



STITCH ME RIGHT™

A **Faith-Based** Guide
to Building a
Thriving Clothing Business

**EVEN IF YOU HAVE
NO EXPERIENCE & NO CONNECTIONS**

**FROM AN INDUSTRY EXPERT
YESI LAVIN**



LEGAL

Stitch Me Right: A Faith-Based Guide To Building A Thriving Clothing Business From An Industry Expert

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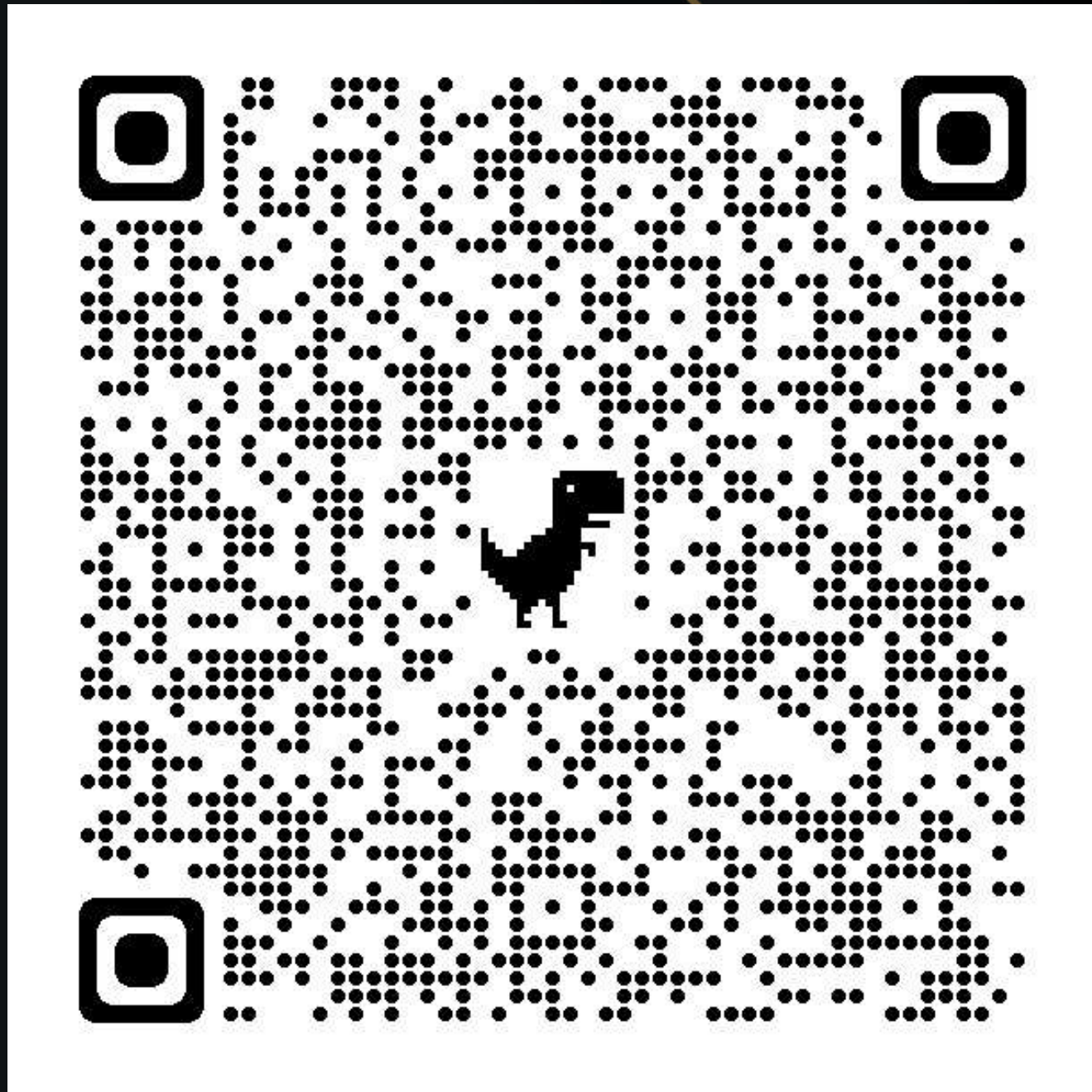
DISCLAIMER

In the journey of building a thriving clothing business, there are no guarantees. While "STITCH ME RIGHT: A Faith-Based Guide to Building a Thriving Clothing Business" aims to equip you with the insights, strategies, and spiritual principles that have guided me and my clients towards significant achievements, success is a multifaceted outcome influenced by various factors, including individual effort, market conditions, and divine timing.

Please understand that "Stitch Me Right" is more than just a title; it's a metaphor for the meticulous, tailored coaching and consulting I provide, designed to help stitch your vision into reality. However, reaching a thriving milestone or any level of success depends on applying what you learn, continuous learning, and adapting to your unique circumstances.

I encourage you to also study other successful clothing businesses. You'll likely find that the principles and practices outlined here align closely with those who've achieved remarkable success. Remember, success indeed leaves clues, but it also demands persistence, faith, and the courage to take inspired action.

May this guide serve not only as a roadmap but also as a source of inspiration as you embark on or continue your entrepreneurial journey. Let "STITCH ME RIGHT" be the thread that helps weave your dreams into the fabric of reality.



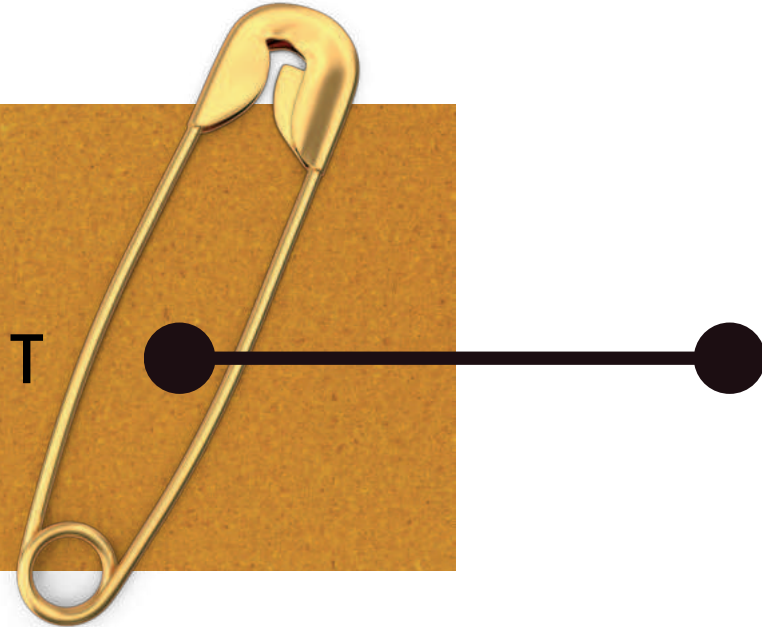
Want to Fast Track Now?

Let me know where you're at and the problems you're facing so we can work on a solution tailored for you.

Scan... for a discounted 15-minute consultation with us.

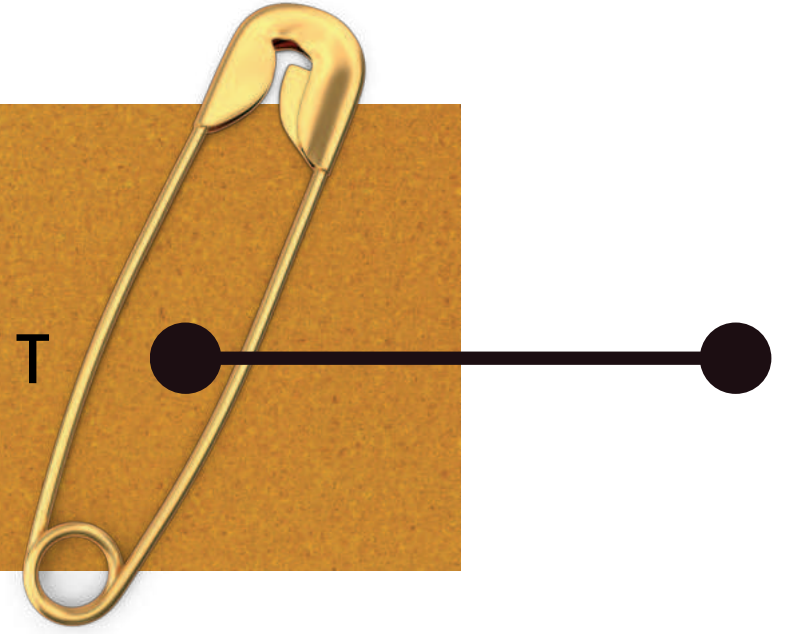
Get **Stitched Right!**

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INTRODUCTION | ABOUT THE AUTHOR



Hi! I'm Yesenia Lavin, but the world knows me as Yesi. I am the action behind the vision with **Stitch Me Right**, the person who can help you build a thriving clothing business.

I was born in the Bronx, in the Heart of the Fashion World, New York City. Though my family later moved to New Bedford, Massachusetts, my home base is back in NYC.

My career and accomplishments all began in a vocational high school where I thought I wanted to be in Cosmetology, but somehow, I landed in Clothing and Textiles. At the start, with images in my teenage head of winding up "like some old lady in front of a sewing machine," I begged my parents to take me out of vocational high school and transfer me to a "normal high school." They agreed, but by then I'd already spent a one-week trial in the vocational school, and I unexpectedly found my true passion in the garment world.

What's more amazing is that in my senior year of high school, I was already working in the field of fashion. I landed an internship where I was working with a ladypreneur specializing in custom corsets and alterations, only going to school every other week for academics. This required me to commute two hours a day to work in the industry at such a young age, but it set me up for the future I could have only imagined.

When I graduated I ranked in the top three in my field and with highest honors, I set my sights on college. Though it was expected, I decided to skip out on the famous Fashion Institute of Technology (FIT) in my hometown of NYC, and instead, I moved to Miami to continue mastering my skills within the world of garments and textiles. After graduating from Ai International University of Miami of Art & Design, I managed retail stores. Eventually finding myself back in the northeast, I was hired to work in customizing promotional items and branding, which opened up the doors to custom clothing in NYC.



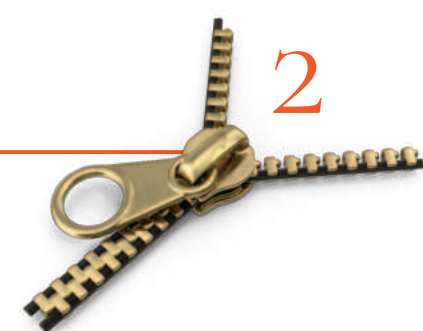
My career really started to take shape when I took a job in a factory that manufactured custom luxury suits for men and top global designers including Thom Browne. I worked my way up to become the head of production, and I created a system to efficiently manufacture more clothing.

As the United States began losing more and more clothing manufacturing to overseas resources, I began to work with more tailors, implementing systems for their production. I personally managed the tailor shop for Brioni in New York, a brand that has been legendary for more than 75 years. This exposed me to a deeper experience behind the scenes with luxury fabrics. I was then called to be an Account Executive with one of the top luxury fabric manufacturers, the name behind the names, Gladson, Ltd., who has been providing fine cloths for the custom tailoring trade for more than 50 years. The rest is history.

Through my extensive experience and exposure behind the scenes in the luxury world of fashion, I have discovered my true niche lies within consulting and developing systems to build successful businesses. I have had the advantage of seeing from the inside-out why one brand can be extremely successful while another won't be—and I've learned that success has little to do with the product itself.

This book is my launching pad to step away from the corporate structure of the fashion world and begin pursuing my true passion of helping other designers build their own thriving clothing business.

With my unique experience in both fashion and business, I can help you facilitate your clothing line from concept to runway. This is your launching pad to step away from the corporate structure and pursue your true passion of building a thriving clothing business. With the information in this book, designed for you to revisit and utilize as needed, you can apply the valuable knowledge I've gained over the years to bring your vision and dream to reality—no matter your starting point. This guide is structured in sections for targeted reading based on your immediate needs. However, if you're at the beginning of your journey, following the sections in order provides a comprehensive pathway to success. I understand that you can't win a race if you don't know where the starting line is, and I'm eager to help stitch the pieces together for your thriving clothing business.



FAQS:



Do I have a clothing line?

My primary passion lies in empowering others to reach their business goals and engineering adaptive clothing that enables individuals with physical disabilities to dress independently.



What is Stitch Me Right?

Stitch Me Right is a functional coaching and consulting service designed to fast-track the success of entrepreneurs and professionals across any career path. We provide a custom-tailored roadmap for personal and professional growth, believing that true success is intricately woven like a master tailor's suit, meticulously planned and uniquely fitted to your individual strengths and ambitions.



FAQS:



What brands has Yesi helped thrive?

Alan David Custom Clothiers, and various popular clothiers under the employment of Gladson, Ltd., that I am required to keep confidential. However, building on this foundation, my expertise has now broadened to support professionals across various sectors in achieving financial success, demonstrating that the principles of growth and success I teach transcend industry boundaries.



SnapTip: Throughout this book there will be **Call To Action** links at the end of each section that you can select for even more knowledge and how-tos. You don't want to miss taking advantage of every resource I've provided.





MISCONCEPTIONS

Let's Align Our Understanding First

Before we dive in, I want to assure you what you will be learning from my years of experience. Having collaborated with countless aspiring designers, founders, and entrepreneurs, I've identified some misconceptions that don't serve us well. Let's clear some major ones right now.

| If you bought this e-book to start a Fashion Brand, then let's unpack a Fashion Brand vs a Clothing Line—because there is a difference between a Fashion Clothing Line and a generic Clothing Line.

A Fashion Brand (or Fashion Clothing Line) focuses on the latest trends and in some cases extravagant couture items.

A Generic Clothing Line focuses more on a need an individual sees missing in the market that better suits their needs and their target audience.

A Fashion Line and Clothing Line can be in the same wheelhouse depending on who is creating it.

***Stitch Me Right: A Faith-Based Guide to Building a Thriving Clothing Business* will focus on guiding you to a thriving clothing business.** The content of this e-book will stay focused on guiding you from a business idea to a successful launch. If you, as the creator, want to start or expand your generic clothing line, then you will need to stay on top of fashion trends and become a Fashion Line.



