

EMBROIDERING FOR FUN, FAME OR PROFIT?

How to turn your passion for embroidery into a profit-bearing business.



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As a webinar attendee, you are invited to ask Erich follow-up questions and share your results via any of the following channels:

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Thinking Points

- What is it that you love about embroidery?
- How much business sense do you bring to the table?
- Can you afford to move slowly and test the waters?
- Do you have a niche interest or market in which you might concentrate?
- Start with a checklist!

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What is your **Success Condition**?

- What part do you see yourself playing in the operation of your business?
- What kind of business do you imagine working in?
- What does success look like for you / your business?

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Being in Business

- You have to *do* business to *be in* business
- Learn the basics, hire / employ to your weaknesses
- Look for your tribe

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4 Operational Categories to Review

- Machines and Other Equipment
- Supplies and Accessories
- Digitizing
- Marketing

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Embroidery Machines and Other Equipment

- Is my current embroidery machine enough to get started?
 - Capabilities
 - Ease of use
 - Throughput

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Embroidery Machines and Other Equipment

- Machine types and considerations
 - Home
 - Prosumer
 - Commercial

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Embroidery Machines and Other Equipment

- Considerations if you have/are buying a business-capable machine
 - Support
 - Official support
 - Community support
 - Repair
 - Technician / parts availability
 - Total cost of ownership

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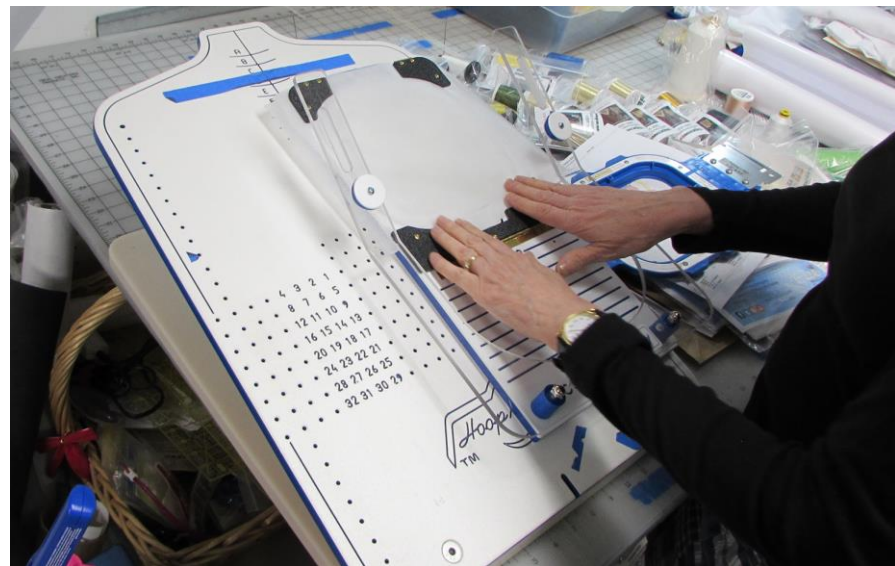


Additional Equipment

- Tension gauges
- Garment steamer
- Hooping aids
- Heat press

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Supplies and Accessories

- Machine toolkit
- Thread and bobbins
- Stabilizers
- Needles
- Hoops / jigs
- Thread removal

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Thread Considerations

- Thread type
- Color range
- Specialty threads

Bobbin Selection

- Plain vs. magnetic
- Black and white

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Stabilizer Setup

- Core types: Cut Away, Tear Away, Performance Wear
- Special use stabilizers: Soluble
- Topping

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Needles

- Core types: #75/11 sharp and ballpoint
- Thin and thick threads
- Stout needles for structured caps

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Hoops

- Start with two standard sets in your most common decoration sizes
- Add specialty hoops / frames to fit target market demands
- MFS for badges

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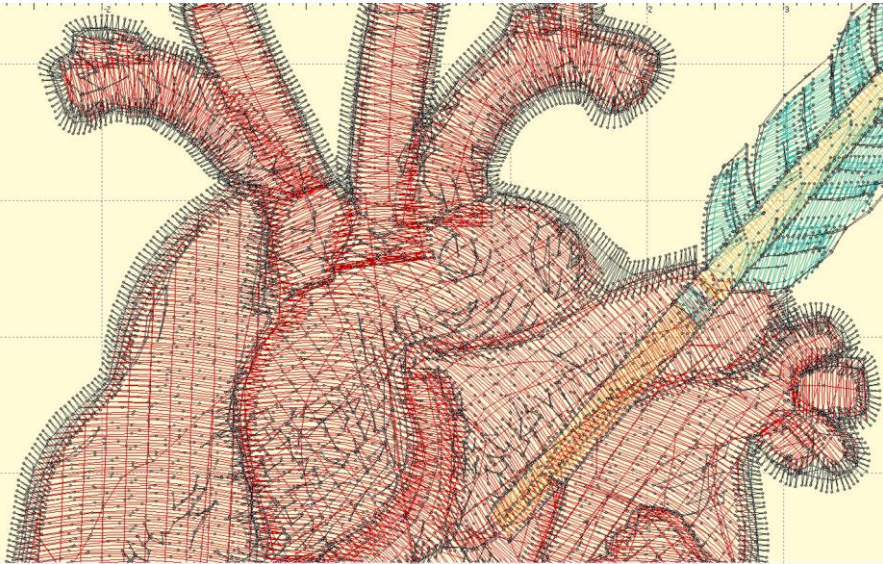


