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Planning The Marketing For Your Embroidery Business

During this lesson I am going to be talking about starting the marketing process for your Embroidery Business. I will be focusing on:

- Low Cost Marketing Methods
- Niche Marketing
- Your 12 Months Marketing Plan

Low Cost Methods Of Prospecting For New Customers

There are several ways to market your business and get the process started immediately and most of what I am going to talk about are very low in cost or free.

When I first started out I was paying for ads in the newspaper and it was a foolish mistake that cost me a lot of money and I got no results. Do not ever go that route! Marketing does not have to be expensive advertising and can be jumpstarted at very low cost.

- Networking
- Ask for Referrals (FREE)
- Trading Products & Services
- Joint Ventures
- Social 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!

How To Start A Conversation While Networking:

You can walk up to a person, introduce yourself as: "Hi, I am Jane Doe from Downtown Graphics, what type of business do you have? Tell me a little about your business." Trust me, they will start talking and probably not shut up.

This is the way that it is with most people. They may then ask you what you do and then you can tell them. You ask them for a business card and give them one of your business cards.

You can then say to them, "If you know of anyone that can use my services, I would surely appreciate the referral." We even have a referral program where you can benefit from giving out my name. That's it. You wait for the next move. It may not come until the next meeting. When you start networking, it takes a few meetings before you really see much of a benefit for you, but hang in there, it will happen. They have to learn to know, like and trust you before they will do any type of business with you.

When you do break through and get a referral, you can then set up an appointment with them. During this first appointment, you can tell them that

you got their name from Jane Doe and you would like to stop by for 10 or 15 minutes just to introduce yourself and gift them a gift. What type of gift are you going to give them? This is going to depend on what type of business they have or what your market is. I have always found that my coaster works out great for almost everyone.

There have been times when I gave them a cap if it was a construction company or that type of business where they would be wearing caps. You can put their business name or logo on the cap. It may not be their exact logo, but if it was their business name, that works out great. If you happen to get an order, you can always have their logo digitized. Do not pay to have their logo digitized before you visit them. This would not be to your advantage; their business name will work.

Make sure that keep track of the name of the person that gave you the referral, because they also will be needing a gift or a discount towards their next purchase.

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. This is especially important if you are working with a Radio or TV Station. You have to be very careful of this type of advertising, but it can be profitable if done right. Now I am not saying go out and start advertising on the radio and TV. That should not be in your 6 months plan. That needs to wait until you are well established.

When working with a TV or Radio station, they generally will not pay

you anything for the product. It is all on trade as a general rule. What you want to do is charge then at least 2 times what it is costing you and go for 3 times to see if it works. It worked for me. They gave me 3 times the value of what I had to actually pay to purchase the product and get their jobs done. This way I was able to get a lot of airtime and it paid off. That is the only way that I would even consider advertising on either the radio or TV. I also insisted that my logo be on the sleeve of every garment. Yes, that cost me a little to put it on, but I wanted my name out there and it was a very inexpensive way to get it out there.

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 the right people.

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 send them referrals and they send me referrals. It is a great relationship. There is no money that exchanges hands for this.

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?

Try One Method At A Time

You do not have to try every one of these methods. You want to try out the one 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 many embroiderers that have asked me what they should say when they are cold calling. Cold calling is something that I do not do recommend 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.

Social Networking On Line

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- Blogs Work! You need to promote your new products through a blog post, tie it to Facebook and Twitter.

You will eventually need a **total on line 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 on line before you actually have your website and total on line 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

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.

This can be where you create a second elevator speech; one to reach this certain target audience. We talked about this in our last lesson.

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? On line, 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 or group and also more cost effective.

When I had my large business, 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, my banker and the SBA insisted that I work with an ad agency to make sure that my marketing was correct. All that it did was cost me a lot of 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 the trust of those in that niche and more 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.

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 have included materials to create your plan for 12 months. Again, if you have a basic plan you are going to accomplish more and you can see far ahead of time when to start planning for each promotion. You are better off planning this way, but it will not be in detail for 12 months.

- **Plan out all Promotions for 1 year-** 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.
- **Create Basic plan for 6 months-**some detail -Each promotion planning starts 60 days in advance of actual promotion.
- **Create Basic Plan for 60 days-**more detail- My next step in planning is to create a plan for 60 days. 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. This is not always easy but if you do not have a basic plan to work with, your days pass and you realize that you have accomplished nothing! Sometimes I have to make adjustments because of Student Trainings that seem to pop up regularly, but when I am home this is exactly how I work my plan. My marketing stays right on course whether I am home or on the road.