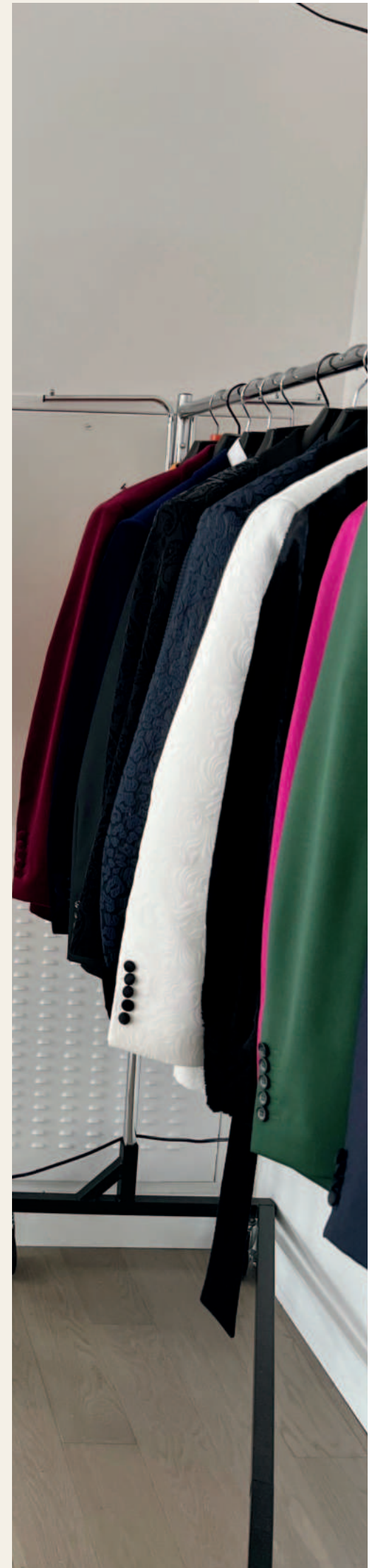
II. WHY MOST CLOTHING LINES DON'T THRIVE

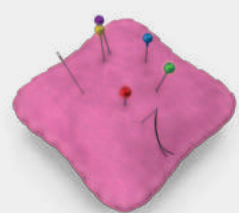
To help you avoid common pitfalls as you move forward with your aspirations, here are the Top 10 reasons why clothing business' fail.

Top 10 reasons why clothing lines fail.

1. No balance between investing in your line's marketing and creating samples.
2. Allowing your scarcity mindset or other people to get in the way of your dreams.
3. Not seeking and analyzing enough data* before launching.
4. Not giving yourself enough time to really think out the long game.
5. Not being receptive to critical feedback.
6. Having a lack of awareness of business fundamentals.
7. Disturbing manufacturer production's assembly line. In other words, having "too many cooks in the kitchen."
8. Having poor collaboration skills.
9. Not learning social media basics or refusing to get online to be found.
10. Not performing enough quality assurance/control to maintain consistency.

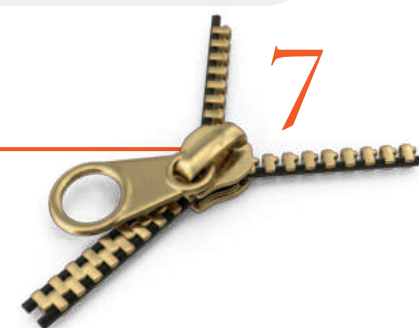
****Data can be anything along the lines of: lifestyle of clothing, a plan to keep your audience buying over and over again, or forgetting to target your audience's average weather forecast based on where they live.***





Here's a **SnapTip** that's been extremely helpful to me, and I hope it is for you.

Listening to the audiobook while reading the book will increase your reading speed and your brain will retain more information because the contents are being stored in more places. That's like your brain functioning as those cool sewing machines that have multiple spools of thread simultaneously going through them. You might find it as valuable as I have. If you wish to, go ahead, and grab the audio version and see for yourself. I figured I'd put this "**SnapTip**" here, so you have a chance to do it if you found what you've read so far valuable enough to earn your attention. I sincerely want you to get the best out of this and take action in getting your dream outcome.



CLOTHING TERMINOLOGY #1



Let's get straight to it. No, you're not going to get bombarded with learning terms right off the bat. I know you came here to get stitched right and get your line to thrive. But to maximize the effectiveness of this book, there are some terms you will need to know, particularly if you're new to the fashion world. Don't worry, there's a way we will apply all the terms you learn in this book to how you can build your thriving clothing business.

Sewing Needle: I mean...the name defines itself. A needle is used in sewing to pull thread through cloth. If you don't know... let the **'Tailor-Bird'** show you. This amazing little bird literally sews leaves to build its nest.



"Omg there's a tailor bird? You mean to say the birds beat me into getting started?"

Uh...YES...so this means it's time for you to get your clothing line out there and let us Stitch You Right.



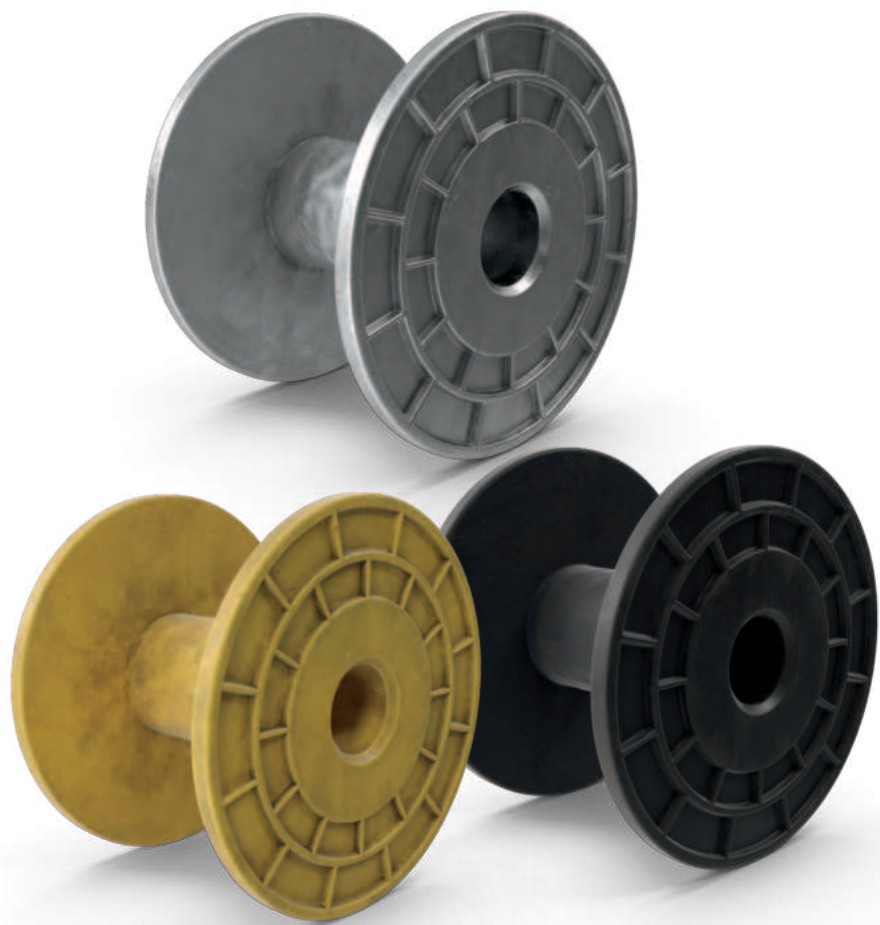
OK, back to learning more important terminology.

Thread: A long, thin strand of cotton, nylon, or other fibers used in sewing or weaving.

The next term might be new to you, if you're completely new to this world.



Bobbin: A bobbin is a small spool prepared by winding thread on it. It holds the thread that forms the stitches on the underside of the fabric. A bobbin is mainly used in sewing machines and in most cases is hidden. Each sewing machine make and model requires a specific type of bobbin, and the owner's manual has instructions on how to insert the bobbin. Most industrial sewing machines require the bobbin's thread to be wound clockwise for the bobbin housing.



OK, we'll stop with the terminology class, for now.





This book intertwines the art of sewing with the journey of personal and business growth, creating a rich tapestry of insights and lessons designed to accompany you beyond its pages. We will utilize the language of sewing and textiles as powerful metaphors for life's challenges and triumphs. These analogies serve to illuminate the intricate process of **building a resilient mindset** and discovering your underlying **'why,'** much like the careful crafting of a garment.

Each term, each metaphor, is carefully selected to enrich your understanding and reflection on your path to success. As you delve into these pages, allow the seamless blend of sewing terminology and life lessons to guide you, inspire you, and ultimately, equip you with the tools to stitch together your dreams into reality.

Throughout our journey together, I want you to think of yourself as the **"Sewing Needle"**. There's not much you can do with a sewing needle on its own, but add thread to have numerous possibilities and outcomes. You don't have to be in the clothing industry to understand that sewing needles come in various shapes and thickness, each suited to different types of thread and fabric. This diversity in needles, much like our individual differences, underscores the importance of finding the right tools and partners to bring your visions to life.

The **Thread** is comprised of your ideas, your vision, the uniqueness of what you know you can bring to the clothing world—your desire to dress and see others in that attire. It's the very reason you were drawn to this book. Now again, you don't have to be in the clothing industry to understand that 'threads' vary in texture and strength, much like your rich, multifaced aspirations. These threads not only connect the needle to the fabric but also intertwine your dreams with the reality of creating something tangible and impactful.



Let's Stitch this together.



When your **Vision** (*the Thread*) goes through **You** (*the Needle*), it has amazing potential, however, the process of “threading the needle” moves slowly. You can only do so much on your own. Just think about the patience and precision that is needed to thread a needle.

Here's the reality: When your Vision (*the Thread*) goes through You (*the Needle*), it's a process most often used for fast fixtures or even temporary fixes, not exponential or long-term growth. If you're in business, or flirting with the idea of starting your business, use this analogy as a reminder. In other words, the same meticulous attention that is required for you to thread a needle is the same for you to align your actions with your vision and goals.



Sewing with a Needle and Thread is basically “hand-sewing.” Yes, it can create, Yes, it can be beautiful, BUT... it takes longer. And to be frank, it takes constant hours with years of skill to sew something and have that perfect clean look. This is equivalent to your individual effort. No doubt it's valuable, but it's limited in speed and scope.

This is where the Bobbin comes into play. **The Bobbin**, doesn't just hold the thread but actively participates in the sewing process. The Bobbin is the small spool that holds your ideas (the Thread) on the underside; it plays the role of accelerating your success “behind the scenes” with durability. **Stitch Me Right** is the Bobbin. When you upgrade to ‘speed stitches’ aka from hand sewing to a sewing machine, you immediately introduce a mechanism for efficiency and amplification of effort. The purpose of the Bobbin's thread is to help stitch fabric together and provide durability. Just as the Needle is (YOU), the Thread, (Your Ideas).

Let's assimilate the Fabric as the (Challenges) in your life. The pieces of fabric that have to come together are the same as the challenges in your life that you have to stitch together to create beautiful designs. Guess what this means for your personal and professional life? This means you are propelling success much more rapidly. This, for you, is getting **Stitched Right**. Like the Bobbin, we provide the tension and guidance needed for the needle to penetrate the fabric of your life much more smoothly, creating durable and beautiful stitches, akin to successful outcomes. Just like the sewing machine revolutionized the clothing industry with the strategic placement of the Bobbin, imagine what a custom-tailored path could do for you, your future, and your family.



In **CLOTHING TERMINOLOGY LESSON #1**, we've learned that there's a unique Bobbin for every make and model of machine and if you don't know how to use it, then you have to refer to the owner's manual.

Let's say, for now, **the owner's manual is your mindset**. It's your thoughts, your beliefs. So, to help you take the first step in understanding your owner's manual, I ask...



Who do you believe you are?

Blank area for writing the answer to the question: Who do you believe you are?



What do you have to do to breakthrough and get your line started?

Blank area for writing the answer to the question: What do you have to do to breakthrough and get your line started?



Why are you starting this clothing business?

Blank area for writing the answer to the question: Why are you starting this clothing business?





What inspires you?

Empty text box for response.



What makes you different?

Empty text box for response.



Why do you feel that others out there in the marketplace need your brand?

Empty text box for response.



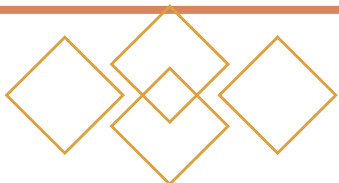
What are your values as a person, as a founder, as a brand, as a designer?

Empty text box for response.



What values does your clothing business stand for? i.e., eco-friendly or made in the USA, etc.

Empty text box for response.





Take the time to answer these questions and write your answers. When you are satisfied with your answers, stick to them!

Who you believe you are, and you being authentic to that self, plus your story, is what will make your clothing line “unique,” and play a role in your success in building a thriving clothing business.

If you’re unsure about any of these awareness questions, that’s OK because we’re going to **Stitch You Right**.



Snaptip: *The creator of the heavens and the earth ultimately holds the instructions and answers in His owner’s manual, and quite frankly, He is the best place to go to find who you are; but I won’t start preaching to you. “He who seeks shall find” (Matthew 7:7-8).*

Success loves speed. You could have the greatest concept for a clothing business, but without the proper resources and mindset, you might find yourself like a spool of thread left untouched, gathering dust on a shelf.

Navigating the world of branding and team building on your own will leave you feeling like a lone needle with its thread. Yes, handwork is crafty, however it’s also time-consuming. You don't know what you don't know.

If you already have your clothing business established, but your seams are misaligned and need realignment for a perfect fit, this book recognizes that you too, face challenges and require guidance, much like the process of “getting alterations”. This book isn't only a launchpad for the aspiring entrepreneur. It acts as your “Bobbin,” saving you time and ultimately money.

You have the choice to be a fine Needle with Thread, following the guidance in this book solo — or, join our ever-growing [Facebook group](#) and become part of a community dedicated to getting their business to thrive!