Stitch Removal

- **Note: always consider whether or not removing stitches is profitable!**
- Simple tools are effective, but more likely to result in damage than a Stitch Eraser
- Quality tweezers are your friend

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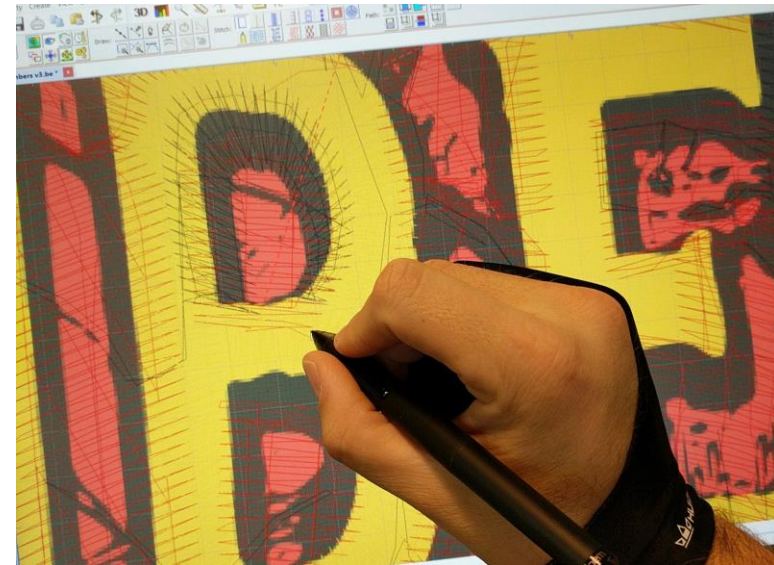


Digitizing Options

- Do it yourself
- Farm it out
- Stock designs
- Keyboard lettering / personalization

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Three things to remember when debating in-house digitizing

- You can be a successful embroiderer without digitizing for yourself
- You can learn to digitize while you are still outsourcing the bulk of your design work
- Those who choose not to digitize, should still learn to customize / personalize

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Three great reasons to digitize in-house

- Responsiveness
- Creativity
- Control

One terrible reason to digitize in-house

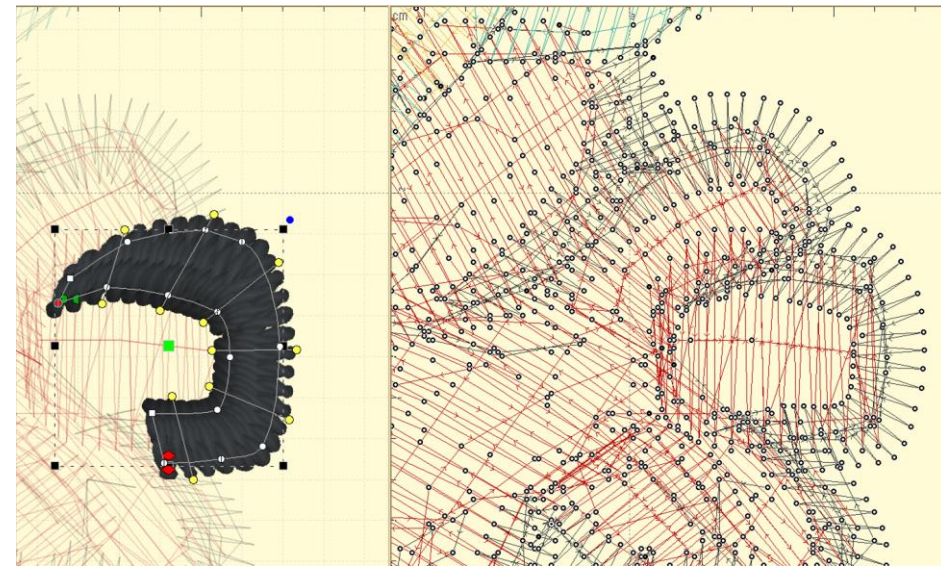
- To save money

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Three things to remember when outsourcing digitizing

- Balance cost: not all costs are out-of-pocket
- Establish clear lines of communication
- Look for a working file where possible

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Stock designs – Four things to remember

- Not very useful for B2B
- Must be kept roughly at original finished size
- Combine with customization
- Match your market
 - Gifts
 - Outdoors
 - Sports / clubs

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Customization / Keyboard Lettering

- Composition
- Name drops
- Team naming
- Uniforms
- Monogramming

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Managing Marketing - Three things to remember

- “Selling” doesn’t have to be a dirty word
- Tell the story
- Marketing is never “done”

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Marketing - Potential Starter Audiences

- Personal interests
- Local businesses
- Schools / sports clubs

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Marketing - Start with a Niche

- Deep knowledge of your hobby / interest = Knowing your Audience
- Involvement in a community = Connections and Social Proof
- "Speaking the Language" = Insider Status

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Marketing - Starter Channels

- Social Media
 - Go where your tribe spends time
 - Visual media is king
 - Tell your story and engage
 - *Targeted marketing
- Community Participation
 - Sponsorship / Contests
- Word of Mouth / Referrals
 - The “ask” is a must

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