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THE EMBROIDERY COACH

“How To Plan Your Embroidery Business Workshop” Class 2

In this phase of creating your business plan we are going to concentrate on Marketing. A good business plan is never done and a good marketing plan is never done. They are created for the purpose of guiding you as you are running your business and they are constantly changing to reflect the changes in your business. After this course, I do not want you to think that this is done or you are finished and put it in a drawer and forget about it. It is to stay on top of your desk top at all times and be used on a daily basis. I cannot emphasize that enough!

In this segment I am going to talk about marketing your business and then we are going to start planning out your marketing campaigns. The way that we do marketing has changed in the past couple of years but the basics of marketing never changes. Being courteous and respectful, developing your own niche, finding out exactly what your customers or prospects want, and giving it to them! This is the basic core of marketing and will never change!

Purpose of Tonight's Class

- Talk about Creating your Business Brand
- We are going to go over some very cost effective ways for you to start marketing your business.
- Talk about how to start Planning your Marketing Strategies
- Show you how to create your Marketing Plan

Review from Class 1

- Do you have your Signature / Elevator Speech ready?
- Have you created your goals?
- Does the name of your business let people know what you do?

What is Marketing?

Marketing is the process of getting the word out about your products and services to the right people! The right people are your Niche or the group of people that want what you have to offer! People don't buy what they need,

they buy what they want. This is something that you want to keep in mind as you are preparing your marketing campaigns.

The pushy sales approach does not work anymore. You have to create conversations and get to know your audience. Today's marketing is all about relationships. This is known as Social Networking and it is done both offline and online. Prospective customers or clients are looking for good information from you and until they learn about you and get to know you on a personal level, they will not buy from you. In today's world you have to educate your ideal customer or client. People like tips that benefit them, stories, case studies, testimonials about how your product has helped someone. This is all part of marketing today. This will help to instill trust in you and help them to become friends with you. I have found that when times are tough, the people that you have made friends with will stick with you and become loyal. They will buy from you over and over.

Making That First Impression And Creating Your Business Brand

Before you begin to marketing you need to start building your business brand. Building Your Business Brand is very important in creating recognition for your business within the community. There are several ways to accomplish this but first you must ask yourself a few questions.

- Do You Look Like You Have An Embroidery Business?
- Does Your Logo Give An Indication Of What Your Business Is About?
- Do All Of Your Advertising Pieces Flow With The Same Look?
- Do You Advertise Your Product Every Place You Go?
- Is Your Appearance Reflective Of Your Workmanship?
- Is Your Showroom Neat And Organized Ready For Customers At All Times?

Creating your Business Brand is not hard, but it does take some thought. You need to have a logo created by a professional. There are many design options that you can pursue on line and I found excellent results from www.99designs.com I paid \$299.00 for their lowest level of design. You tell them what your likes are. What colors you like. You need to work with colors that you love along with colors that will look professional for your market.

You can send them ideas if you have any and then they will have their artists create you a logo with their own interpretation. I had a choice of 73 logos to choose from when I had mine done. I was so excited and happy with all of the choices. It was hard for me to choose, but I sent out a copy to several of my

friends and asked their opinion on Facebook. I settled on the one that got the most votes. It was really an exciting process.

Does your appearance indicate that you are a businessperson and that you do embroidery? Select your items of clothing and the color that will look great with your logo on it. Not every item in your closet needs to be embroidered, but when you are out in public you should be wearing your logo, especially when you are at networking functions and going on sales calls. This is an excellent way to attract customers. Make sure that the item you are wearing is of high quality and the embroidery is impeccable. This is a great way to sell high quality products. It is not always easy to be on your toes at all times, but when you are out in public or in your place of business you should be at your best. This really shows your customer that you are that serious businessperson that they can count on and will be able to help them and deliver what it is that they are looking for.

Is your embroidered logo, business cards, brochures, letterhead and signage all the same or very similar? This is very important in establishing your brand. You want you and your business to be easily recognizable by color and style and you want people to know who you are by your brand look. The more that they see the same brand, the better they will remember you for it.