WORKING FULL TIME ON YOUR JOB PART TIME ON YOUR FORTUNE*



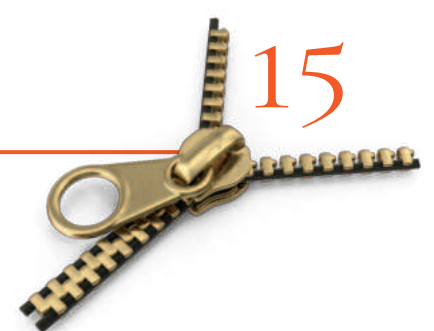
We can't go any further until we address the elephant in the room, which is the challenge we all face when starting or trying to sustain a business—our *Full-Time Job*. This job often acts as the security that binds our wings of ambition. Whether it's working at a bank, entrenched in corporate duties, bustling in hospitality, running an office, serving at a restaurant, or anywhere in between, our jobs can rob us of our future. And if we're juggling families and children as well, it might seem daunting, if not impossible, to pursue what truly sets our soul on fire.



But what if I told you that the essence of your dreams could coexist with your current responsibilities? That your job, while necessary, isn't the endpoint but a means to an even grander vision.

I invite you to share your situation with us by participating in our poll [Here](#).

To get your clothing business Stitched Right and thriving, **you'll need to manage your time** to the best of your ability.



WORKING FULL TIME ON YOUR JOB PART TIME ON YOUR FORTUNE*



Here's a quote I once heard that gets this point across well:

“

Balance is a season. It's like winter. You can't have summer and winter in the same season. If you're balanced, you're not focused. And if you're focused, you're not balanced. If you're broke, you don't need balance, you need focus.”

Myron Golden

Best Selling Author and Business Consultant

In a nutshell: **Don't Confuse Achievements With Fulfillments.**

Myron's words echo the truth about prioritization and focus. It's not about swinging between extremes but steering your attention toward what truly matters—your fortune, your legacy, your freedom.

If you're already established with your clothing business, but aren't thriving, **don't skip this section.** This goes for you too.

Let's get interactive, or how I prefer to say it, "Let's weave." Weaving is writing; 'Let's weave' isn't just a phrase; it's an invitation to blend your reality with your dreams, taking immediate action and standing out from the rest. It's one more important term to **Get Stitched Right.**

So, I challenge you now, not to just read this book, but to weave those dreams into the fabric of your daily life. Let's intertwine your aspirations with actionable steps, starting with identifying what consumes your time. Could these hours be the seeds of your future success?



Now that we've laid the groundwork, let's actively weave your aspirations into the fabric of your daily life with this three-step activity. This isn't just about identifying goals; it's about taking charge and crafting a strategy for success. In just 3 steps I want you to weave (write) your answers to the questions I'm going to ask. Go ahead and use the lines provided to avoid the excuse of not having a note-book or something around to start weaving.

STEP

Reflect on Your Current Reality. What does your daily life look like?

1. • Take a moment to thoroughly examine your daily life. What does it entail? From the moment you wake up to when you retire for the night, detail everything that occupies your time.

STEP

2. Identify What Only You Can Do, based on what you wrote in Step 1.

- Reflect on the responsibilities and tasks that uniquely require your attention or expertise. What are those things that absolutely cannot proceed without you?

STEP

3. Pinpoint Necessary Actions for Your Business Growth.

- Considering the insights from Steps 1 and 2, identify the changes or actions needed to pave the way for your clothing business. What needs to start happening, stop happening, or continue happening?



Alright, although there's more to master this section, we'll stop here, and move on to...

The formula to attack steps 1 through 3.

We're going to create a side-by-side list to visually separate tasks that are uniquely yours from those that can be delegated or eliminated. This visualization is key to transitioning from a place of being overwhelmed to one where you're empowered and focused.

Compare Steps 1 and 2, by making side by side lists of what "Only I Can Do," and what "Someone Else Can Do" as depicted here.

ONLY I CAN DO	SOMEONE ELSE CAN DO

This activity is designed to crystallize the realization that effective time management and delegation are pivotal to transitioning into true entrepreneurship. While the concept is straightforward, the execution requires introspection and honesty.

To move beyond this place of frustrating your future, begin looking for assistance for all the things you listed under **"SOMEONE ELSE CAN DO"**.

This is how you...

- ✂ Accomplish getting assistance.
- ✂ Start removing what needs to be removed.
- ✂ Replace your time and energy by focusing on Step 3.



Tadah! You have now started your way into true entrepreneurship by taking charge of your time.

It sounds so simple, but in reality, most of us need help with these critical steps. A select few can master these on their own. But, from what you've learned so far, you can hand sew your life through this...or...you can fast pace with speed stitches, and we all know, success loves speed. Just saying.

Imagine what harnessing the power of your time could do for your dreams. Are you ready to find your custom fitted path? Stitch Me Right is more than just a guide; it's your partner in weaving the future you deserve. This is what makes our platform different from the rest and from anything you can spend brain power on googling. Let's stitch this journey together.

Balancing Full-Time Work with Entrepreneurial Ambitions

****Quote by Jim Rohn (1930-2009) American Entrepreneur, Author, and Motivational Speaker***



NARROW DOWN YOUR NICHE

Remember this phrase: **“The riches are in the niches.”** Because of the power in knowing your niche, I don’t suggest you sign up to be a warehouse filled with an overwhelming array of selections. In our coaching program, we often encounter aspiring designers and entrepreneurs eager to offer EVERYTHING under the sun. While ambition is commendable, remember, Walmart wasn’t built in a day. You **MUST** narrow down your initial offerings to carve out your niche effectively.

Here are some helpful ways to find your niche. Let’s weave...

Discovering Your Audience Through Your Story



Who does your unique story target?

o Oftentimes, your personal journey can help define your niche of style and offerings.

- Consider the journey of a nurse in our coaching program, who, fueled by his passion for helping the elderly and his love for graffiti art—this led him to a groundbreaking approach in medical apparel. Despite the physical demands of his profession causing back pain and posture issues, he didn’t let the traditional limitations of the physical appearance of medical scrubs deter him. By integrating style and ergonomic advantages, he not only addressed his own needs but addressed a broader market seeking the same balance.

This narrative underscores the power and importance of using your story to help weave your future. Your unique narrative will resonate deeply with others. This is the beginning of guiding you toward your audience, illustrating the importance of storytelling in discovering your market.



Who is your Target Audience?

What are their preferences?

What do they like to do?

What do they mostly do for a living?



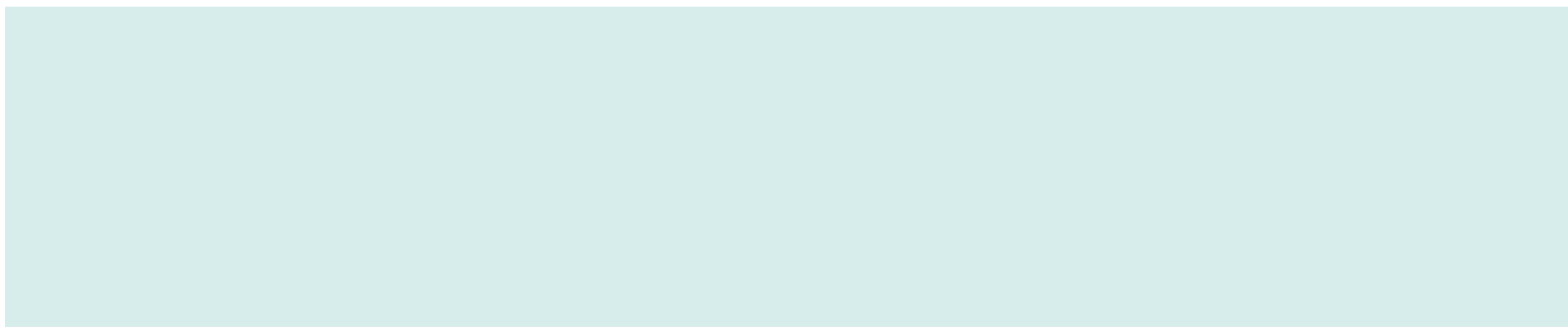
SnapTip: Remember, while it's natural to project your preferences onto your audience, true insight comes from aligning with their needs. Even if it means being your own audience at first. When we think about it, we're never the only ones going through what we're going through even though it might feel that way. When you speak to one, you speak to many. If identifying your target market is challenging, our [online quiz](#) provides powerful insights to help guide you.



Filling a Void in the Marketplace

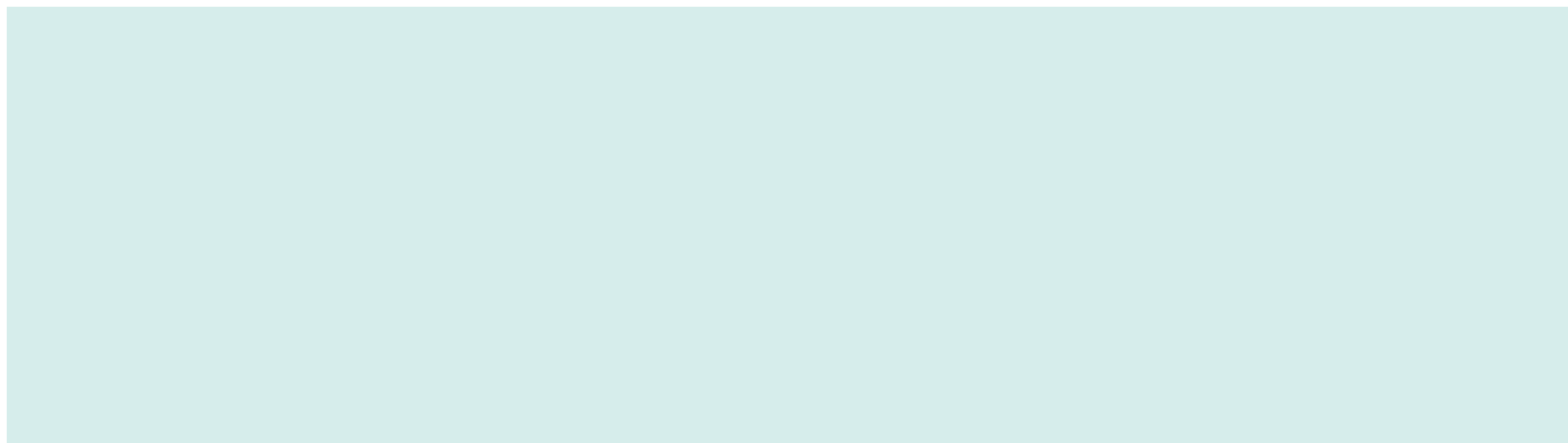


What void in the Marketplace have you identified?



Is there a need in the marketplace that your unique desire can fill?

- Here's one memorable instance that I hope inspires you to know that there are no limits in finding your niche. A Brooklyn-based orthodox Jew, who carved a unique niche within the realm of their standard modest attire—he spotted an untapped opportunity. Despite the constraints of orthodox clothing, which typically remains consistent in appearance and color, he found a niche in introducing luxury into tradition. This story exemplifies the limitless possibilities in identifying and creatively filling a gap in your market.



SnapTip: Do not get in your head thinking you have no void to fill. You've come this far for a reason. If you're facing too many challenges, just **[Get Stitched Right!](#)**



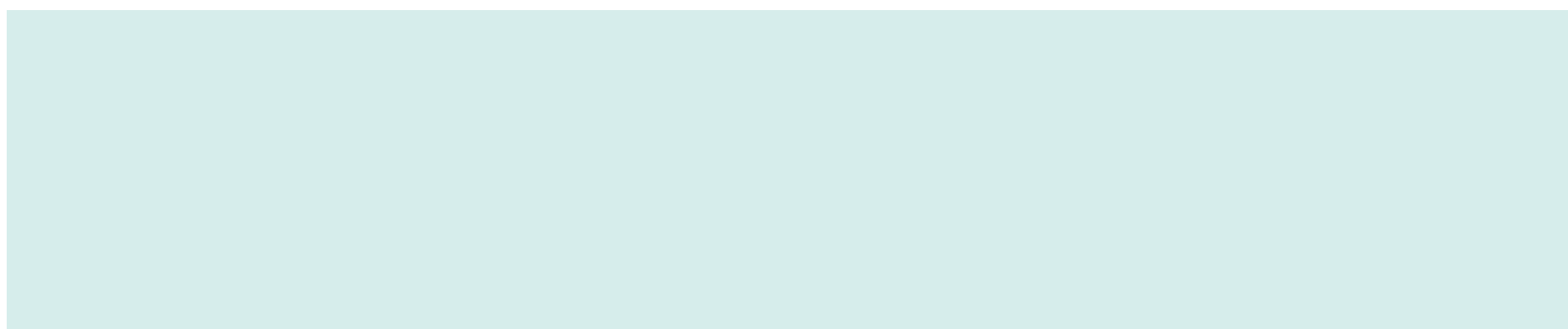
Lastly, Deciding What Products to Sell



What products are you selling?

- When you offer a vast variety of things, it can make it complicated for your target audience to know what you “specialize” in. They might find it hard to find value in what you offer.
 - For instance, take our client Alan David, who learned a valuable lesson. Initially offering a wide array of custom-tailored suits covering every imaginable fabric and style, we soon realized that consumers searching for a tailored suit, to this very day, prefer to buy from those who appear as “specialists”—and to be frank, these options seem to be the “over the top” fashion suits. So, consumers, particularly when seeking a classic, basic suit, would find themselves resigning to the uninspiring, one-size-fits-all options of department or retail stores, unaware that a custom-tailored alternative is within reach. Alan’s broad range diluted the perceived value of his offerings. The breakthrough came when we concentrated on narrowing Alan's niche and identifying the void in the marketplace: it turned out to be crafting simple, yet high-quality, classic suits. This focus not only led to Alan achieving eight-figure success but also established a loyal clientele. Once Alan was recognized for his quality basics, customers began exploring his more fashionable options too. This shift beautifully illustrates the importance of carving out a niche and mastering it.

For this section, I want you to think: I’m not a warehouse! People will buy ‘[blank]’ from me because....



I hope you are ready to tailor your path to success in the vast fashion world. Let **Stitch Me Right** guide you in pinpointing your niche with our [interactive workshop](#). Don't let indecision or a wide array of choices overwhelm you and stall your progress. I took this leap of faith for you. Embrace this opportunity to shape your clothing dreams into a reality.



