

# The What, When, Where, Why, and How of Starting Your Own Business

## **WHAT**

What is your passion?

What is your niche and your best product?

What customer do you want to reach?

What is your price point?

## **WHY**

Why do it?

- Be your own boss
- Flexible schedule
- Additional income
- Get paid to be creative

## **WHEN**

When is the best time to start?

How much time can you devote to your side hustle?

## **WHERE**

Where will you conduct your business?

Do you have the budget for a rental space or will you work out of your home?

How much space do you need for your office/creative space?

Where will you sell your goods?

What equipment will you require?

## **HOW**

How do I get started?

- Choose a business name. Put some ideas below!
- Obtain a web domain and build a website.
- Create a business plan and set financial goals.
- Insure your business.
- Find a supplier for blanks.
- Develop an order form to collect important information.
- Determine a payment processing plan.
- Write a refund policy and display it where you sell your goods.
- Curate social media presence to build brand awareness.
- Collaborate with local businesses.

Free resources to help:

[www.sba.gov](http://www.sba.gov)

[www.score.org](http://www.score.org).

Apply for local business permits, state tax license, seller's permit, and tax identification number

[www.yourstate.gov](http://www.yourstate.gov)

If you are ready to take the plunge and start your embroidery business, having the right tools can make all the difference. Brother is here to help with our lineup of professional machines for entrepreneurs just like you, it's easy to get started.



### **PRS100**

- Budget friendly
- Free arm embroidery
- Portable
- 6 hoops included: four mini frames + 4"x 4" and 8" x 8"



### **PR670E**

- Built for efficiency and productivity
- 6 needles
- Auto thread change,
- 8" x 12" embroidery area
- 37 built-in fonts + 12 monogram styles
- Droplight embroidery
- Positioning marker
- 4 frames included: 8"x12", 5"x7", 4"x4", 1.5"x2"



### **PR1055X**

- Ultimate in creativity and luxury
- 10 needles
- 8" x 14" embroidery area
- Industry-first InnovEye Technology
  - Virtual design preview
  - High speed background scan
  - Snowman embroidery
- Positioning marker
- Brother-exclusive My Design Center
- Wireless LAN connectivity
- 4 hoops included: 8"x 14", 5" x 7", 4" x 4", 1.5" x 2"  
+ Scanimation Scanning Frame for My Design Center

**Work smarter not harder with Brother!**

# Accessories Check List

## Persona Accessories

- Border Frame (PRSBH1)** - 4" x 7" embroidery area. Rehoop without removing the frame - includes USB with 50 border designs.
- Flat Frame (PRSFLH200)** - 8" x 8" embroidery area. Good for quilts and bulky materials – prevents excess fabric from getting in the way when embroidering.
- Standard Cap Frame Set (PRCF3)** - Includes driver and mounting jig.
- Center Shoe Clamp Frame (PRCLP45B)** - Ideal for the back of a shoe or the tongue.
- Round Frame Set (PRSRHK1)** - 4", 5", and 6" frames + driver, great for knits.
- 4" x 4" Clamp Frame (PRSCCLPM1)** - Two different sides, one with rubber grip, the other with a textured fabric grip. Great for stuffed animals.
- Wide Table (PRSWT1)** - 21" x 25" work surface to support projects.

## PR Model Accessories *Compatible with most PR models, except PR600 and PR600II. Verify compatibility prior to purchase.*

- Flat brim cap frame (PRCF5)** - Stitch closer to the hat brim.
- Wide cap frame (PRPCF1)** - Stitch ear to ear on a cap.
- New Tubular frame table (PRTT1)** - Great for heavy sleeves and pant legs.
- Sleeve Frame (PRHSL200)** - Ideal for baby body suits, pant legs, wine bottle bags, sleeves and so much more.
- New Magnetic sash frame (PRMS360)** - 14" x 7" embroidery area and no rehooping for large designs.
- Clamp frame set M (PRCLPM1)** - 4" x 4" embroidery area. Very useful when creating multiples. Stays attached to machine when rehooping.
- Jumbo Frame (PRPJF360)** - 14" x 14" embroidery area. A must have for jacket backs.
- Compact frame kit (PRHCK1)** - Includes 4 mini frames and frame holder.
- Shoe clamp (PRCLP45B + PRCLP45LR)** - Left and Right shoe clamp hoops for shoes, boots, gloves, pet items.
- PR Stand (PRNSTD2)** - For all PR models. Adjustable height, lots of storage, and wheels for mobility.
- PE Design 11 Embroidery Software** - For even more customization and editing.