



“Thrive Embroidery Blueprint”

Step 1



Set Up Your Profitable Embroidery Foundation!

The “Thrive Embroidery Blueprint” checklist provides guidance to help you reach your desired business outcomes with the Embroidery Coach solutions. They include best practices from the early planning stages through the Step-by-Step solution in each area within the business. This checklist will keep you on track as you are going through the program.

Start at the beginning and finish each section before moving onto the next one. You will need to watch many of the videos more than once in order to pick up the tips and remember what you are working on. My coach told me that many times you need to go over the material 7 times in order to bury it into your brain. He was right and I have remembered that and practiced it. Once you

have it buried in your brain, it makes it very easy to go through your day to day projects, keep yourself organized and really start to build your successful business. Once you have completed each step, check it off. Keep this check list in the front of your binder at all times to remind you of where you are in the process. This will make it easy for you to keep track of your progress.

- ☐ **Purchase A 3 Ring Binder to keep all of your downloaded articles and checklists inside.**
- ☐ **Watch the videos in the “How To Start Module” and print out your forms. Write out your Goals.**
- ☐ **Set Your Goals-** What do you want to get out of this business? What is your reason for starting this business?
- ☐ **Create A Plan -** You need a Plan of Action to follow so that you can measure and accomplish your Goals. If you are creating a plan to be used internally only, you will need to use short bullet points. You do not need long explanations in any one area. At the bottom of the page in the “**How To Start Module**” you will find planning forms to use.
- ☐ **Purchase Your Equipment-** If you need advice on which machine and embroidery software to purchase, please send me an email at Joyce@theembroiderycoach.com
- ☐ **Purchase Your Embroidery Design Software**
- ☐ **Purchase a Printer**
- ☐ **Purchase Your Embroidery Supplies**
- ☐ **Set up your Workspace and Organize it efficiently** so that your tools are in the same area as your particular task. Learn to keep each area neat and clean; it will make it much easier for you to work and you will get a

lot more accomplished. At the end of each day, pick up and put away.

☐ **Learn the Control Panel on your Embroidery Machine**

- ☐ **Start Studying your Embroidery Software**-Learn the basic tools in your software and what each one is for. Learn how to create basic lettering, save it in your native design file for making changes, save it into the .dst format (or whatever format your embroidery machine will read) and then take it to your machine and sew it out. You will need to do a lot of experimenting with your software to get comfortable with it.

The tool to use to create Underlay Stitching?

The tool to use to apply Pull Compensation?

The tool to use to change the density?

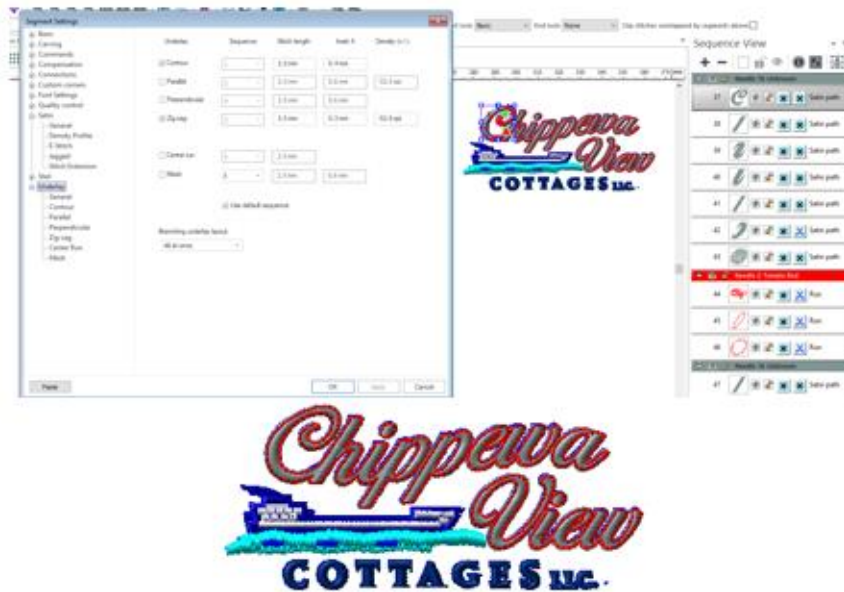
The tool to use to add the locks and trims?

The tool to use to move your letters to the left or right or both?

- ☐ **Go through all of the Embroidery Basics videos** and learn each one of the processes starting with setting up your machine. Watch for many tips and shortcuts that I talk about along the way to save you time. Print out all of the articles, checklists and guides along the way and add them to your 3-ring binder. You will need to watch each one more than once in order to pick up and remember all of the information.
- ☐ **Download the Business Forms and add your business information to them so that you can start taking orders.** When you get into Phase 3 you will be creating an Ordering System using your Forms, but you will need them to start your ordering process. You do not want to take an order using a piece of blank paper. You always want to look professional.
- ☐ **Go through the Embroidery Techniques videos** and learn how to work with the different types of garments. Keep notes as to where the different information is so that you will know where to go back to when

you need to find some information about how to do something. You will want to refer back to them very often.

Step 2



Learn To Produce High-Quality Embroidery!