PRICING | WHY THAT PRICE?

Most aspiring Founders or Designers have a desired retail price in mind to ask for their product. This “envisioned perfect price tag” most likely balances attractiveness and profitability, but is that price realistic? I want to guide you to make informed decisions. Let's demystify this together by exploring the top 3 fundamental pricing strategies that successful founders and designers use.

1. Cost-Plus Pricing

This strategy involves calculating your product's production cost (including all materials, labor, overhead, shipping etc.) and adding a predetermined profit margin. For example, if it costs \$50 to produce a jacket, and you aim for a 50% profit margin, you'd price the jacket at \$75.

2. Value-Based Pricing

Here, the price is set based on the perceived value to the customer rather than the cost of production. If your clothing line offers unique benefits, such as eco-friendly materials or exclusive designs that your customers value highly, you might price higher than the competition, simply because you are reflecting on this added value. We see this often with clothing lines that become popular name brands. I'm sure you can think of a few names that fit in this category.

3. Competition-Based Pricing

This strategy involves setting prices based on what competitors charge for similar products. If you're entering a crowded market, understanding competitor pricing can help you position your brand as a premium option or an affordable alternative. However, be vigilant with the alternative. This isn't a race to the bottom.

Consider these strategies to get your clothing business to thrive. Making strategic decisions that align with your brand's positioning, its costs, and the value you deliver to your customers, keeps you from just picking numbers out of thin air.





SnapTip: Depending on what your plan is: The more affordable your clothing is, the more inventory you'll most likely be responsible for maintaining. On the contrary, the more expensive your clothing is, the less inventory you'll have to carry.

Let's look into the products you are selling and see if they correlate with your desired retail pricing.

Start weaving down the products you are selling along with their price and reason next to it.

Product	Price	Reason
ie: Jacket	\$75	Reason Cost-Plus
	\$	Reason
	\$	Reason
	\$	Reason
	\$	Reason

The importance of knowing such information helps you narrow down your manufacturing, your minimums, and your options when creating a website for ecommerce, and it serves for creating a realistic plan to building a thriving business.



Consider the following scenarios when answering the questions.



Does the pricing you're considering correlate to your target market's story? Yes No

Example: If your brand story revolves around luxury and exclusivity, does your pricing reflect this narrative, positioning your products as premium offerings?

Why?



Is the pricing realistic for what your target market does for a living? Yes No

Example: If you're targeting young professionals, is your pricing aligned with their disposable income levels, making it accessible yet aspirational?

Why?



Does the pricing match your target market's current interest in style and where they shop? Yes No

Example: If your target market favors minimalist, sustainable fashion, have you researched how similar items are priced at their favorite shopping destinations?

Why?



Does your pricing match the current marketplace you're targeting? Yes No

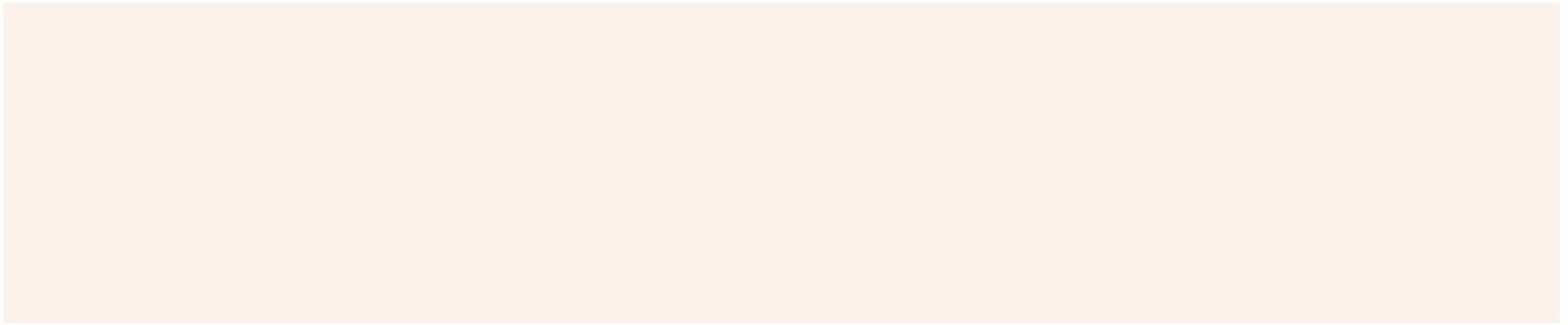
Example: If the average price for handcrafted leather bags in the marketplace is around \$200, is your pricing competitive while still ensuring profitability? Remember: This isn't a race to the bottom.

Why?





Why are you choosing those prices? Is it to be competitive? To stand out? To be exclusive? Weave here your overall statement of your price choices.



SnapTip: *Reflecting on these questions helps, but physically taking the time to weave your answers ensures your pricing strategy not only aligns with your business goals but also resonates with your target market also known as your 'Avatar'. Whether you aim for affordability to capture a wider audience or exclusivity to cater to a niche market, understanding the dynamics of your pricing can be pivotal to your business' success.*

Remember, the journey to aligning your pricing with your market is unique to every entrepreneur. Stay true to your vision, and adapt as you learn more about your audience's preferences and the broader market landscape. In other words, stay in your lane.



Let's ensure your pricing not only aligns with your business goals but also opens the path to success. **Stitch Me Right**, alongside our network of expert coaches and platforms, specializes in fine-tuning your pricing strategy for maximum profitability and brand alignment.

[Discover how to price your line for maximum profit and brand alignment for expert insights and personalized guidance.](#)



DIGITAL FOOTPRINT

SOCIAL MEDIA PRESENCE

Let's face it, we can't be missing in action (M.I.A.) from social media if we want your clothing business to thrive. Word of mouth is great, but word of mouth in the digital world is even better.



Talk about changing your story, changing your life, and rapidly changing others' lives—if done consistently with the right mindset and purpose—then you can elevate the awareness of your clothing line. If you're already on social media and need to accelerate your business and increase your following, stay with us, because you might stumble across the gem you've been searching for.

If you're new to this, you may be thinking right now...



Omg, are you going to tell me to go on social media? 😬

I don't have my clothing line yet, so I'm not going to put myself out there.

I'm not ready! I don't have my name, brand, or logo yet.

Yaddah, yaddah.

Now is the time to address the imposter in the room and reveal your secret identity. Do you want to **Get Stitched Right** or stay in your comfort zone?



For those of you who are established, but your seams seem to be misaligned and in need of alterations.... you may be thinking: *I already paid for followers, how can I get real followers now? or, How can I get real purchase volume from my followers?*

I'll answer you with this quote:

“Those who mind, don't matter and those that matter, don't mind.”

Bernard Baruch (1870-1965)

American Financier, Stock Market Speculator, Statesman, & Presidential Advisor

You must be held accountable. Now is the time to work on this step. Put the word out there. Say yes to the people who follow you even if it's only your close circle. Use your personal page. At this point, it does not matter if you do not have a business name or logo. We'll get to that fun stuff later.



SnapTip: If at this moment you have the business name you'd like to use, then go ahead and get those handles on all platforms. Change your personal page to function on the backend like a business page to have access to insights and analytics. You can view how to do it here for [Facebook](#), [Instagram](#), [TikTok](#), [Pinterest](#), and [X](#).



PREPPING YOUR SOCIAL MEDIA FOLLOWING



The digital age isn't showing signs of fading away; hence, your visibility is tantamount to your business's very existence. People don't know what they don't know, and if they're unaware of your existence, then your business won't reach its full potential to thrive.

Think about it: how did you stumble upon this book? I'm genuinely curious. Quickly cast your vote [here](#), and let's discover how our paths crossed.



As for social media, platforms like Instagram, TikTok, and Pinterest are more than just popular spaces—they're the modern runways where your clothing brand can strut its stuff and truly shine. “Prepping Your Social Media Following” will provide you with the essentials to effectively launch your brand's presence onto these virtual stages. While diving into these initial strategies is encouraged, remember the dynamic nature of social media. To truly flourish, consider leveraging experts and staying informed through channels that specialize in the latest social media strategies and trends. But don't worry, by the end of this section, you'll receive an introduction and guidance on where to find those experts who can manage this task for you, ensuring your brand remains at the forefront.



Let's Get Social...

- Set up your account and prep your “About/Bio.”
 - Include a brief description of who you are.
 - This could be your occupation.
 - Add a relatable piece about you.
 - For instance, mention if you're raising several kids, or delve into your passion for a specific hobby, detailing what it is.
 - Mention your clothing niche or what you plan on offering.
 - Write it as if you were talking to your audience as one person.

✓ What's Next?

- Prep the people following you even if you're only posting a relatable quote.
 - Go Live and share your plans on starting a clothing business.
 - Publish a visually appealing image or a text-overlay photograph announcing the launch of your clothing line.
 - § Keep in mind: Perfection is Paralysis. It's OK if your photograph isn't of the “top-notch” quality you envision. Build the tenacity first and the rest will follow.

✓ How Should You Do It?

- Ask your current followers to support you by leaving comments, tapping the like button, and to share your posts.

✓ What Should You Say?

- “I'm finally going to take that leap of faith and start my clothing business.”
 - Be authentic.



✓ What If You're Already Established?

- Ask questions that you'd like answered. For instance:
 - Use polls to learn more about your audience.
 - Go live and speak to your audience and answer their questions.
 - Seek brand ambassadors in exchange for testimonials, and leverage their influence by having them showcase your clothing through social media, thus amplifying your brand's reach and credibility.

✓ What If I Don't Have The Perfect Setting For My Posts?

- You have what you have. Utilize your current resources creatively. Reality is, not participating guarantees NO progress.
 - Perfection is the enemy of good.
 - Share your story. *“Where you are now is not where you will always be. There are brighter days up ahead” – Joel Osteen*
**American pastor and televangelist.*
 - Keep your target audience in mind. They need what you possess! Your posts are designed to expand your reach, engage with your audience on a deeper level, and demonstrate how your products fill a void in their lives.

✓ Develop A Habit of Engagement From The Start.

- Making time to engage is most likely a headache for most. I know it was for me, but making time to engage is critical to your success.
 - Cultivate the practice of immediately engaging with and exploring potential followers within the first hour after sharing your content.
 - Take advantage of all the free press available to get the word out there. Be authentic! It's OK to say you're just starting.



✓ Create Your Library.

- Browse relatable hashtags, blog pages, influencers, and the like.
 - Save their info on your smartphone, note-book or use these [templates](#) that we first used as guidance.
 - Think, *I want to collaborate with this person.*

Take notes of what they post and how you can create a post of your product, for them, that they will be happy to share.



SnapTip: *Stay adaptive to the frequent algorithm changes in social media by keeping up with pages that offer up-to-date strategies and trends. The advice provided here aims to be timeless, but staying informed will ensure your tactics remain effective. Here is a resource that can help you: Go to trends.google.com to see how your keywords are performing. This resource not only provides data but also exposes you to new ideas on new trending words. For deeper insights into mastering social media, I recommend following, [@xavier mulligan](#). His expertise has been instrumental in shaping my approach.*

If you aren't seeing the engagement you hoped for, don't be discouraged. You want to fail fast, and you want to fail cheap. This is your opportunity to practice, to build resilience—much like tailoring a coat with a strong, durable lining for the harsh elements of weather. Just as this lining protects and perseveres, so does your persistence in the face of the challenges that social media will bring. Visibility comes from putting yourself out there consistently, crafting your presence with the care of a master tailor.



The right audience will find you; they will be drawn to the quality and authenticity of your brand's fabric. Remember, the most exquisite garments are those that withstand the test of time, much like the impact of your digital footprint.

If your future customers aren't aware of your brand, then your business's growth capacity is undeniably capped.

*Keep in mind, In this age of technology, every iconic clothing brand began its journey with just one post and one follower. Now, it's your opportunity to set forth on your path toward achieving influence and success. I invite you to collaborate with **Stitch Me Right's** partners that can accelerate and refine your digital presence, ensuring each post weaves you closer to your goals faster.*

You can register by clicking [here](#)



Reflections and Side Notes:

- **Continuous Learning:** Let's keep it real—our journey in understanding and leveraging our digital footprint is never-ending. To sustain and grow a thriving business, you **MUST** remain proactive in mastering your niche.
 - **Dive deeper** into understanding your niche/avatar and explore broader manufacturing options. **Remember**, the riches are in the niches.
 - **Invest continuously** in yourself and your business; growth and learning are perpetual. Our motto: "Your Business Can Only Grow As BIG As YOU Grow."
- **Revisit and Reflect:** Encourage yourself to revisit this book regularly. Its teachings are designed to be absorbed over multiple readings, with each revisit potentially unlocking new perspectives and reinforcing your path to success. Whether you have a digital copy or hold a printed version in your hands, returning to these pages can serve as a continual source of inspiration and guidance.
- **Cultivate Hype:** You are here in this business for a reason. Enthusiasm and belief in your clothing line are contagious. Build that excitement and let it propel your brand forward.



Expand Your Audience: Persistently work on enlarging your leads list. Aim to fulfill the dreams and desires of your target audience with your clothing business.

Embrace Community Feedback: Stay receptive to the opinions and suggestions from your community, discerning genuine feedback from noise. Not all comments will be constructive—learn to distinguish valuable insights from the chatter of online trolls. Open-mindedness to constructive feedback is key for growth, connection, and fostering a supportive environment around your brand.

Sharing is Caring: This guide was meticulously crafted to enlighten, assist, inspire, and motivate. If it has brought you value, I encourage you to embody the true spirit of entrepreneurship. Share your journey and the impact this book has had on you by leaving a review on the platform where you found it. Take the leap, be that visionary leader, and act now—your insights could be the beacon that guides others on their path to success.

Join Our Journey: Follow me, [@yesi_lavin](#) and our growing team [@Stitchmeright](#) on social media. We rise by lifting each other.

Let's Embark on This Journey Together: Ready to weave the path to success? Let's [Get Stitched Right](#).





