

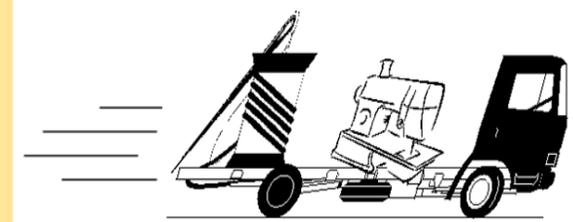
Welcome to the

*2020 Edition*

**B**asic  
**I**nformation  
**B**efore  
**L**earning  
**THEE E**mbroidery **Handbook**®

*Betty and  
Jim Serritella,  
Jennifer Cox*

Read quickly.... Just legalize



SEW IT GOES

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# DEDICATION



We dedicate this book to those individuals who came before us, those who participated in our focus of freedom, and to those who will follow us providing additional efforts to remain free from oppression – The United States American Veteran – from all services.

Betty & Jim Serritella (United States Air Force 1961 -1965)

Additionally, we dedicate this publication to the wives and husbands whose love of embroidery and service to others brought us to this point in our lives. And to the National Network of Embroidery Professionals (NNEP), [www.nnep.com](http://www.nnep.com), who have made all of our lives better in understanding this crazy business – with smiles and hugs. Thank you 😊

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# The authors - Who we are?

- Betty and Jim Serritella started E-Z Stitches Plus, LLC, in 1992, and have been in the embroidery industry more than 25 years.
  - Like most rookies, the first year was a learning year for industry activities and customer development. Jim developed EZ-Estimator, the embroidery pricing production software.
- Jennifer Cox, President of National Network of Embroidery Professionals, is a major contributor the ***Bible – The Embroidery Handbook***.
  - Thanks to her insight and embroidery knowledge, the ***Bible – The Embroidery Handbook*** is a thorough and supporting document for all embroiderers. Hell-o Hooper!

E-Z Stitches Plus



Embroidery



## Did You Know.... EMBROIDERY [em-broi-duh-ree, -dree]

*the art of working raised and ornamental designs in threads of silk, cotton, gold, silver, or other material, upon any woven fabric, leather, paper, etc., with a needle.*

- In the 18<sup>th</sup> century, French influence refined embroidery techniques; quilting was developed using backstitch embroidery, especially popular in making petticoats and coattails. By the 19<sup>th</sup> century, embroidery for male attire had declined except for occasional decorative vests and ties.
- Modern embroidery is most frequently used on lingerie and linens. And sew it goes as embroidery entered the 20<sup>th</sup> century with the introduction of machine-made and automation embroidery of today.
- A current day example of art into embroidery is the Dionysus left chest shirt logo. The customer provided the artwork and Amanda of Your Name Embroidery created a beautiful design in the 34,000 stitches. It stitched without any registration problems.



# Where to Begin?

- The ***Bible – Thee Embroidery Handbook*** is a compendium of information you can use to your benefit for the development of your business.
- Our suggestion is to put the handbook into a 3-ring binder, and add notes/text to it as you see important articles that have a direct bearing or impact on your embroidery life.
- You will be a better embroiderer and business person.
- Join an organization such as NNEP ([www.nnep.com](http://www.nnep.com)) or a machine users' group. Get involved and ask questions and provide answers (if you can).
- Attend conventions and announce yourself ahead of time, meet new friends, face to face.
- This section is “THE BEGINNING.” In the world of embroidery... **“there is no Utopia!”**
- Whether you are inclined to be a commercial embroiderer or a homebound hobbyist with a thread fetish and a desire to needle something, you'll need a needle, thread, machine, some cloth, maybe a hoop, and a concept of what you want to sew.
- **FOLLOW THE RULES**
  - **RULE 1** – Do not bleed on the material. Which brings is directly to
  - **RULE 2** – DO NOT join the NITFC – Needle In The Finger Club. Some folks joined that club more than once – ouch!!

# Questions & Answers

- Before entering into specific topics, the best place to start is with questions and answers.
- Yes, it is a maze, and amazing, of the in-depth nature of this information.
- Let's start with questions...lots of them. Following the list of questions. In the book, the individual questions will be printed above answers.
- And when you are finished.... You'll probably have more questions??

# In the book, the individual questions will be printed above answers.

- **What's it going to cost? \$\$\$\$**
- **Can you make money with a single head commercial machine?**
- **What do I NEED to be in the embroidery business?**
- **A Machine**
- **Threads**
- **Hoops**
- **Backing/Topping**
- **Designs**
- **Some Basic Assumptions**
- **Three Non-Tangible Items...**
  - **An Idea**
  - **Customers**
  - **A Desire to Provide Good Service**
- **External Marketing Tools**
- **What it Takes to Make Money with a Single Head Machine**
- **Contract Embroidery ... Get Help!**
- **Great Customer Service**
- **Item/Garment Sales with Embroidery**
- **Competitive Pricing (a little high is OK)**
- **Time Management**
- **To Digitize ... Or Not to Digitize?**
- **Niches or ???**
- **Taxes**
- **Networking ... A Must!**
- **Time and Money**
- **The Reality of Embroidery**
- **Additional Pricing Considerations**
- **Room Space**
- **Hardware**
- **Software**
- **Support Equipment**
- **Support Services and Organizations**
- **Garment/Item Vendors**
- **Design Companies**
- **Formats**
- **Training**
- **Tricks**
- **Time Management**
- **To Digitize ... Or Not to Digitize?**
- **Niches or ???**
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- **Hardware**
- **Software**

# Items you'll need!!!!

- YOU NEED TO BE A SHY AND AGGRESSIVE PERSON
- Can you introduce yourself to a stranger: “Hi, I’m Jim, and I have an embroidery business that specializes in custom embroidered shirts. Here’s my card.” And the conversation has begun. Remain passive in tone and firm in intent to further discuss the client and his potential embroidery needs.
- Do you have a hobby or special niche to begin your embroidery marketing?



# External Marketing Tools – described in the book.

- Quick external marketing tools you MUST have immediately:
- Business cards
- Call everyone you know and tell them, “I’m in the embroidery business
- Retractable pens with your company name and phone number
- WEAR embroidered goods: shirts with your logo
- Plastic or magnetic signs for each side of your car
- A company phone number
- A web site



# SUPPORT SERVICES AND ORGANIZATIONS

- An important customer came to us from an association located in Washington, DC.
- A caller asked about our capability to embroider “a glove.” Of course, our response was, “Of course.”
- And the client shows up with a baseball glove! It took a little creative hooping and testing, but ultimately, we provided the product on time.
- And I might add, we were paid well beyond the quoted price, because the client appreciated our work and effort.



# Goals of this Presentation

- To illustrate “Embroidery is a very interesting profession, hobby, and business. ***The Embroidery Handbook*** is 195 pages of great information to assist you in your journey of threads and stitches.
- To buy ***The Embroidery Handbook*** from your favorite AllBrands dealer. It is well worth the money and reading experience. You will benefit personally and professionally.
- Thank you for watching this presentation. Best regards, Jim Serritella