Does your workplace reflect that you do top quality work? It is neat and organized? If this is not the case, you could be hurting your business. Creating your Business brand is extremely important and goes along way when you are trying to instill confidence in your customers and prospective customers!

First Impressions - Your Marketing Pieces

We talked about creating or building your brand, now I want to talk about that first impression that you make on your prospect or customer. This first impression can make all of the difference in the world. When you talk to your prospect or customer you need to have a marketing piece to hand to them. Most generally, this is your business card, but it can also be a brochure or a post card.

When you are creating or having your marketing pieces created you need to make sure that they look great, let the customer know exactly what it is you do and make sure that all of your marketing pieces are consistent in their look and give the same message.

What is it you want your customer or prospect to do? You must let them know by the marketing piece that you hand them.

- Do you want them to call you?
- Do you want them to visit your website for a free gift or coupon?
- Do you want them to come to your place of business to receive a FREE gift, coupon or discount?

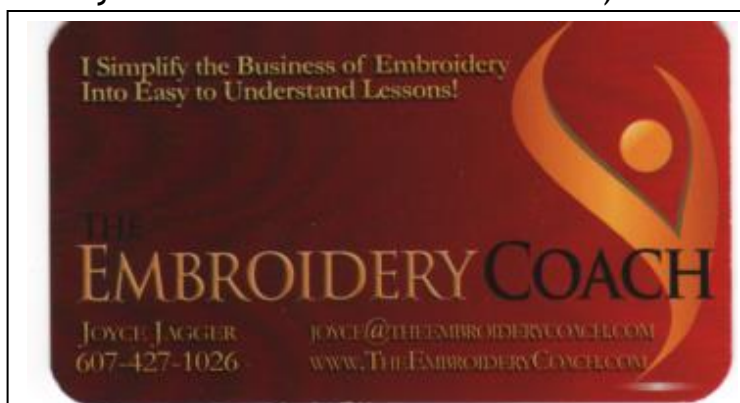
You must make sure that your message is clear and that you are giving them a call to action. You must give them a reason to come to you. Your business card is the first item to take into consideration. What does your business card look like? It is one that they will remember. You want to make your marketing pieces are items that they will look at and say WOW! I need to check these people out!

Many people overlook the importance of having a high-quality business card, one that will actually leave a great impression. Remember, the first impression is the lasting impression. Most people will buy the cheapest business cards that they can, never thinking of what an impression that is actually leaving with the new prospect. Many even have a standard logo or a logo from a company like Vista Print printed on the back of the card. Do not ever do this. A cheap business card with no real thought behind it says that your business does not pay attention to detail. Bad mistake!

Think about how the Business Card is representing you.

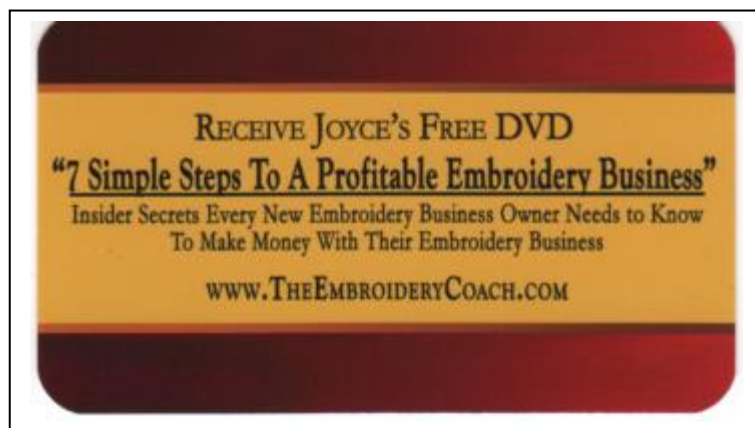
Here are the important components that need to be on the card.

- Business Name
- Logo
- What you do (Your Tag Line)
- Address (if applicable)
- The best way to contact you (email-Phone or both)
- An offer on the back (You can send them to your Facebook Fan Page or your website for a FREE offer!)



Only have 500 Business Cards printed up the first time. You may want to make a change on your business card. You can then make the changes and have more printed for your permanent card.