Disclaimer:

Please be aware that the guidance and insights shared in our training and coaching materials, including those provided by myself and any associates, are not intended as and should not be taken as legal, tax, or financial advice. Our team does not serve in the capacity of personal accountants, attorneys, or financial advisors. The forthcoming section is based on my own experiences and those of others, intended for informational purposes only. For advice specific to legal, tax, or financial matters relating to your business, we strongly recommend consulting with your own qualified professionals, such as an attorney, accountant, or financial advisor.

BUSINESS STARTUP FUNDAMENTALS



Follow your dreams and take the action steps to make them a reality—or you'll spend the rest of your life working for someone who did. The most important point is to get started and that's why you want to be reading and applying this **Stitch Me Right** resource. This section will specifically equip you with the foundational steps to starting your journey effectively.

If you still don't have your business name yet, it's OK! You can start off with your personal name or a name that is important to you. If you already have your business fundamentals set up, feel free to skip this section or give it a quick glance to be sure you haven't missed something vital. 😊



Check on the name you want to use:

- Research for trademarks and names on platforms like [uspto.gov](https://www.uspto.gov), [Legal Zoom](https://www.legalzoom.com), or [RocketLawyer](https://www.rocketlawyer.com).
- Make sure whatever name you choose is available on all social media platforms, including the platforms you don't intend on using. Secure your name.
- Create an LLC (Limited Liability Company) or an S-corporation. These have different tax implications.
 - Most clothing companies start off as an LLC.
 - If you want to learn which is best for you consult with a legal or financial advisor for personalized advice. You can start familiarizing yourself by [googling it up!](https://www.google.com)
 - Apply for your EIN (Employer Identification Number) for free from [irs.gov](https://www.irs.gov). Having your EIN number means you're officially a Business Owner!

If you get the perfect name for your clothing line later on after you have started your business entity...

- You can add a DBA (doing business as) next to your registered business name.
- And you can learn more about DBA's on yours truly, [Google](https://www.google.com)

If you decide to simply get an EIN...

- As I mentioned, you can go on the IRS website and apply by answering a series of questions.
- You can get an EIN under your personal name
- Best of all, it's Free!



It's always recommended that you start off as an official business entity, mainly for tax purposes. You want to start this investment on the right foot and start learning the basics of tax write-offs within your company.

Your next steps to entrepreneurship...

- Open a bank account under the business name and EIN.
- Get a business credit card under that business name and EIN.
- Have your bank representative look into Business Line of Credits or any available funding you qualify for.
- Use that card and/or business account for anything business related.
- Stick to a bank you already have to make transferring money easily and instantly, since at first you will be the one investing.
- Educate yourself on which banks are more lenient with giving out small business loans.
- Keep your bookkeeping organized.
 - Most accountants use Quickbooks.
 - When I started, I used an app called Foreceipt. It held me down for a long time.
 - Search bookkeeping apps for startups on your app store and see which one will work best for you.

I understand that some designers decide to wait until they have THE NAME to start their business entity. But the benefits of starting it now is to easily separate business expenses from your personal expenses. It's very hard to justify a business expense when you are filing taxes under your personal social security number instead of an EIN.



The U.S. taxing structure is set up to support entrepreneurs. I've learned this from my friend [@cofield advisor](#). Educate yourself to the best of your ability and enjoy the feeling of being an entrepreneur on paper and focus on getting your bank account to reflect it.



SnapTip: I know we often hear stories of successful self-made millionaires having to 'burn their boats' before they finally got their breakthrough. By suggesting credit cards and lines of credit, I'm not insinuating to get into debt. When I first launched, I didn't know about business lines of credit or how to qualify for funding. I got into major credit card debt, and it was a big burden. Be responsible with your financial planning and seek professional financial advice for strategic usage of credit. Financial risks will be taken, but taking these risks with guidance is helpful. At the very least, have a budget coach or an accountability partner in budgeting. If you're feeling lost on how to find a budget coach, type "budget coach" on Instagram's search engine and see who you feel most connected to.



GET VALIDATED

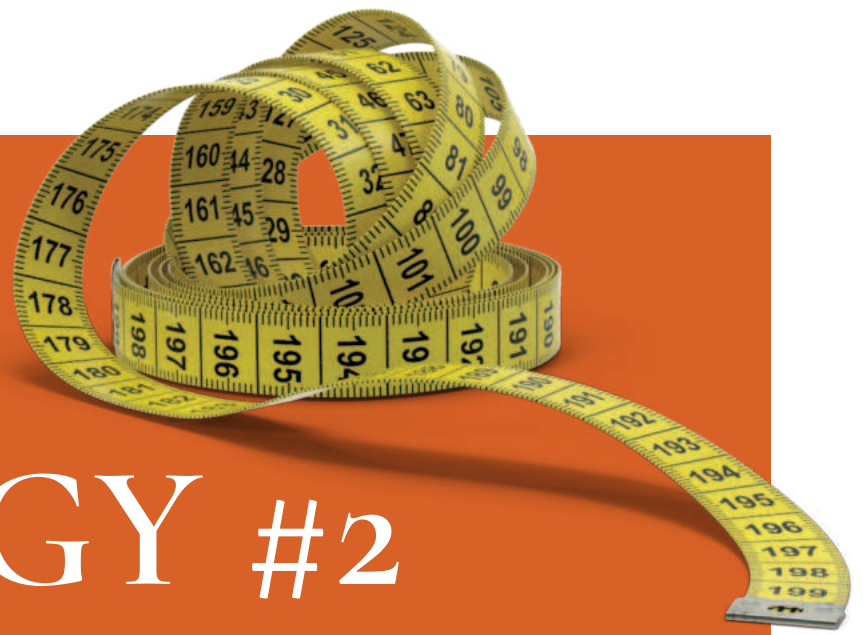
Even without a brick-and-mortar store, you can gain credibility.

- Find a way to get on Google.
 - Research ‘Virtual offices or see this guide on [How To Set Up Google My Business Using A Virtual Office](#)
- Set up your business on Google Maps.
 - Get it ready to receive reviews.
- Check your [business’ eligibility for Yelp](#), and explore the process of [getting listed.](#)
 - Get ready to receive reviews on Yelp.
- Consider paying to get on the [BBB \(Better Business Bureau\)](#) listing as it’s an optional added feature to your startup.
 - The BBB may charge a fee for accreditation, but it’s a trusted platform where you can also gather reviews.

Keep going... even if the steps ahead of you seem harder. American fitness model Greg Plitt inspired me when he said that success doesn’t know about cold or tired. It just knows if you showed up or not



CLOTHING TERMINOLOGY #2



This is an especially important page - as these are must-know terms for working in the clothing world. I mention them here because I have literally had aspiring designers approach me wanting to start their clothing business never having heard these terms before. I suggest you familiarize yourself with these terms as you'll encounter them regularly in the industry.

Mock Sample: Think of this as a “mock-up” of your idea. Sometimes the idea you have in your mind and/or on paper doesn't translate well to fabric or the body. This is where the Mock Sample comes in and brings your idea into fruition. It's mainly the first interpretation of your creation and it's made from Muslin fabric. Mock samples play the role of preventing costly mistakes in your final production.

Flat Sketch: Picture your garment pieces being laid out flat on the ground. A flat sketch is a flat drawing of that garment showing seams, stitching and design details. Designers mainly use flat sketches to communicate with pattern makers.

Tech Sheet: This is also known as a “Spec Sheet” which is short for specification sheet. It's a document/sheet that contains all the measurements and construction details with a sketch of the garment. It's mainly used when working with a manufacturer to communicate your design concept and details.

Trims or Notions: Small items or accessories that complete or add to a garment. These can include zippers, buttons, embellishments, or the like.



Feeling like a clothing expert yet? 😊





Mock Sample



Flat Sketch




Trims or Notions






Trims and Notions




Designed for world globetrotting or the daily commute, this layerable blazer is the perfect fusion of OGIO good looks, easy moving stretch and water-resistant performance.

- 92/8 nylon/spandex with durable water-repellent (DWR) finish
- 100% poly micromesh lining on front panels
- Binding at armholes and shoulder seams
- 2-button front closure with silicone-wrapped buttons
- Interior pockets; one with welding detail for hiding valuables
- Two patch pockets with optional waterproof zippered side entry
- Back vent
- Snap cuffs
- Matte black metal OGIO badge at lower left cuff

CARE INSTRUCTIONS
Machine Wash Cold. Do Not Use Softener. Only Non-Chlorine Bleach When Needed. Tumble Dry Low. Cool Iron If Necessary.

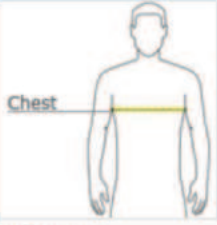


front



back

HOW TO MEASURE



CHEST WIDTH
Measure under the arm and around the fullest part of the chest with arms down, keeping tape horizontal.


SIZE CHART

	XS	S	M	L	XL	2XL	3XL	4XL
Chest	32-34	35-37	38-40	41-43	44-46	47-49	50-53	54-57

COLOR INFORMATION



Blacktop
PMS BLACK C



Tarmac Grey
PMS 7540C



Tech Sheet





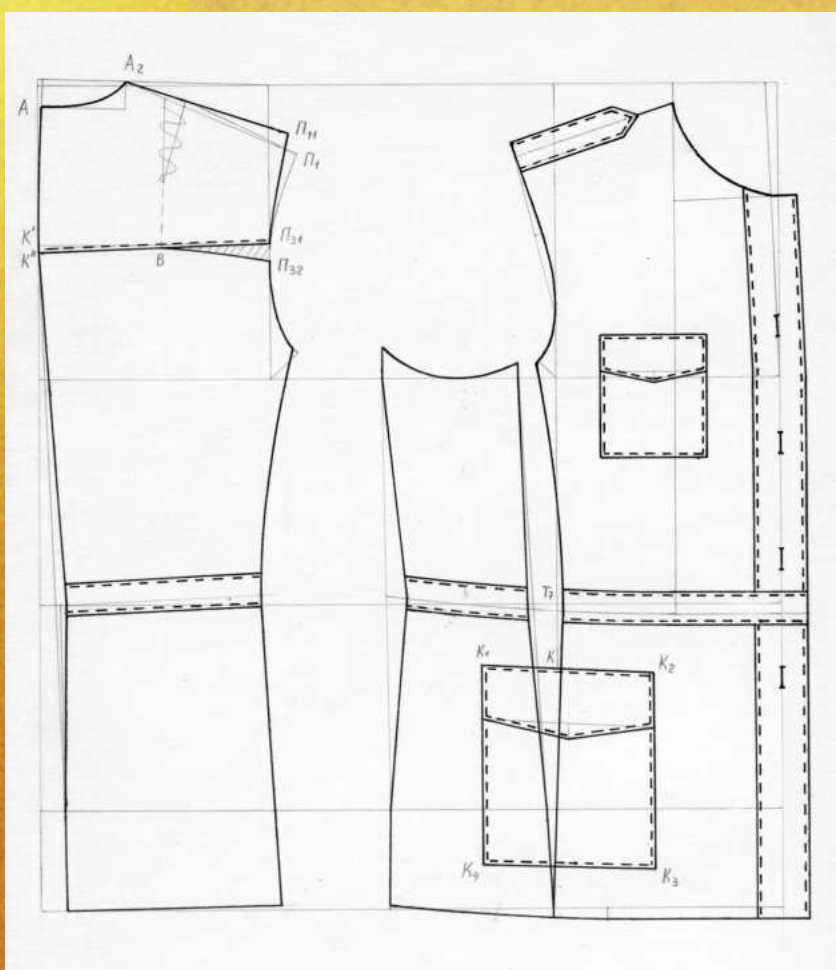
CREATING YOUR PIECE FROM SCRATCH

You don't have to reinvent the wheel when spinning your spool of thread to get started. However, if your piece needs to be made from scratch, the steps are slightly different. Creating something like this can be a lengthy trial and error process, but it is deeply rewarding. **Embrace the journey.** You're bringing to life a design no one has ever seen. Remember, every masterpiece began with a single thread.

If you are not creating a piece from scratch, I still recommend you have this knowledge for your overall understanding.

It is suggested to start with 1-2 staple pieces when creating clothing from scratch.

1. **Ways to create a sketch/mock sample.**
 - You do not have to be an artist, but you do have to get creative.



a. Some people purchase ready-made clothing from a thrift store or simply pick up something they have lying around and begin to cut and staple, glue, or even pin together their vision.

b. If this option isn't feasible for you, then find ways to create a sketch of what you're trying to create. Trace, take pictures and paste them together, whatever you can think of to get your vision out of your head.

c. If you can start with a piece of ready-made clothing, or something you already have, then you will need a flat sketch or a basic tech sheet to avoid missing your specific details.



2 Getting a real sample. Whichever direction you took with **Step 1**, you'll need to get a **Mock Sample** made.

You'll need a **Patternmaker**, a skilled professional who creates patterns on paper or fabric. Consider searching platforms like **Fiverr** and **Upwork**, but I'd like to suggest vetting a patternmaker with experience in the same genre of clothing you want to create.

i. Keep in mind that once your pattern is created any changes requiring a pattern change will result in re-creating a new pattern or adjusting the already made pattern. Hence, more cost.

b. You'll need a Sample Maker to create a Mock Sample of your creation. You can find Sample Makers on the same platforms listed above. In most cases, Patternmakers are tied to Sample Makers.

i. Your Mock Sample will most likely be made from Muslin. Muslin is a cotton cloth that's plain and comes in various weights. This is used as the "trial and error piece" before you invest on the real final cloth/fabric.

ii. In the interim, while your Mock Sample is being created, you can start shopping for fabric and trims to create the final sample.

iii. Your Muslin sample must be approved before cutting it on the final fabric.

c. Fabric Shopping: It's always best to shop for fabric in local shops, that way you can get the feel of the fabric in person. If you are unable to do this, you can shop online and have swatches sent to you.

i. Get creative and use your online platform. Create a post and search online. Here's a **blog** with a list of affordable fabric online vendors.



- i. The sample maker can help guide you in how many yards of fabric you'll need and what other notions are needed.
- ii. Once you have your fabric and your Mock Sample approved, you are ready to provide the fabric to your Sample Maker for the Final Sample.

3. **Approving the real sample.** Yay! This part is always fun. To finally see your creation in real life!

