help people get started the right way. All that the instructor was doing was selling a machine. He had very little useful information as to how to get started. He told about some pie in the sky money that could be made and talked about products that you could embroider on. I went home from that seminar and put together a plan to get my consulting business started.

After one year of creating over 100 videos to show people how to embroider, right from step 1 that included a lot of shortcuts to make it easier, I created a video training membership website and began marketing it. I had an excellent reception because there was nothing on the internet like this!

That website has evolved 4 times since then and I have added several hundred more videos to it teaching about all areas of running your embroidery business. I have created programs based on what embroiderers are asking for, in addition to all of the information that I did not have or had to learn the hard way.

I do not want anyone that wants to start an embroidery business to go through all of the struggles that I went through to learn the business. I fell down so many times and had no one to turn to, to help me move forward.

After 15 years of struggling to make ends meet, my accountant said that I had to start charging more or close the doors. Closing the doors was not an option. So he came into my business and watched all of the processes that I had to go through to work with my customers and what I actually had to do for my customers, he helped me develop a system that worked! We developed one that I was able to use to create a great pricing structure, a more organized shop, and an efficient work flow. It is the same system that I have taught many other embroiderers and most importantly, **IT WORKS!**

So many new embroiderers get the idea to start a business, go out and purchase the most inexpensive machine and software they can find without even knowing anything about it. Then the salespeople tell them that it is so easy to learn how to embroider, how they can turn their spare time into so much money and they actually think that now they are in business. Then they are given a couple of lessons on the machine and in the software and they are now on their own to learn how to actually get their business started!

Their next step is to go out on the internet and spend hours and even days searching for all of the free education that they can find on how to get their business started. Then they get totally confused because there is so much information out there that has been put together by many so called experts!

When they search and search many of them find me and my training website. Some are willing to pay for the right information and some are not because of the fact that there is so much free information available; some good, some bad and some conflicting!

If you are willing to invest in some good education, you can shorten the learning curve by many months and actually start learning how to create a profit from the beginning of your business.

If you are not willing to invest in a good program, then you may continue to struggle and get nowhere with your business. There is a long learning curve to this business if you are trying to do it all on your own.

There are too many embroiderers creating embroidery that is only mediocre at best and have no idea that they are not producing high quality embroidery. They do not even know what high quality is or even looks like!

They are taught to push the buttons in their software to perform different functions, but they are not taught anything about the basics of what really goes into creating high quality embroidery. Without high quality embroidery it is impossible to be able to charge what you need to charge to even stay in business.

During this “**How To Start An Embroidery Business**” training program, I am going to be teaching the basics of Planning, Pricing and Marketing your embroidery business as well as How To Apply High Quality Techniques to your Embroidery Designs.

As you are starting your new embroidery business you will be competing with other commercial embroidery business and if your designs are not of high quality, it will be hard to command a good price for them. You want to start right out with designs that will help you stand out from the crowd!

I am here to help you avoid that long learning curve and help you get started on the right foot at the very beginning of your business. When you are going through this program, make sure that you are taking a lot of notes and even go through it a second time.

Print out all of the downloads that I give you and start using them right away. Make sure that you do your homework, this is very important. You do not want to skip any of the steps in the Preparation of your Business!

Preparation & Planning Are The Most Important Factors In Running Your Embroidery Business!

Following the program in the right steps will speed up the process and the sooner you have all of the work done, the sooner you can open the doors for business!

So now it is time for you to get started in the first lesson of “**How To Start An Embroidery Business.**” You will be starting with the **Planning For Your Embroidery Business!** This first lesson is not creating your Business Plan, it is going through the process of what it takes to actually Plan Out Your Embroidery Business!

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The Embroidery Coach

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