- **Create Weekly Plan with detail-** When you get down to the weekly plan, this is where you will create even more detail in your planning.
- **Create Daily plan** broken into small daily pieces.

Promotional Planning Tool

List Slow Months or Periods
List Tradeshow / Events to attend
List all Holidays
List any Sports Seasons or Events for your Niche

Start Planning Your Promotional Periods Throughout the Year!

I want you to start with your Promotional Planning Tool. I have this marked at 1- **Promotional Planning Tool**. Take this sheet out and start creating your promotions for the 12 months. This is not hard, when you really think about it, it is a very simple way to plan.

- List all of the Tradeshows and Events that you plan 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 create a promotion for or would like to market around.
- List any Sports Seasons or Sports Events for your Niche that you want to Plan some marketing 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.

1 Year Promotional Calendar Embroidery Business Plan.com

Month 1 is the month that you start to plan out your calendar-This does not have to be January.

Month 1	Month 2	Month 3
Month 4	Month 5	Month 6
Month 7	Month 8	Month 9
Month 10	Month 11	Month 12

During your second year in operation you will plan out some type of promotion to cover each of your slow times 1 month prior to the slow period. Do not anticipate when your slow periods will occur, but you will know which months are slow after your first full year. 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.

Business Operation Planning for 8 Weeks
 What are the 3 Main Goals and Operational Needs that need to be planned out & accomplished in the next 8 weeks
 Write them in the appropriate week
 Week 1 is the first week of your Planning Period - Not the first week of the month

Week 1
Week 2
Week 3
Week 4
Week 5
Week 6
Week 7
Week 8

Promotional Planning for 8 Weeks

Week 1	Week 2
Week 3	Week 4
Week 5	Week 6
Week 7	Week 8

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.

Day 1
Day 2
Day 3
Day 4
Day 5
Day 6
Day 7

Example: You have a marketing campaign that needs to be created.

- Day 1-Decide what product I am going to promote -Create a spreadsheet with the cost, price and quantity pricing for that product.
- Day 2-Create a flyer with pictures and pricing and make sure you list the features and benefits (what it will do for them) on this flyer. Make sure to include a short piece from your signature speech. The same to be used in all of your marketing pieces.
- Day 3-Create an email campaign about this product (7 emails promoting this product - what the product will do for them-How they can make the most from purchasing this product etc. Give them the benefits & Features of the product in the first email) Each day talk more in depth about one feature & benefit of that product. Make sure you add a call to action in each one (a way for them to contact your or purchase your product)
- Day 4- Go over your flyer and show it to someone that is not familiar with your product and see if it would interest them. Ask for suggestions as to what you should include or delete to make it more exciting.

- Day 5- Read through each of your emails and see if there are any errors. Create a spreadsheet of all of your customers and prospects. You start marketing to them the following week.

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.

You are going to have special occasions such as family birthdays that you will need to make some changes in your schedule. You may have to go out to dinner or prepare a special dinner. This may not be something that you normally do on any given day, but if you do not schedule it in you would feel 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 your 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.

When you are planning out your marketing campaigns, you must plan them out 2 months in advance of when you want to run them. You will then run your campaign 2 weeks to 4 weeks before you expect to see results. If you will keep this in mind before your slow periods, this will help you to avoid the slow periods.

Keeping Track Of Results

At the end of each marketing campaign you want to keep track of what the results were. How many people responded to your flyer? How much money did this promotion bring in? It is very important to keep track of these figures.

At the end of the 60 days measure your progress for those 60 days. 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?

Sometimes we have parts of our business that are not money makers, they just suck the life out of us, and we need to literally let those things go!

I hope that this lesson has helped to get you jumpstarted in your marketing. Marketing is not hard, but you must be consistent. You cannot expect to market heavy for one month, do nothing the following month and see any good results. It does not work that way. You are better off trying one strategy in your marketing and work that one strategy for the 60 days and see what happened.

If after the 60-day period you did not have good results from it, stop and try something else, but your biggest money maker is going to be networking. It is by far the most cost-effective way to jump start your marketing! A good brochure and business card will take you a long way in getting started in your marketing!

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