Give it some color. Use a color that you love and one that you are going to use in all of your marketing materials including your website.

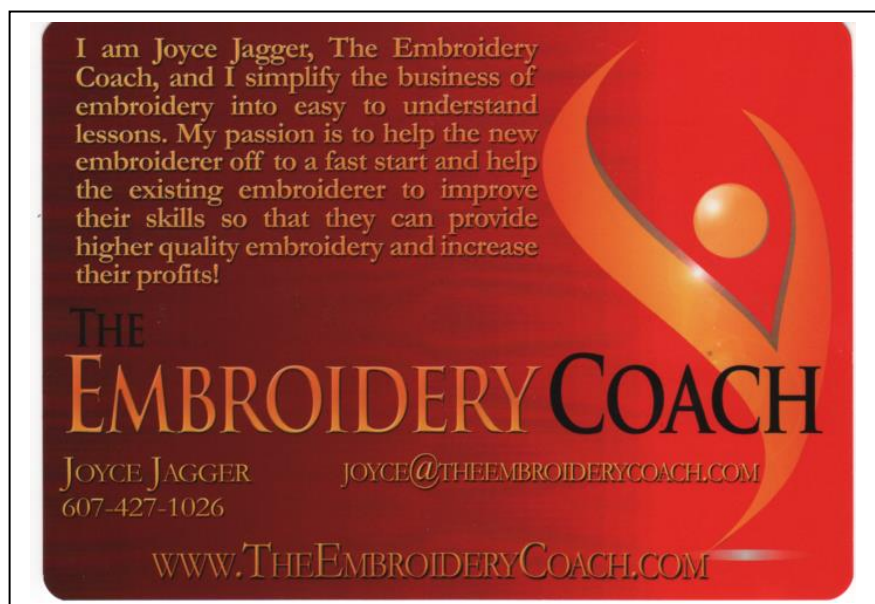


Use a coating on the front side. You want to leave a really good impression on your prospects and customers. Do not put a coating on the back of your card because you may want to write something on it.

The colors that you want to use needs to be part of your branding process. Yes you will make

changes. I have made so many changes it is incredible, and I am in the process of making changes again. I am in the process to changing all of my headers so that they are red, gold and black! You will notice as I go throughout the year many changes. My headers on my emails need to be changed and they will be very shortly. Some of my websites still have the old style, but that will soon be changed also. It all takes time and many thoughts!

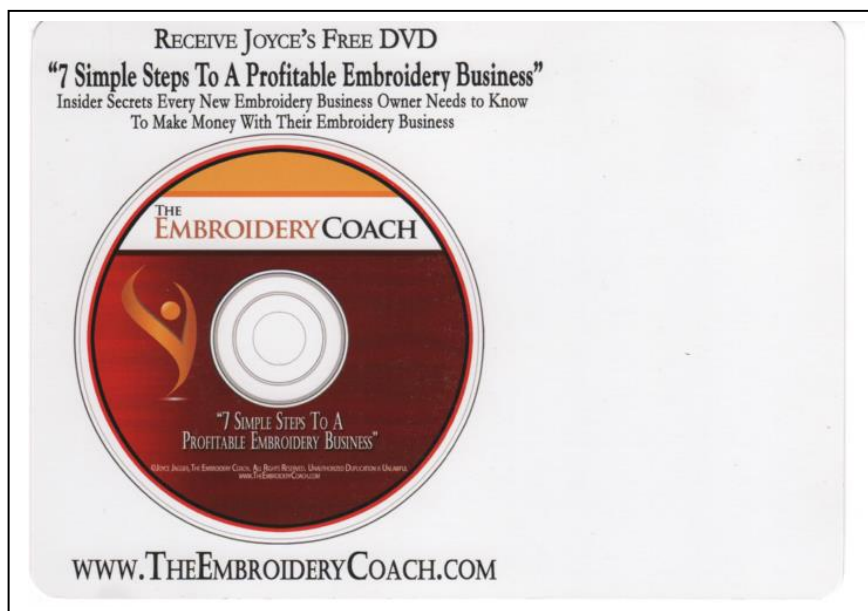
I had my business cards printed online through a company called Overnight Prints.com and the service was excellent and fast. I did not get them overnight, but it is a service that you can choose if you need a few in a hurry.



