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THE EMBROIDERY COACH

Phase 3-“ Marketing Systems”

Step 7- Setting up & Creating Marketing Materials- Referral Program

This is Joyce Jagger The Embroidery Coach and I want to welcome you to **Step 7** of our “**9 Steps to a Profitable Embroidery Business**” Group Coaching Program. This is the first step of Phase 3 -Creating Your Marketing Materials and your Referral Program! This is a step that is going to help you focus on what you need to include in your marketing materials and how you can connect with the right audience.

Before we get started with today’s lesson, I want to do a little review of what we have covered so far in this “9 Steps to a Profitable Embroidery Business” program.

In Phase 1

- We discovered what our current Financial Basis was,
- Covered Creating Goals & Plans for the week and each day of the week,
- Set up Systems for Order Processing & Production,
- Created an efficient floor plan
- Created an Embroidery Machine Scheduler

In Phase 2

- We have created your Total Company Pricing Structure
- We created your Embroidery Price List
- Setting Up A System For Quick Price Quotes
- Showed you how to Keep Your Information Simple to help with Order Taking and decrease the time you need to spend with customers.

In this lesson, the first one in Phase 3, I am going to show you how to Create your elevator speech or your signature speech, your marketing materials and a customer referral system.

Now I want to ask you, are you taking the time at the end of the week to create your Goals & Plans for the next week!

Creating Goals & Plans do not work if you do not work them!
If we do not write down our goals, we do not act on them!

Your main goal is something that is going to move your business forward!

Ask yourself every single day:

Is what I am doing today helping me to work towards achieving my goal?

Creating Your Marketing Strategy

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 off line and on line. 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.

Building Your Business Brand

Before you begin your 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 and creating your business brand is not hard, but you must give it a lot of thought. First I want to ask you some questions.

- Was your logo created by a professional?
- Does the name of your business let people know what you do?

- Do you wear your logo and advertise your product every place you go?
- Do You look like you have an Embroidery Business?
- Do all of your Advertising pieces flow with the same look?
- Is your appearance reflective of high-quality workmanship?
- Is your Showroom neat & organized, ready for Customers at all times?
- Do you have any type of on-line presence?
- Do you have your Signature/Elevator Speech ready?

You need to have a YES answer to each one of those questions. If not, you need to work on it in order to be able to have that yes answer. This is extremely important in building your brand. We are going to talk about each one of these and I will explain how you can get this accomplished.

First we are going to talk about having your logo created by a professional.

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.

The name that you give your business is very important. You will be judged by your name. Does the name of your business let people know what you do? A cutesie name will not work especially if you are trying to create a corporate appearance and attract corporate clients. You have to be very careful with your name. It is so much easier to attract the right clients when your name is letting them know exactly what you do. If you main business is basic embroidery, you want to make sure embroidery is in your name.

If you main business is monograms, you want to make sure that monograms is part of your name. If you are focusing on the corporate wear market, it would be a good idea to have the words corporate wear or business wear in your name. Your name is very important. You do not want to look like the little lady that is sitting in her dining room trying to earn enough money to send your kids through camp. You want to be taken as a serious business owner!

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. All of your marketing pieces need to flow with the same look and feel.

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!

Create an Online Presence. It is very important for your customers to be able to find you online. Even if you only have a Facebook Business page, you need something. Many people will check you out on line first before they will ever do business with you, and if you do not have any type of online presence, they will not take you seriously.

Post quality pictures online and make sure that your garments are all trimmed and folded neatly. If you have a group of people or happy customers wearing your items, these always make great pictures. You want to talk a little about your picture or item and let people know that they are available, or you can customer embroider an item for them. You want to give them a reason to go to Facebook. You need to create a call to action to get them to try you out. You can create a coupon on Facebook to get customers to come to you.

Creating Your Signature or Elevator Speech

What do you say or how do you get a conversation started about my business? You need to have a simple speech ready for this type of situation? I did not have one for years and I when someone asked me what I did, I would stumble all over the place trying to tell them. I could never say what I wanted to say and always felt stupid and unprofessional afterwards. I was never prepared for a situation like this. People do not want a long drawn out speech. They want to know in a hurry what you do, or they quickly lose total interest in you and what you have to say.

You need to create what is called your **Signature** or **Elevator Speech**. You may have heard this term before, but it is very important and will go a long way in trying to market your business. This signature speech or a shorter form of it will be incorporated into your marketing materials.

In creating an elevator speech, this is a very short concise speech that you have ready on the tip of your tongue and can be said in 30 seconds or less without you even thinking about it. Ideally it should be said in 100 words or less. You practice it over and over until it is engrained in your mind.

The items that are covered in this speech are:

- Who are you? **I am Joyce Jagger, The Embroidery Coach**
- Why are you in this business? **to help get the new embroiderer off to a fast start and help the existing embroiderer improve their skills**
- What do you do or what do you do that is different? **I simplify the complex world of embroidery into easy to understand lessons**
- Who is your market or ideal client? **the new embroiderer & the existing embroiderer**

Here is my elevator speech as a sample:

I am Joyce Jagger The Embroidery Coach and I simplify the complex world of embroidery into easy to understand lessons for the new embroiderer. My passion is to help get the new embroiderer off to a fast start and help the existing embroiderer improve their skills so that they can provide higher quality embroidery and increase their profits!