- a. You'll need to have someone fit the garment. In most cases this can be yourself, or a Fit Model or someone you know. This "model" HAS to accurately represent your target audience.
- b. You or the Fit Model will get a feel of the garment. You will see how it hangs on the body. How does the fabric feel? Pretty much, is this what you desired?
- c. If any changes need to be made, you will communicate those changes with the Patternmaker and Sample Maker.



SnapTip: Everything from these steps can be outsourced on platforms like Instagram and [Fashionmingle.com](https://www.fashionmingle.com). I know it feels like I've just unpacked a 70lbs maleta - that's a "suitcase" in Spanish, by the way. But remember, navigating through the creation process from sketch to sample doesn't have to be a solo journey. With the right guidance and resources, you can streamline these steps and avoid common pitfalls. Your success means so much to me, that I'll even provide a comprehensive list of over 300 resources to assist you with everything covered in this section, [click here](#).



GETTING RESOURCES IN PLACE





Navigating the world of manufacturing can seem like threading a needle in the dark, especially when you're new to the clothing industry. Having multiple manufacturers in your portfolio is a safety stitch in case one unravels.

Let's stitch together our fabric of knowledge so far:

1. **Your Niche/Type of clothing:** The core thread of your brand.
2. **Your Values:** Whether it's eco-friendly practices, local production, or ethical labor – these are the colors of your brand's tapestry.
3. **Your Realistic Retail Price:** The price tag that speaks both your value and values.



Stitch Me Right can weave magic into your search by helping you:

-  Determine inventory management or explore dropshipping platforms.
-  Explore Custom and Made to Measure manufacturing options.
-  Identify manufacturers aligning with your retail price goals.
-  Navigate conversations with manufacturers, ensuring your thread of ideas is understood.

But if you're the type of person that needs to embark on this journey solo, we've got the blueprint for you.





With what you have woven thus far, you can narrow down your search using platforms like:

1. Google

- a. The vast sea of potential manufacturers. Be mindful as you dig deep into the search results for gems that may not shine on the first page. If you're aiming for American craftsmanship: [Maker's Row](#) is a golden thread.

2. Facebook Groups

- a. Communities like [Ecommerce groups](#), [Dropship Masterminds](#), and [Shopify entrepreneurs](#). Dive into these networks to discover a world of insights and connections.

3. Local Meetups

- a. The closest fashion school can be a goldmine of information and networking opportunities. Utilize [LinkedIn](#) to connect with educators and professionals.

4. Your Online Platform.

- a. If you've been following along, and taking action, your identity and mission should be woven into your social media by now. Share your journey towards finding the perfect manufacturer even if your following is super small. Use targeted hashtags. Believe it or not, the best connections often come from shared stories.



Sew This Button On: Key questions for manufactures:

- What are their order requirements?
- What is their Minimum Order Quantity (MOQ) and cost?
- What is their price-break structure? For example, 1-12 total quantity are the same cost per piece. 13-24 total quantity are the same cost but less per piece than the 1-12 price section.
- What is their Shipping Estimated Time of Arrival (ETA)?
- Can they create custom labels for your clothing?
- Are there any potential discounts on repeat orders?
- What is their policy on refunds or exchanges?
- What are their Sample production costs? In most cases, you should take this route to test consistency.
- Do they have an online platform with accessibility to order management?

The manufacturing world is a complex weave of regulations, quality controls, and logistical challenges. It's a rich tapestry we could unravel further. Should I write a book focusing on the world of manufacturing itself? Cast your vote [here](#)





RECORDS + LOGISTICS

Embarking on the journey of creating a thriving clothing business requires more than creativity and vision—it demands a foundation of structure and efficiency. This is where **Standard Operating Procedures (SOPs)** come into play. SOPs ensure your operational flow is seamless and consistent, much like the thread that binds the pieces of fabric together. Remember the *'someone else can do'* concept from the section **Working Full Time On Your Job | Part Time On Your Fortune?** SOPs act as your compass for delegating tasks effectively, allowing you to weave your dreams into the fabric of reality.

Assumptions are the Loose Threads.

Assume nothing!

Weave Everything!

Detail every step with precision, whether it involves...

- Manufacturer order submissions
- Interactions with Patternmakers and Sample Makers
- Logistics of fabric ordering

SOPs are the hidden yet essential lining of your garment's construction.



1. Starting Your SOP:

a. **Crafting Your Blueprint.** Modern tools like [Tango.us](#) elegantly capture your operational steps, presenting them in an intuitive, streamlined format. You want to create as many “if/then” scenarios that will apply to your SOP. It enables the end user to be as autonomous as possible. While traditional methods like Google Docs or Microsoft Word still hold value for their simplicity, embracing technological advancements like Tango.us can elevate your SOPs’ effectiveness. This doesn’t downplay the practicality of documenting processes in written form, which remains a staple in business operations, just like the timeless craftsmanship of tailoring.

b. **Visual SOPs.** In today’s visual world, where a picture speaks a thousand words, creating video SOPs through websites like [Loom](#) or any built-in screen recording can enhance understanding and engagement. These tools not only record but can transcribe and organize your operational flow into actionable steps, blending the art of visual storytelling with the precision of written documentation.

2. Shipping Logistics:

a. **Your Product’s Journey.** From conception to customer is a needlepoint of careful planning and execution. Document every logistical step that’s involved in your packaging. This is reflected in the quality and care of your brand.

b. **When starting,** you’ll find yourself going to your nearest shipping station and paying retail prices. However, as you scale, consider platforms like [ShipStation](#) for streamlined shipping services and customer communications. This upgrades you beyond the retail shipping rates to more cost-effective solutions.



3. Customer Interaction:

a. **Communication is Key!**

Utilize platforms like **Active Campaign**, **Klayvio**, and **Mailchimp** to streamline customer interactions. These tools offer automation that simplifies email campaigns, inquiry responses, and customer engagement, bridging the gap between you and your audience.



b. **Incorporating AI.** The use of Artificial Intelligence for email communications is what we like to call “***speed stitches***”. SOPs for these processes ensure you’re never a stitch away from your customers.

4. Launch Planning:

a. Implementing a **Work Back Schedule**. This term is quite literal. It ensures every launch is as meticulous as your designs.

b. **Coordinate** with your manufacturers to set realistic timelines, for you to create a successful Work Back Schedule. Allow seam allowance for potential logistical delays. By stitching together, the timeline of creation to marketplace, you allow yourself to debut seamlessly.



5. Record and Watch Your Analytics:

a. The Mirror to Your Brand's Performance.

Platforms like [Monday.com](#), [Trello](#) and/or [ClickUp](#), offer a reflection of what resonates with your audience. Use these tools to adapt, evolve, and refine your strategy, ensuring your brand's narrative is always in tune with your audience's desires.

In weaving the tapestry of your entrepreneurial journey, DO NOT let the fear of complexity deter you. Embrace Henry Ford's timeless wisdom, "Whether you think you can, or you think you can't—you're right". This serves as a reminder of the power of belief.

This is why we started this journey with the section called '**Setting Your Mindset | Knowing Your Why**'. Your journey begins and maintains itself through belief in oneself. And as Ralph Emerson poetically assures us, the task ahead of you is never greater than the strength within you.





CREATING YOUR WEBSITE

Creating a user-friendly website has been simplified for founders and aspiring designers like you. Do not get your thread tangled in a knot here. I've navigated these roads and encountered deep potholes, spending a fortune on a custom website that eventually, clashed with my operational needs. My thread got tangled in multiple knots. My custom solutions became overwhelmingly complex. Instead of having things automated, functionality became manual labor, causing my processes to get lost in translation. My aim is to guide you along a smoother path. **Perfection is The Enemy of Progress.** Perfectionism, on creating your website, while tempting, often leads to a complex web of choices that can entangle your vision.

In our tactile industry, where "touch and feel" are paramount, your challenge is to bridge the physical and digital worlds. How vividly can your photos and videos arouse the sensation of texture, the fabric's drape, or colors' vibrancy? These visuals are the heartbeat of your website, making each visit a memorable experience.

Your social media presence unfolds your brand's story on a digital canvas. Platforms like Instagram and Pinterest aren't just showcases; they're streams linking your audience directly to your creations. Here, a scroll can become a sale, and comments transform into conversations.



Let's Focus On What Will Keep The Needle (You) Moving:

- **Platform Selection:** There's really no need to reinvent the wheel. Starting from scratch isn't necessary. Evaluate platforms like [Shopify](#), [Wix](#), and [Etsy](#), through the lens of your operational needs and customer journey. Each of these website builders offer unique tools designed to ease your entry into the digital marketplace. If you find yourself having a dilemma on which platform to settle with, engage with the community groups mentioned in the "**Getting Resources In Place**" section for peer advice.
- **User Experience:** Key to your website's success hinges on its navigation and the ease with which customers can engage. Assess the ease of implementing Call-To-Action (CTAs), the intuitiveness of the purchase process, and the strategic use of 'Order Bumps'. 'Order Bumps' are a nudge towards additional purchases affiliated with last-minute grabs at the checkout.
- **Content Embellishments:** Will you include your model's clothing size and height in the item descriptions on your website? It's transparency like this that will give your audience the certainty they seek during the purchase journey. The depth of your product descriptions and the use of strategic keywords can significantly enhance your visibility. Tools like [Google Trends](#) reveal your audience's search in real time, letting you use that data to measure their search interests in specific topics, locations, and timeframes.
- **Website Integration:** Remember those potholes I mentioned earlier? When I first created my website, it didn't integrate with my sales funnel. Contrasting systems that fail to communicate can inflate costs and complexity. Avoid the pitfalls I encountered. Checking your website platform with integrations prior to settling on it— is a move towards **Getting Stitched Right**.





- **Customer's Relation Management (CRM):** Ensure the ecosystem of your online presence is cohesive. A robust CRM system like **HubSpot** or **Oracle NetSuite** can become the backbone of your customer relationship strategy, ensuring no thread of connection is lost.

On our website, **StitchMeRight.com**, you'll find that we've seamlessly integrated our narrative through Instagram, utilizing a business account supported by a structured yet flexible, Wix platform.

Remember, the fabric of a successful online presence is not woven from perfection but from the embellishments of user experience, the clarity of your brand story, and the strategic use of technology to enhance connection, sales, and conversion.



CREATING YOUR BRAND NAME

DESIGNING YOUR LOGO



This is one of the fun aspects of creating your clothing business. It's common to see people entangled in this step, yet I encourage a breezy approach: If the perfect name and logo strike you like a bolt of shiny fabric—excellent!! If not, keep your needle threaded. After all, what's in a name or a logo if the fabric of your business isn't smoothly woven? What good is it if operations and logistics are a tangled mess? Have you ever experienced the frustration of untangling a knotted thread? It's not even worth your time, you'll find yourself reaching for the scissors to start threading again.



As mentioned in our **Business Fundamentals** section, you can always start with a name that's important to you—this is a beautiful place to start. And when that moment of clarity arrives with 'Thee Brand Name', gracefully transition with a DBA.

If you're not a graphic designer, don't ask yourself, "How will I create this logo?" Change the "How" to "WHO" and ask, "Who can embody my vision within a logo? Which platforms align with my budget for this creative expedition?"





SnapTips:

- **Embrace Simplicity and Functionality:** Platforms like [Canva](#) and [Wix Logo Maker](#) modify design with user-friendly tools. Let's not forget the development of AI in these platforms. They hint at a future where your creativity is supported by intelligent technology.
- **Start Where You Are:** Initially, opt for a free logo that resonates with your brand's essence. A catchy slogan adds flair, but it isn't a must-have from the get-go. Remember, these initial creations are not set in stone, and that's ok! Keep in mind: these free logo generators cannot be trademarked.
- **Evolve with Your Brand:** As your brand flourishes financially, engage a professional graphic designer to bring your refined vision to life, a vision that can be protected and celebrated with a trademark. [Freelancer.com](#), alongside the platforms mentioned in **Creating Your Piece From Scratch**, can connect you with the talent you need. By now, you'll have a following, no matter its size, that following, will relish participating in your brand's evolution, strengthening their connection to your vision.

If you've woven the threads of advice offered throughout this guide into the fabric of your business, your foundational pieces are in place. Your needle is threaded, and it's time to press down on the pedal with purpose and precision and bring your machine to life. If you find the realm of logo creation daunting, remember the resilience of a well-tailored coat, designed to withstand the elements of weather with its durable lining.



Let this be a metaphor for fortifying yourself against the trials of creativity and decision-making. Put on your strong lining! Instead of unraveling at the complexity of tasks outside your expertise, enlist skilled professionals to complement your vision. At the end of the day, we can't have mastery in everything. No single soul was awarded with every gift and skill – though it may sometimes appear that way. Yet, equally, there's no existence of a person whom God left without a trace of talent. In this balance lies the beauty of our diversities and strengths.

If you realize you're still missing something in this area of creativity—then you are most likely missing the bobbin to your machine. I invite you to join our [Path To Success](#) coaching program for an array of resources, including access to VIP graphic designers. Just as the bobbin's thread is wound clockwise and is essential for the sewing machine's function, this program is designed in a similar spirit. It's crafted to propel you forward, weaving the success of your brand every step of the way.



- Once you start generating money, you can pay for a gifted graphic designer who can make exactly what you envision. You can then get it trademarked and prepare for a New Look Launch.
 - You can use the platforms we mentioned earlier or [Freelancer.com](https://www.freelancer.com).
 - By now, you'll have a following that will love to see your growth. This is part of building a strong community.
 - You'll have more engagement as you launch. You'll be able to get your audience's feedback on a new look that will fit more of who you are.
 - Just imagine how your target audience will feel knowing that they played a role in the brand they are supporting!

If you've been following our guidance, at this point you've already built your clothing line. You've already figured out manufacturing. Your needle is threaded, your bobbin is set, you're ready to oil up your machine and put your foot on the pedal. If you're a creative person, like myself, this department of logo creation can hold you back. I suggest you put on a strong lining and use the tips mentioned above. If you begin to get anxiety from it, don't try to figure out the things you lack. Hire the right people to compensate for the areas in which you lack. [Get Stitched Right](#)





YOUR CLOTHING COLLECTION PLAN

“Most people don’t plan to fail; they fail to plan.” Let's reinforce our seams with meticulous planning, much like performing a "reverse or back stitch" on a sewing machine. This essential step at the start or end of a seam ensures durability, mirroring the significance of a well-crafted '**Collection Plan**' in your clothing business.