Here is a Post Card that I had printed to send out or hand out at tradeshow. It has worked really well in getting me leads. **This is the front of my post card.** You can see that it has my elevator speech on it. I taught you how to create your elevator speech in lesson 1 of the **Business Planning Workshop.**

You can have one created with on lead product or some type of promotion on it that you can hand out at

different functions that you go to. It will really work for you. Again make sure you have an offer on there, one that they cannot resist! It does not have to be expensive, just something that will make them take action.



This is the back of my Postcard. It has my offer

plus space for addressing. My Post card is 4" x 6". Do not purchase the normal sized 3"x5" postcards. I have learned that people do not pay as much attention to those as the larger ones. When someone gets my card, they don't just throw it in the trash. It is attractive plus it has the offer on it

for the FREE video. This makes them take action and send for my FREE video.

You may have even received one of these postcards. If you would like for me to send you one, send me your name and address and I will send you one. That way you will have it in your hands, and it will be easier to duplicate what I have done. I also had my postcards printed through Overnight Prints. The shipping was horrible because they were so heavy. I had the plastic coating put on the front also, but not on the back. The next time that I have them printed, I will see if I can get them locally for a good price. If not, I will continue to work through Overnight Prints.

Brochure - If you are going to create a brochure, you want to keep it simple. In your brochure you are selling yourself and your service. You are not selling products. This is another piece that will help with your credibility. You want people to take some type of action. Do not forget that part. Do not try to sell them a product in the brochure. You can list your products but do not try to sell them. Do not put any pricing inside of your brochure.

Include your elevator speech and a little bit about you and how you got started. Like I said, keep it simple with plenty of white space. Do not try to put an entire website on there or your resume! You want to let them know what you can do for them and how you are going to do it.

Include a picture of you and maybe a product picture or two. People like pictures.

Niche Marketing

You absolutely must know who you are marketing to. If you try to market to everyone you will not be effective in attracting the right people that you are looking for. Your ideal client can be reached with a targeted message and when you focus all of your efforts on this ideal client you will see your business grow at a much faster rate.

Sit down and really think about this one. If you are already in business, you will find that the majority of the people that you are presently working with will make up your target market and will have a lot of common characteristics.

- How old is the average customer?
- Are they male or female?
- Do they have their own business?
- What are their hobbies?
- Where do they hang out or spend most of their time? Online, at clubs & organizations, at school?
- What type of issues do they have?
- What is it that they cannot get from someone else that they are able to get from you?
- Approx. what would you say their income level is?
- Do they have children or pets?
- What type of products do they buy on a consistent basis?

After you answer these questions it will be easier to craft that one message. You will know exactly who you are talking to. When I am writing my messages I write as if I am sitting across from this person and I am only talking to that one person in a very conversational way. It is so much easier to create one message rather than trying to create different messages for each type of group and also more cost effective.

I found myself having to recreate different marketing pieces for all of my different markets until I finally found out the hard way that this is not the right way to market. I was never told this. I just followed the instructions that were given to me by ad agencies. Once I had my business plan in place I was required to work with an ad agency to make sure that my marketing was correct and all that it did was cost me time and a lot of money! After a few failed attempts and \$50,000 dollars, I gave up and started doing it my way!

When you are working with one type of group or niche market you become known as the expert in that niche and you will gain more trust and recognition in your business. Other people that have worked with you and are happy with the results will highly recommend you because you are the expert.

Low Cost Marketing Methods

There are several ways to market your business and get the process started immediately and most of what I am going to concentrate on are very low in cost. I will also touch on some ways that will cost you a few more dollars but they are not ways that would break the bank. I started out by paying for ads in the newspaper and it was a foolish mistake that cost me a lot of money and I got no results. I do not ever encourage anyone to go that route! Marketing does not have to be expensive advertising and can be jumpstarted in the following ways at very low cost.

- Networking OffLine
- Post an Ad on Craig's List on the Local Level (FREE)
- Ask for Referrals (FREE)
- Attend Tradeshows in your Niche
- Trading Products & Services
- Press Releases
- Joint Ventures
- Networking OnLine

Marketing and Networking on a Local Level-OffLine

This is the first place to start!