Can you have more than one to fit different situations? Yes you can. I have another one that I use when I am trying to reach embroiderers that have been in business for quite some time.

I am **Joyce Jagger**, “**The Embroidery Coach**” and I help embroidery business owners that are ready to take massive action, to shift their embroidery business

into high gear! Through online embroidery business training and one on one coaching:

- I help you avoid pitfalls!
- You will learn how to price your embroidery for a profit!
- You will learn how to plan and market your business effectively!
- You will discover easy steps to follow on your path to success!

After you have it together, you say it over and over until it is totally engrained in your head and just rolls off the edge of your tongue without you even thinking about it. Say it to everyone that you know and ask your friends if they get exactly what you have said. Do they understand exactly what you do, why you do it and who your market is? If they can tell you back what you told them, then it is good.

This is very short, and it can be expanded on or even shortened if you are creating a brochure or any type of marketing piece, but this is the basics for all of it.

You may have heard the term, “**Message to Market**”. Your signature speech is your message to market. You must create the right message to attract the right market.

If you have more than one market, you must create more than one message!

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?

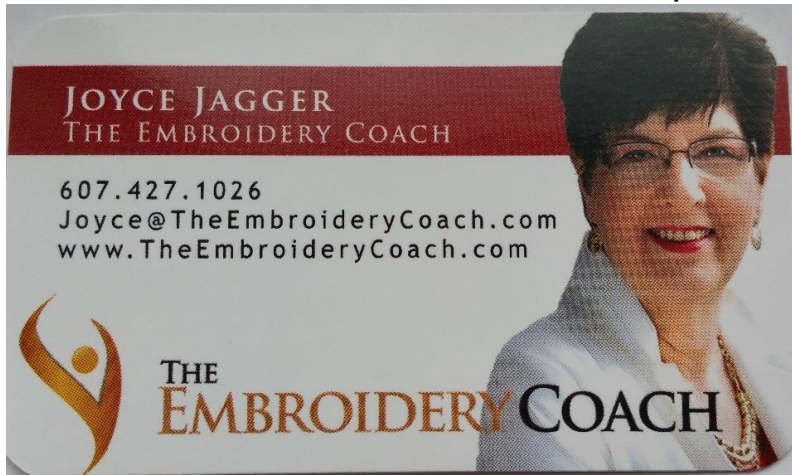
- Do you want them to visit your website for a free gift or coupon?
- Do you want them to come to your place of business to receive a FREE gift, coupon or discount?

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 sure 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.

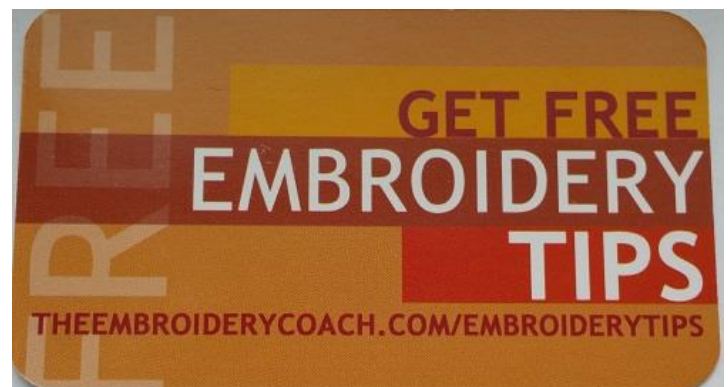


Here are the important components that need to be on the card.

- 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 had my business cards printed on ine 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.

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 some product pictures. People like pictures.

Now let's talk about setting up a Referral System

Start a Referral System

Setting up a **Simple Referral Program** for your Embroidery Business takes only a few minutes and it so worth it! A referral program is one of the most effective, quickest and least expensive ways of gaining new customers. A referral program can be created to give the customer a discount when someone they refer places an order or you can offer the referring customer a gift for their referral.

Setting up a system to reward customers for referrals by giving them a discount on their next order is always effective. How do I do this? First you will need to figure out what percentage you can afford to give to start with- 7 to 20% is an average but it is going to depend on how many referrals. If you are unsure as to where to start, you can start at 7% and increase it as they increase their referrals to you. This is your advertising expense.

If you have someone that gives you a lot of referrals you can increase their rewards. This is the best type of Salespeople that you can have!

Tell everyone that you know about your Referral Program including your employees. This is a simple way to set up a Referral program for your Embroidery Business that WORKS!

Your homework for this lesson.

- Have your Logo Created
- Create your Elevator Speech
- Plan out your Business Card
- Plan out a Post Card or Brochure
- Set up your Referral System

In our next lesson, **Step 8 of the “9 Steps To A Profitable Embroidery Business”** I am going to teach you the next step in **Creating your Marketing Plan!**

Attachments:

- PDF
- Audio
- Referral System Worksheet

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