Let's start with introducing,
Capsules Collections.

Imagine your collection as a curated wardrobe encapsulated in a single case—a condensed version of your broad vision. Capsule Collections are often used to feature limited editions or complementary pieces that, when styled together, offer a cohesive look to your clientele.



Start Weaving Your Plan:



- Will you have Capsule Collections? Yes No
 - Which pieces will you unite to form your envisioned capsule?



How many colors are available per piece/unit?



- Which colors will launch first?

Here's a quick **SnapTip: DO NOT** launch all colors at once. Gradually unveiling colors keeps your line fresh and engaging. Here's the reason: Popular T-shirt brands like Gildan or Hanes might offer a shirt in over 10 colors. By introducing colors over time, you preserve the opportunity to continually refresh your collection with something new. This approach not only allows for the exciting release of "new" items over time but also engages your audience by inviting them to participate in the selection process, voting on the colors they're most excited to see next.



Seasonal and Cause Alignments:



- Will you have a personal Fall/Winter & Spring/Summer trend forecast? Yes No
 - What colors will this entail? What pieces?



- Will you be styling pieces together for the holiday seasons or support meaningful causes? Yes No
 - Holidays and causes offer unique opportunities for thematic collections. For instance, could you introduce a limited-edition range of pastel colors for Easter? Or, in observance of Breast Cancer Awareness Month in October, might you partner with a non-profit to contribute to the cause? Start brainstorming which pieces could align with specific holidays or causes, creating a direct connection between your product and these special times or initiatives.



Let's consider crafting a schedule that keeps your audience anticipating your, **Launch Frequency**.



- Will you launch, Monthly, Quarterly? Yes No
 - What colors will this entail? What pieces?



It's the perfect moment I introduce you to,
Your Brand Bible.

Your Brand Bible is essentially the doctrine of your brand's culture, weaving together visual elements with your core beliefs and mission statements. Much like the sacred scriptures, these laws and guidelines should be adhered to 'religiously.' It's crucial to embed your values, mission, and core beliefs into your Brand Bible. This creates a set of distinct guidelines for your business, defining the course for your brand's identity. A cohesive brand identity fosters visual harmony, significantly enhancing your line's perceived value. In the section '**Creating Your Website**' we provide resources, and with platforms like [Venngage.com](https://venngage.com), you're equipped with tools to visually express your brand's narrative offering access to over 70 exquisite Brand Bible templates. Even without digital design skills or experience, it's advisable to leverage these templates instead of starting from scratch.



Let's get into,
Envisioning Your Visuals.



- Will you have a Brand Bible? Yes No
 - Jot down the initial 'Brand Bible Principles' that spring to mind.



- What approach will you take for Photos, Videos, Props, Angles, and Close-ups?
 - Plan your visual storytelling by contemplating each of these elements and the story they collectively convey.



- Transparency in sizing can significantly reduce returns. Will you detail model sizes and provide clear sizing guidelines?
 Yes No





- Will you implement a waiting list or offer pre-orders prior to any launch? Yes No
 - Initiate early engagement with your audience by offering exclusive access. [Google Forms](#) can serve as a simple starting point for this purpose.



Let's tap into,
Consignments.

A little publicity can exist prior to social media. Engaging with your local community offers invaluable Proof of Concept before broadening your reach. Local boutiques and events are always on the lookout for unique offerings for their customers and attendees. If you're aiming to establish a 'proof of concept,' consider proposing a consignment agreement to local retailers. This arrangement minimizes risk for shop owners by allowing them to stock your products without upfront purchase, ensuring you're compensated upon sale.





- Will you engage with local shops or participate in local events?

Yes No

- *Here's another* **Snaptip:** Collaborating with local retailers means your Clothing Collection Plan must include a well-organized schedule for delivering items. It's crucial to maintain open communication about your visits for inventory checks. Determine if shop owners are open to you assisting with the sales of your product. Additionally, think about how you will manage and track your inventory data.



Let's briefly explore,

Wholesaling

Wholesaling could be a viable path depending on your product. Typically, wholesaling involves selling items in bulk. Unlike consignment, where payment is made after sales, wholesale transactions usually involve retailers paying upfront for goods at a discounted rate. This arrangement necessitates establishing '**contract pricing**' between you and the retailer.

- Will you engage in wholesaling? Yes No



Let's reflect on the wisdom inspired by 2 Corinthians 9:6-8:

"Remember this—a farmer who plants only a few seeds will get a small crop. But the one who plants generously will get a generous crop. You must each decide in your heart how much to give. And don't give reluctantly or in response to pressure. For God loves a person who gives cheerfully. And God will generously provide all you need. Then you will always have everything you need, and plenty left over to share with others"

This verse beautifully underscores the importance of your investment in planning, engagement, and community. Let your creativity and connection be the threads weaving through the fabric of your success.

It's not so much about the destination as it is about the journey. And this journey is a terrifying, yet thrilling adventure! Don't let doubts bring out the imposter in you and hold you back. Recognize them, but don't give them power. I've faced those doubts too, even giving in at times. But remember, *"planting the seeds"* is the planning phase, where the foundation for a flourishing future is laid.

You're not walking and sowing seeds on this path alone.

Join us at [Stitch Me Right](#) as we continue:



| **S**ewing | **T**ogether | **I**ndividuals | **T**hat | **C**hange | **H**istory |

Notice the acronym?

It's a reminder that together, we're crafting a legacy.

Just Keep Sowing!



THE STORY BEHIND THE CLOTHES

This is a good time for us to stay on track of our values and awaken **the Story Behind the Clothes**. The clothes we choose to wear are more than just attire; they are expressions of our moods, our identity, and our beliefs—they're narratives wrapped in fabric, waiting to be unveiled. It's those types of clothing that resonate deeply within the hearts of those who wear it. Take a moment to reflect on this...People resonate more with clothing that has a meaningful story behind it.



Let's dive into the world of

Weaving Narratives into the Fabric.

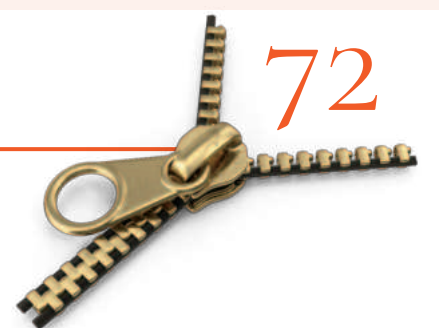
When you first embarked on this journey with us—among the initial steps we took together, were the interactive discussions in sections, **'Setting Your Mindset | Knowing Your Why** and **Narrowing Down your Niche'**. Through those discussions, we explored ways to align your unique story with your target audience. The purpose of this section, **'The Story Behind the Clothes,'** is patching those earlier insights into a beautiful, cohesive quilt.



- Does your unique story, as it resonates with your audience—manifest in a specific garment or throughout your clothing line as a whole? Yes No

If Yes: Craft a storyboard.

- You can start by creating a simple collage of images, sketches, or digital platforms that visualize the story behind each garment, allowing you to plot your vision across a wall-hanging quilt of ideas.
 - Example: Consider the faith-based clothing brand, **MJ My Joy**. The brand's inception is rooted in the personal tragedy of its founder, Leanette, who lost her son. This pivotal moment awakened in her the drive to start her own clothing business. Her brand's tagline is what you see in the forefront, but behind the seams are bible verses that serve as a testament to her journey, offering inspiration and motivation. Each piece Leanette introduces is crafted like a quilt, weaving together her WHY and her story with the experiences of thousands around the world.
- **If No:** It may be because your niche demands a very specific garment, like Medical Scrubs. How can you weave in elements of your story?
 - Perhaps through the symbolism of colors, or a discreetly placed emblem that tells a tale of resilience, care, or innovation.

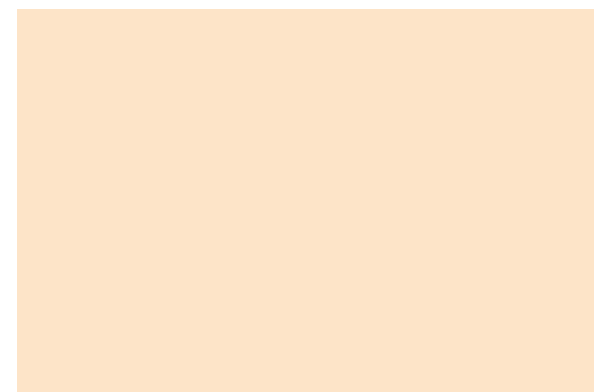
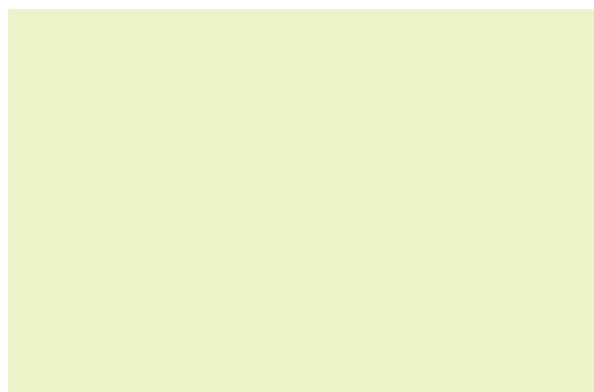
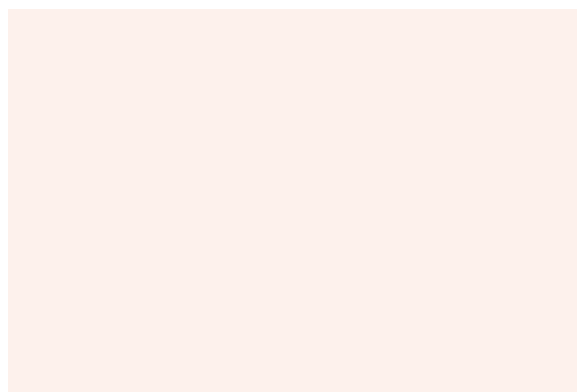




Piece 1_____

Piece 2_____

Piece 3_____



Why/Story

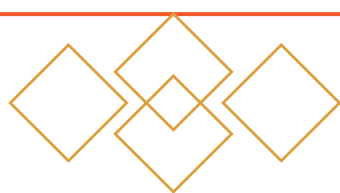
Why/Story

Why/Story



Through this “*patchwork quilting*” process, consider how every piece contributes to the overarching narrative of your brand. Is it a saga of sustainability? A testament to tradition? An ode to innovation? Your collection plan isn’t just an inventory; it’s a curated exhibition of your brand's beliefs, values, and vision.

If you find yourself facing issues aligning the seams in your quilt, consider taking our [**Getting Alterations**](#) questionnaire. This is a step towards ironing out those wrinkles, aligning the patches with the seams and ensuring the Story Behind Your Clothes drapes elegantly across your business vision.





QUALITY ASSURANCE | QUALITY CONTROL

As you weave the fabric of your clothing brand, remember that the path to success is inevitably stitched with lessons learned from setbacks. Embrace these not as failures, but as vital stitches in the expansive tapestry of your journey. Why am I emphasizing this at the beginning of discussing **Quality**? Well, because it's here, in the meticulous scrutiny of quality, that your brand either flourishes in its full vibrancy or finds itself in need of recalibration.

Let's start by embracing the two.

Quality Assurance (QA) concentrates on the entire process, ensuring quality is woven into every stage, from design to production and beyond. Picture this as the proactive guardian of your process, that ensures quality is interwoven from the conceptual design all the way through the final stitch—building its legacy of excellence right from the drafting table.



So pretty much, Quality Assurance (QA) and Quality Control (QC) are the twin threads that strengthen the integrity of your brand.

If you overlook quality assurance or neglect to establish a rigorous quality control process, your business could face significant challenges. Quality is more than just a checkpoint; it's the thread that intricately weaves the fabric of your brand's legacy. Do not neglect how critical this can be in an era driven by digital reviews and consumer ratings. Rigorous inspection of your garments and business operations can significantly reduce defects and errors, leading to fewer returns and exchanges. This not only enhances profitability but also sharpens your focus on continuous improvement. As you select materials and gather feedback from your customers, whether they voice concerns or offer praise, you're equipped to make informed adjustments. This commitment to **quality** weaves resilience and distinction into the very fabric of your brand.

Approving your product during Quality Control

- **Check Consistency:** Unwrap each garment with a critical eye. Assess the alignment of prints, the precision of cuts, and the integrity of embroidery. Remember, every detail is a narrative thread in your brand's story.
- **Examine Yourself:**
 - How do you handle the garment when you first receive it?
 - What are the first things you look for?
 - How do you inspect it?
 - How do you fold it?
 - How do you package it?



For instance, when assessing the quality control of your clothing, imagine holding the fabric against the light to inspect for uniformity in quality – a practice not just ensuring product excellence but also building customer trust.

For Example:

Printed T-shirts: Perhaps begin with the print.

- Is it centered or in the correct location?
- Is it crisp?

Embroidered Hats: It's likely to inspect the backing.

- Do any threads need to be trimmed?

Trousers: It's possible, that the first thing you do is...

- hold it up to verify the symmetry. I'm sure uneven legs speak of hurried workmanship, not quite the "quality saga" you aim to tell.

These details narrate the care woven into every piece.



SnapTip: Since we have this SnapTip here, we might as well use this as an ideal moment to learn more about **The Grainline**. Have you ever worn a pair of jeans where the side seams seem to continuously move towards your chins? This is because something went wrong during the quality assurance. The pant was not cut straight on the fabric's grainline. The Grainline is the actual weave of the fabric. As in, which direction the main fibers are woven in the fabric. If a garment is cut conflicting of its fabric grainline, it will affect how the finished product behaves.

Your quest for quality is a continuous journey, one that requires a map to navigate effectively. Refer to our '**Records and Logistics**' section to create SOPs that ensure every garment you produce is a chapter of excellence in your clothing business' story.



Maximizing Beyond Quality Assurance and Quality Control

Once your product receives the seal of approval, engage your community. Exchange wear for words—let testimonials and publicity narrate the quality saga of your brand. Refer to sections, **‘Digital Footprint and Your Clothing Collection Plan’** to easily patch this all together.