- Church
- Chamber of Commerce
- Clubs/ Organizations you belong to
- Friends & Family
- Gym
- Everyplace you go

Getting out and being seen is very important. Actually meeting people face to face is the best and most effective way of building up your business on a local level. You cannot get business into your shop by staying in your shop and not getting out. I hear people say, well I can't, I am a one-person business and I have no one to watch the shop while I am gone. This does not have to stop you. The Chamber of Commerce has breakfast meetings. Set up

appointments with people early in the morning. Change your store hours a bit so that you can have this part of your marketing plan. I have found that most small business owners would rather meet early in the morning before they start their own business as a general rule, if small business owners are your market. This is the time that they are the most receptive.

If you are dealing with clubs and organizations, you can set up appointments in the evening. You can even set up appointments on the weekend if that is necessary. You must do whatever it takes to get the appointment set up and get in front of your prospects!

Sometimes you will have to go the extra mile in order to get that appointment. I have a great quote by Paula Abdul- ***“There is no traffic beyond the extra mile”***. Going out of your way to accommodate them leaves a great impression with people!

Post Ad on Craig’s List

This is a method of marketing that not too many people use or even think about I did not until my daughter started using it. Sometimes it works and sometimes it does not, but it is totally FREE so try it out. As long as you are targeting your message, it should work. My daughter uses Craig’s list to get a lot of clients for Personal Training. She runs one all of the time. Some weeks she gets lots of calls and other weeks she gets none at all, but at long as it is not costing you any money, you can run different ads in and see what your results are. You can change the wording around offering different types of products to the same market and see what happens!

Ask for Referrals

Asking for referrals is another one of the most effective, quickest and least expensive ways of gaining these new customers. How do I do this? There are several ways of asking for referrals.

- Have Business cards Tucked Into Customers Pick Up Bags.
- Add Coupons to Customers Bags To Give Out To Their Friends
- Ask For A Referral After Customer Has Placed Their Order.
- Tell Everyone, Friends, Family and Employees About Referral Program

Have Business cards Tucked Into Customers Pick Up Bags - The easiest and most effective way that I found was to always give my customers business cards and brochures. When they pick up their order, make sure that you have added the business cards or brochures to their package. Ask them to write their names on the back of the cards or brochures and hand them to

their friends, family and acquaintances. When the person comes into the shop that has been referred, you take the business card and keep track of the person that referred them to you. The person that gave the referral would then get a discount on their next order. Everyone wants to get something for giving out your name.

Add Coupons to Customers Bags To Give Out To Their Friends

Create some coupons for your customers to give to their friends for that first order. When the friend comes in to purchase with their coupon, the person that gave it to them will also get a discount on their next order. This way the person that receives a coupon has a reason to come to you for business and the person that hands out the coupon has an incentive for actually handing out that coupon.

Ask For A Referral After Customer Has Placed Their Order - Ask if they have a friend or acquaintance that may be in the market for their services. Perhaps it is a holiday time and they may be looking for a gift item. This is always an easy time to find new customers when you are asking for referrals. You can then call that referral and let them know that Mr. or Mrs. (your customer) was in the shop looking for a special gift and you thought perhaps that they would also be in the market for a special gift for a loved one for the holiday. This could be Valentine's Day, Mother's Day, Father's Day,. Easter, Back to School, Christmas or any other special time of the year.

Tell Friends, Family and Employees About Your Referral Program - Let everyone know that you have a Referral program. If an employee refers someone that comes in to purchase, make sure that they are compensated for this referral.

There is a small cost to doing business through referrals, but it is a very small cost and you are gaining customers that you would never have gained without your referral program.

You must keep track of the people that have referred new customers to you. This can be done very simply on a Spread Sheet. On that spreadsheet, I put the Date, Customers Name, Name of Referrer, Amount of Sale, Date Referrer Purchased after Referring and Amount of Referrer's Sale. This helps me to keep track of the amount of sales that are brought in by the Referrers and who the Referrers are. You can increase your reward for those that give you a lot of referrals. This is the best type of Salespeople that you can have!