- ☐ Watch the How to Embroider Small Letters videos. This will teach you how to set up lettering using your fonts in your embroidery design software. It will also give you all of the basic settings that you need to use with the different types of fabrics. Make sure to take notes and print out the checklists to use as you are creating your lettering. Learning how to create small lettering that sews out crisp and clean is one of the most important items that you can learn in your business. This can bring you high-level clients and steady repeat customers.
- ☐ Watch the Embroidery Underlay Stitching videos so that you will be able to learn how to add the right underlay stitching for the different

types of fabrics and stitch types. This is very important.

- ☐ Watch the Pull Compensation videos so that you will know how to apply Push and Pull Compensation to your designs. You will also be able to go into your lettering and learn to apply the right pull

compensation to work with the different fabric **types**.

- ☐ **How To Improve Quality** - Watch all of these videos. They are very important. I teach you about quality in embroidery. What is quality in embroidery and how do you create it? Many embroiderers truly do not know the difference between good and bad quality embroidery, or they know the difference but do not know how to actually create it. Pay close attention to what I am teaching you in these videos.
- ☐ Go through the Editing Videos and study each technique that I show you. You want to make sure your designs are Production Friendly so that your production will be trouble free. What I mean by that is that you do not want any thread breaks, puckers unnecessary stops and starts. You also want to make sure you have the right stop locks and start locks in the right places. Download and print out the checklists and follow them as you are working through the designs.
- ☐ From that point on, you can go into the other videos inside of the Design programs as you need them or want to learn more about each one of the design techniques.

If you have not purchased the Platinum level or the Titanium level, that is a must to continue with Step 3 of the **“Thrive Embroidery Blueprint”**. Here is the link to purchase the Platinum level of the Embroidery Business Academy. [Platinum Membership](#)

Step 3

The image displays a detailed Excel spreadsheet for an embroidery business, showing various expense categories and their corresponding amounts. Below the spreadsheet, there are images of a laptop, a tablet, and a smartphone, all displaying the 'Embroidery Marketing 101! The Basics Of Marketing Your Embroidery Business!' program interface.

Raise Your Prices And Market Your Business!

- ☐ **Easy To Implement Pricing** -This Online program will walk you through step by step how to create your own Easy to Implement pricing structure. Go through all of the videos and download the Expense Spreadsheet and the Pricing Workbooks. This program has many formulated worksheets that are interactive and once you add all of your information into the spreadsheets, your price list will be created for you. Once you have your

price list created, you will be able to charge what you really should be charging. Make sure that you do so and don't try to lower it thinking that you need to in order to get the work.

Once you have your pricing structure completed, you need to go over it every few months to make sure that you are on track. As your expenses

go up, you need to be adding them to your Cost Analysis Spreadsheet and this will change your pricing. Stay on top of this and don't try to absorb all of the costs as you see an increase in prices. They must be added into your system.

This is very important. Once you have the best quality embroidery in your area, and offer great customer service, your customers will be happy to pay the pricing that you need. PLEASE remember that! High-quality is extremely important in your embroidery business along with excellent customer service. When you give your customer a completion date, make sure that you meet that date. If you are finished with their order ahead of time, this makes them happy! The best way to do this is to give them a completion date of 7 to 10 working days after their digitized design has been approved, then strive to complete it in 5 to 7 days after design has been approved.

- ☐ **Creating Time-Saving Sales Tools**-In this lesson, I am going to show you how to Set up your Sales Tools. They were designed to save you valuable time while you are working with a customer. Go through all of the videos, download the templates, and start creating your Sales Tools. You will be amazed at how easy it will be to wait on your customers and it will drastically cut the amount of time that you have had to spend in the past to go through the process of taking an order. Create each one of the following Sales Tools. ***DO NOT SKIP THIS STEP!***

- Thread Chart
- Font Chart
- Design Layout Sheet
- Product Sample Tag
- Ordering System

- **Marketing 101-** Watch each one of the videos and start going through the process. So many embroiderers struggle with trying to get their business in front of people so that they can get more customers. Unless you know where to begin, it is tough, especially when you are new to this business. Most embroidery business owners do not start out with a business background and marketing their business is very foreign to them.

Start with Creating your Signature or Elevator Speech. This is very important and essential when you are trying to get your name out there. You will need this for networking and it will be apart of your marketing materials.

You will need to create a business card. This can be a printed business card or a digital card or both. Your digital business card can be made part of your email signature.

I give you Brochure templates to help you create a brochure. This will be helpful when you are attending networking meetings or marketing materials that can be inserted into your customers pick up orders. This is a great way to advertise without spending a lot of money. You can start out by creating your own and printing them out as needed. I have a laser printer that I use only for brochures and printing items that I am sending out. This way they always look great. Once your know exactly what you want in your brochure, you can then go to a printer and have them printed for you.

As you are getting started, you want to make sure that you create a business Page on Facebook and start posting pictures of your work. This will let other people in your network know exactly what you are doing. People want to check you out and see what you have to offer before they will consider purchasing from you. You may have heard the term, “they Want to Know, Like and Trust You before they buy from you”. Very important!

Once you have completed all of these steps, it is time to move onto the next level. Contact me at joyce@theEmbroideryCoach.com and we will discuss what your next step should be. This is the beginning of setting up your Embroidery Business Foundation!