This is a simple way to set up a Referral program for your Embroidery Business that WORKS! I will include a copy of my spread sheet for you to copy.

Attend Niche Market Trade Shows!

If you have a niche market or you have a niche market that you are contemplating on pursuing, attend as many trade shows as possible in that market niche. I do not mean niche market trade shows that you are looking for products to sell, I mean trade shows that you are looking for prospects to sell to. Every market niche has some type of event, or function where they have a display of their products or services. There are shows in the shopping malls throughout the year for different types of organizations or industry. This is also true of your local county fairs.

Niche Market Trade shows offer three types of contacts.

- Show Producers
- Vendors
- Attendees

There are opportunities marketing to the producers of the Niche Market trade show. They need apparel for their employees, bags to give away for the attendees to use, badges and signage. This is an opportunity to trade your products or services or free space as a vendor.

The Vendors are excellent prospects. At first, you do not have to be there as vendor or an exhibitor yourself. Just go to mingle with the people and talk to the people behind the tables or the vendors, whichever is applicable. Talking to the people behind the tables is easy and many times you can create a customer out of the them. These are always good prospects for display items or promotional products that they can use to give away.

If you have settled on a niche market, you can go as an exhibitor and show your own products. Before the event opens, you want to make sure that you visit as many other vendors as possible to let them know what you have to offer. This is a good place to pick up new customers and prospective customers. Approach them by telling them something positive about their display or appearance. This is very important. You want to be as friendly and open as possible.

Make sure that you are wearing your own apparel with you company logo on it. That speaks volumes. It is a lot easier to convince someone that you have a quality product when you are actually displaying it on yourself. It is also best to have a high-quality product on rather than a mediocre one for this purpose. As a general rule the embroidery on a higher quality garment will be more striking than on a lower quality garment.

You also want to have plenty of business cards, postcards or brochures to hand out. Many times postcards are even better than a business card for a trade show because you have more space for your message.

Give the vendor your print material and tell how they can benefit from using you as a supplier of their products. If they already have a supplier, offer them a discount coupon to give you a chance at their business and make sure that you tell them about your referral program. This is a very good hook for this type of customer. They are usually very happy to refer other people to you as well.

Items that vendors need for display purposes are banners, table skirts, staff shirts or small promotional give away items. Many times you can find the names of the exhibitors before the show and call them up to let them know that you can help them with their display needs.

If they already have their display items for the upcoming show, ask them if they know of any other vendors that you could contact about their needs and tell them about your referral program.

If you are not exhibiting, just attending, you can talk to people after they leave the vendors tables. I have created many customer relationships by talking to people that walked away from the exhibitors and offered my services if the conversation was applicable. Listening to these conversations gives you a wealth of information. You have to be careful when you are using this tactic because you can be asked to leave the even if you are caught soliciting the attendees when you are not an exhibitor. You want to be discreet and friendly. Make sure that you have your print materials in a bag and not out so that everyone can see them.

You need to hang out where the market is and a Niche Market Trade show offers many opportunities that you should be taking advantage of.

Trading Products/Services

Trading your products and services to another business is another great way to increase your awareness and your customer sales. Exchange your products with other small business owners that have services that you can use. This is a great way to build up your awareness in your own community.

When you are trading your products and or services, you always want to charge the other person or business a retail price, not your wholesale or organizational price. They are charging you retail, so please keep that in mind. It has to be at your advantage, or this will not work for you.

Another type of trade that works great is carpentry work, bookkeeping or a delivery service. You can trade their services for your products. Any type of service that you use from a small business works. This type of trade is always good for referrals. I have been able to use trade to bring in several new customers.

I have traded services with my accountant and I even traded my Chamber of Commerce dues in exchange for a banner. I even trade services with my hair salon. I furnish them with shirts in exchange for having my hair done. It works out great for both of us.

Trading your products and services is always a good way to get your name out in front of people.

Press Releases

Writing a press release is a quick and effective way of gaining free publicity. Your press release can be in the front of the public almost immediately. A press release can be used in many ways, but the main purpose is to make an announcement. It may be about an opening, a scheduled event, an award, or even a new product. It must be a newsworthy item.

If you are planning a special sale at your place of business that would benefit many people such as a fund raiser, this would be a good reason to write a press release, but you must remember, it is just an announcement, not a sales pitch. You cannot use a press release in that manner, or it will be rejected.

- Write a catchy newsworthy title
- Short introductory paragraph about the purpose of the press release
- Body of the press release.
- Short introductory paragraph about your business.
- Concluding paragraph to tie it all together. Create a call to action and include the address of your business.
- Contact information at the end.

You must be very careful when you are writing a press release that you do not have any grammatical or spelling errors! You will lose credibility quickly.

You can submit your press release to the local newspapers and sometimes they can be picked up by the newswire, depending on the how newsworthy it is.

If you are going to submit your press release to a service online then you will want to make sure that you have your searchable keywords in the title.

There are several press release services online; some are free but most of them require a fee to be submitted. One free one that is very reputable is: <http://www.free-press-release.com> or at least it was available when I wrote this article. The most popular press release service is <http://www.WebWire.com> but they do require a fee.

I am including a sample for you to go through and you will be able to create your own after studying the sample one provided. Press Releases work. I received an email from my local Chamber of Commerce about one that I submitted a few weeks ago about being honored with the “one of the 75 Most Powerful People in the Apparel Decorating Industry. That was the result of a press release that I sent out about that honor! I am going to start using them more when I have an event scheduled or a new program that I am offering.

Joint Ventures

Joint ventures can be formed when you know of another business that is marketing to the same type of market, but you have products that are complementary, not competing. I joint venture with SM Cristall Thread and Supply in Buffalo NY. They also own Point Distributors in Chicago. We both market to the same people but do not have competing products. I sent them referrals and they send me referrals. It is a great relationship. You can find other business in your area to be able to do the same thing with. If you are selling to small business’ you can partner up with a supplier of small business supplies of some type.

If your market is baby products you may be able to partner up with baby supply stores. If you sell gift items and do monograms you may be able to partner up with Ladies dress shops, Men’s Stores or Gift shops. Do you see how this can work?

You do not have to try every one of these methods. You want to try out the ones that you think will work for your situation. Every one of these methods will work, it just all depends on your market and how you will do your marketing.

Cold Calling

I have had so many embroiderers that have asked me what they should say when they are cold calling. Cold calling is something that I do not do anymore. In today’s world it does not work very well. It is so much better to have someone recommend you before you try to do business with anyone.

People have to know about you, what you do and what you can do to help them before they will ever even consider doing business with you. There is that know, like and trust factor that we are all working so hard to get over with new prospects. This is why it is so important to have a website or at least have a Fan page on **Facebook** that people can go to find information about you. Make sure that your Facebook fan page is on your business card and post card. People want to check you out before they will consider doing business with you.

Networking Online

This is extremely important in today's marketing world. You have to have an online presence. I always suggest that you start with **Facebook**.

- Facebook - Can generate a lot of interest in what you have and start building your list
- LinkedIn-Where professionals hang out
- Twitter - Really has not worked for me, but it has for many others
- Blog-
- Forums

You will eventually need a **total online marketing system** but if you do not have any presence at all, you need to start with Facebook. This is the easiest way that will give you and your business some exposure online before you actually have your website and total online marketing system in place.

- First you must create a personal Profile
- Create a Fan or Business Page
- Create messages - tips
- Add Pictures of your products
- Do promotions - only 1 in 4 to 5 messages.

You can send your friends to Like your page and send prospects there with your business card and this will help to build up your customer base. You can then start creating messages to them. Some will be promotions, and some will be friendly messages of sharing information about yourself, your business or even some tips that they can use about your products. Your promotional messages are only about 1 in 4 messages. You do not want to constantly be pushing products on them. That will not work. The more information you give them the more they will start to like you and will buy from you.

It is a known fact that people need to see your message 7 to 10 times before they will actually feel comfortable enough to buy from you. Go to my page,

facebook.com/TheEmbroideryCoach and see how I am marketing to my prospects

Planning Your Marketing Strategy

Planning out your Marketing Strategy and your Business Strategy is done in a step by step manner. I have given you all of the tools to do this with. You will start with the tools in the order that I have them numbered. I plan out what all of my Promotions are going to be for 1 year, but I do not plan out each Marketing Event until the proper period. I plan out my entire 60 days at once and that makes it easy. I know exactly what I am doing each of the 60 days in my Business Operation and my Marketing.

1-Promotional Planning Tool

- Find out where all of your slow months or periods are throughout your entire year.
- List all of the Tradeshows and Events that you want to attend. Tradeshows in your niche, community events that you want to be a part of, seen at or donating to
- List all of the Holidays that you can use to market around
- List any Sports Seasons or Sports Events for your Niche that you want to Plan some Market around.

2-1 Year Promotional Calendar

- On your 1 Year Promotional Calendar you are to plan out for each month when all of your Community Events, Tradeshows, Sports Events, and Holidays are that you can plan some special marketing around.
- Plan out some type of promotion to cover each of your slow times 1 month prior to the slow period. Write them down in each of the areas on your 1 Year Promotional Calendar.

3-Promotional Planning for 8 Weeks

- Write down the events or promotions that you will be scheduling in the appropriate week block that they will be occurring.

3-Business Planning for 8 Weeks

- Write down the 3 Main Goals and what you want to accomplish in the next 8 weeks in the operation of your business. Write them in the appropriate week that they need to occur.

4-Business/Promotional Planning Tool Week 1

You are going to start actually planning out your total Business and Promotional calendar for the next 8 weeks. Take it day by day and start planning out each step that needs to be taken to plan out or to prepare for an event, promotion, a job or goal.

Start out by writing in Day 1 what you need to accomplish on that day to reach the goals for the rest of the week. Do not plan on any more than 3 per day. If you try to work with more than that, you will not be able to accomplish what you need to do and then all will be lost. If you have a big event coming up in a few weeks that requires a lot of planning, you will need to work on it in pieces. Do not ever look at the total big picture. It can be very frustrating and overwhelming. Break down each piece of the Event project into smaller pieces. Do small pieces on different days to make it more manageable.

Example: You have an article that needs to be written.

- Day 1 Create outline for article
- Day 2 Write article
- Day 3 Edit article and format

I break down my designs the same way. I will plan it out one day and do it the next rather than trying to cram it all in at once. Whenever you take each item and break it down it makes it much easier to work with. This is how I try to do everything. It does not always work, but most of the time it does. Make sure that you are allowing enough time for your personal appointments and time for extra items that need to be slid in.

Today is my husband's birthday and I had to schedule time in to go out to dinner tonight. This is something that he wanted to do. This is not something that I normally do on a day that I am having a webinar, but if I had not scheduled it in I would have felt very pressured. Items pop up all of the time throughout our life and our business, some expected and some unexpected and you need to be planning for them.

I have included enough planning sheets for the entire 8 weeks. Use these and do all of your planning on them. Print them out and put them in a 3-

ring binder. This will make it more organized and easier for you and keep it on top of your desk open to the day that you are working on.

Each 60-day period, you will reprint the sheets and start over. Keep all of your previous sheets to look back at what you have accomplished and sometimes you can use them to help you plan out another project. I do this quite often. I will look back and see how I broke a project down.

At the end of the 60 days measure your progress. What is working, what is not? What can you do to make it work? What did you actually get done? What are your results - Increase in Dollars? What change do you need to make to be able to see the results that you are looking for? This is very important. This is how you are going to know what to keep doing and what to let go.

Action Steps To Take Before Next Module

- Create Your Facebook Business Page
- Create your offer
- Create Marketing Messages for Facebook
- Start planning your Marketing for the next 8 weeks

Session 3

- Talk about the results of the Marketing session
- Create Sales Projections
- Go over Financial Statements

Thank you for attending Week 2 of the How To Create Your own Working Embroidery Business Plan Workshop. I hope that I have given you enough information to get you started planning out your entire Marketing Strategy along with planning for the daily operation of your business.

If you have any questions please do not hesitate to contact me.

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