Maximize your Customer Feedback

Early engagement through surveys on platforms like [EasyPolls](#) or [Typeform](#) invites your audience to play a part in shaping your brand’s quality narrative. This feedback is not just data; it’s the voice of your community, guiding your hands as you select fabrics, cuts, and designs that resonate with them. If receiving feedback proves challenging, consider offering incentives to boost response rates and, consequently, customer satisfaction. I always stress maintaining a log or developing FAQs based on the feedback you receive. This will always enrich your business, enabling data-driven decision-making.

Customers, and shoppers in general, are drawn to well-managed clothing businesses, with robust Quality Assurance and Quality Control plans. For you as a founder, designer, or entrepreneur, adhering to an esteemed quality standard is essential. Not only in business, but this also reflects in your personal life. This standard not only enhances your product’s quality but also boosts productivity, reduces costs, all while simultaneously elevating customer satisfaction.



As I mentioned, your quality checklist isn't just a set of boxes to tick; rather, it is a dynamic document that grows with your business. It evolves incorporating new insights and customer feedback, ensuring that your commitment to quality develops as your business expands.

Remember,

Your Business Can ONLY Grow as BIG as YOU Grow.

Don't be idle with this insight.

In the wisdom book of Proverbs 13:4 we read,

“Lazy people want much but get little, but those who work hard will prosper.”

Don't limit your Quality Assurance and Quality Control to your best-selling items. Create your quality checklist for **ALL** your products. As the scriptures remind us,

“If you're too lazy to plow in the right season, then you will have no food at the harvest.”

Proverbs 20:4

Let this wisdom guide your hand as you craft a business distinguished not just by what it offers but by the quality it embodies.





SOFT LAUNCH

Embrace this guiding statement: ***"The world doesn't need you when you're perfect; it welcomes your presence now."*** This pivotal moment beckons you to *softly* unfold your vision into reality. It's time to sketch the outline of your dream in the marketplace, *softly* but *distinctly*. As you hover on the edge of introducing your clothing line, remember, this soft launch is your rehearsal for the grand performance yet to come. It's about testing the waters, refining your strokes, and preparing for the full plunge.

Understanding the Essence of a Soft Launch

Imagine a soft launch as gently placing your creations into the world's hands, allowing a select audience to cradle your vision before it takes its grand leap. This approach allows you to gather invaluable insights, tweak the narrative, and ensure the fabric of your brand is as resilient and vibrant as envisioned.



Engage and Prepare Your Audience:

- Let the threads of anticipation weave through your existing followers. Social media platforms have built-in features that allow you to curate a circle of your followers as VIPs. This allows you to offer them an exclusive glimpse of your content. Its features like this, that present an excellent chance to embrace the benefits of a soft launch.

Setting Your Soft Launch Date:

- Mark a date on your calendar, not far on the horizon—ideally within the next 30 days. This isn't about the grandeur of followers, but the depth of engagement. In the 48 hours leading up to your soft launch, intensify this engagement. Go Live, send private messages—make every follower feel like a thread that's integrated into the tapestry of your brand.

Incentivize Engagement:

- Who doesn't delight in the unexpected joy of a giveaway? Spark excitement with contests that encourage sharing, tagging, and interacting. Consider universally appealing gifts, like virtual gift cards, to weave a broader community into your soft launch.

The Blueprint Checklist:

Your soft launch is not merely a trial but a strategic step towards refinement. Picture this as a “try-on” garment—it's an opportunity for you to:

✓ Validate Your Concept:

- Ensure your vision resonates with the market.

✓ Enhance Customer Understanding:

- Deepen your insights into your audience's desires and needs.

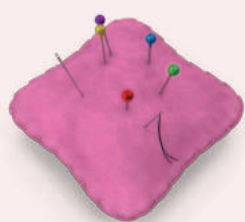


✓ **Collect Testimonials:**

- Gather voices that echo the impact and appeal of your brand.

✓ **Refine Logistics:**

- Iron out the operational kinks, ensuring a seamless flow from vision to delivery.



SnapTip:

***Heads up,** this SnapTip takes a slight detour from our usual quick tips because it weaves in a bit of my own thread into the mix. It's a story that stitches together a lesson I learned the soft way.*

A soft launch transcends the boundaries of just clothing; it's a universal approach applicable to all facets of creation. Take, for example, the journey of this book. Initially, my soft launch audience was predominantly close friends and family. Their feedback was overwhelmingly positive, as expected from loved ones. However, the true test came when I ventured beyond the comfort of my inner circle, presenting the manuscript to a select group of 10-20 individuals mirroring my target readers. It was an eye-opener. The constructive feedback highlighted areas needing refinement—insights that would have remained in the shadows had I proceeded directly to the grand launch. This pivotal moment underscored a crucial lesson: the value of external, unbiased perspectives in the soft launch phase. It's not just about celebrating what works but uncovering and appreciating the 'stitches' that need attention before the spotlight hits. In essence, both successes and setbacks are guiding beacons on the path to refinement. In simpler words, **Success Leaves Clues, but Failure Does too.** Lessons learned through “*failure*” are always more profound. Remember, Fail Fast—Fail Cheap and Fall Forward.



As you prepare to softly introduce your creations to the world—**Stitch Smarter, Not Harder.** 😊 Embrace every critique and commendation alike, for they are the threads that strengthen the fabric of your lasting success.

BELIEVE IN THE NOW!

Approach your Soft Launch with the conviction and enthusiasm of a grand debut. It's in this nuanced beginning that the strength and appeal of your brand are examined and enhanced.



A person who isn't courageous enough to take risks accomplishes nothing in life.

-Muhammad Ali (1942-2016)

Professional Boxer

The Path to Success is a Shared Journey. The clues along this path are paved with shared visions and collective efforts. Ready to **Stitch Smarter?**





MONEY MAKING MARKETING PLAN

In the fabric of business, **Marketing and Sales** is what seals success to your brand.

Without them, you're merely a sketch without form. In other words, **a business without Marketing and Sales is out of business**. Just as we've untangled the complexities of social media, let's now delve into the rich tapestry of marketing and sales. These strands are made to last when woven by experts, allowing You, the needle to keep moving.

Embarking on a Realistic Marketing Journey:

Marketing isn't just about exposure; it's about stitching your brand into the very lifestyle of your audience. It's crucial we focus our Marketing Plan on a blueprint that's data-driven. Let's start by acquainting ourselves with essential marketing terms.



Sales Funnel: This marketing term is utilized to depict and map out the path your potential customers follow, from their initial discovery to their final purchase. This can consist of several steps, although the actual number of steps may vary. This is different from your regular website. A sales funnel enables marketers to grasp the customer's purchase journey while also pinpointing the exact phase the customer is currently at.

Unique Selling Point (USP): This is also known as, Unique Selling Proposition. This is the essence of what makes your product better than your competitors. Communicating your USP clearly and quickly is one the keys to getting your target audience to convert into sales. This can be service-based, price-based, or product-based.

It can be challenging to adapt your business model or offerings to incorporate more USPs, yet this makes it even more crucial to focus on them and set yourself apart from the competitors.

Now, let's take this moment to
Embrace and Weave Your USP.
Pause and reflect on these 4 questions.

1. What specifically do you do that's truly different compared to competitors?

- For this exercise, we're going to use the example of a Custom Suit Maker. We'll call him Bobby Bobbins. What sets Bobby truly apart is that he focuses on the Athletic Fit vs his competitors, offering a universal fit for all.



2. What problem are you solving for your customer?

- Bobby Bobbins solves the problem of complex body shapes by ensuring his customers can comfortably wear formal or business attire without feeling constrained. Additionally, he provides exclusive materials that are not typically found in ready-to-wear collections.



3. How do you *'uniquely benefit'* your target audience?

- Bobby's selection of flexible, wrinkle-resistant materials offers his customers more than just attire; it enhances their lifestyle in several areas, including love, travel, and self-esteem.



Upon completing this exercise, briefly reflect:

4. Is your USP Service-based, Price-based, or Product-based?

- Using Bobby Bobbins as our example again: His primary USP falls under Product-based. This classification is due to his emphasis on the unique characteristics and specialized features of the suits he offers, tailored to meet the specific needs of his target audience—athletes.



SnapTip: A common pitfall is Price-based USPs. Be cautious of this. Steer away from racing to the bottom with competitive pricing. Your brand's value isn't just in its price tag but in the story each garment tells and the problem it solves.

Key Marketing Objectives:

- ✓ **Leverage your standout pieces.** If it isn't broken, don't fix it!
 - Your best sellers are your brand's classics; keep them in the limelight.

- ✓ **Harness the power of sales funnels.**
 - Platforms like ClickFunnels can streamline your customers' journey from interest to purchase, ensuring every click brings them closer to your brand.

- ✓ **Utilize free offers to generate leads.**
 - Every piece given away can return tenfold in engagement, loyalty, and future sales.

- ✓ **Stay visible.** If you're out of sight, you're out of mind.
 - Ensure your brand remains a constant fixture in your audience's world.

MAKING MONEY

What gets measured gets accomplished. Did you know that by strategically planning for your finances and life, you're actually boosting your potential to earn more? Furthermore, you're paving the way for generating multiple income streams. While many are 'aware' of this concept, true power lies in applying that knowledge.



Before diving into the nuances of **Money Making**, let's identify a significant obstacle: **Your Belief in Money**. How you view and understand money can redefine your financial landscape.

Consider this: What do you believe about money? What role does it play for you? Is it merely a means to cover bills, or a tool for savings? Take hold of this concept—your perception of money's purpose will inevitably shape its role in your life. For example, if you see money solely as a resource to pay bills, then bills will dictate your financial flow.

Embrace this Affirmation:

"In both business and personal life, I see my money as a tool designed to generate more wealth".

Let's tap in and familiarize ourselves with **Marketing Money Making terms**:



Return On Investment (ROI): This is a measure of how much money is earned relative to the amount of money spent on an investment. It's determined by dividing the investment's net profit by its initial cost. Your answer is typically in percentage form. Anything greater than 10% is excellent, you've caught the golden threads. Anything less than 5% should be questioned.

- For instance, in Advertising, you would measure the cost of advertising against the sales it generated.

Order Bumps: An Order Bump are the low-cost offers presented to you during the checkout phase. It's a sales technique for your business to advertise an offer that's low-cost, in most cases complementing their existing purchase. The gem here is that it allows you to present products that aren't as popular or selling on their own.

- *Back to Bobby Bobbins:* Let's say the main item in the cart is a button-down cufflink shirt. In this case, his order bump could be a pair of cufflinks to complement the shirt.

Upsell: An Upsell offer, or product, primarily employs a 'one-click' sales technique designed to persuade customers to purchase an additional product or service following the initial sale. Typically, this product or service complements what they have just bought.

- For Bobby Bobbins, an example of an upsell would be a suit.

In short:

Order Bumps occur during checkout, while **upsells** are presented immediately after the customer has completed their purchase.

Order bumps and upsells are the most effective ways to increase your business' revenue by elevating the average value of an order. Adding a Unique Selling Proposition (USP) to them makes it irresistible.





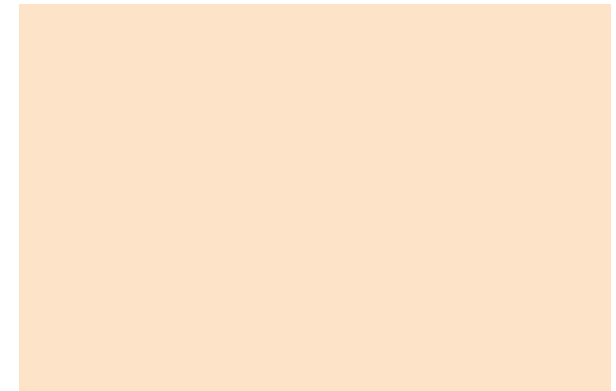
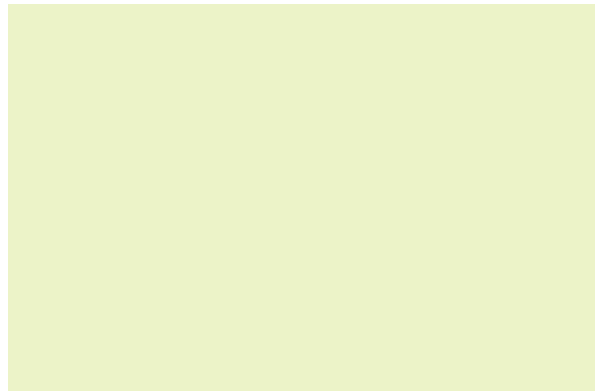
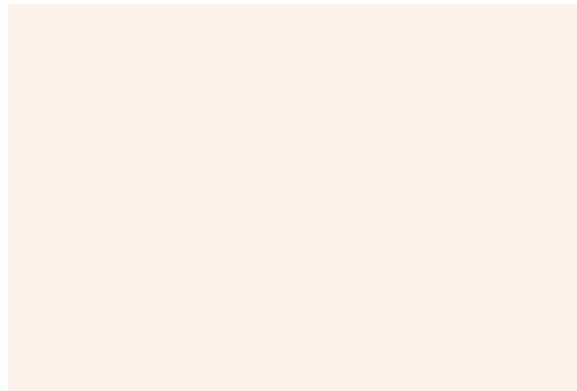
Let's Weave:

1. Can you identify at least one way where you can increase your average order value?

Main Product_____

Order Bump_____

Upsell_____



Does the Order Bump complement the Main Product? Yes No

Does the Upsell complement the overall order? Yes No

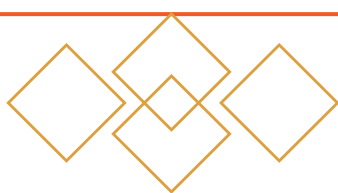
2. If you intricately weave together your USP with order bumps and upsells, what will that look like?

o Adding to the "Bobby Bobbins" example, it may look like this: His USP is crafting suits for athletes. For every button-down cuff link shirt purchase, the customer will be presented with an order bump of cuff links at checkout. Immediately after their purchase, on their confirmation page, they'll be presented with a limited time offer for a discounted suit if purchased within the next 24 hours to complete the ensemble. This example seamlessly integrates his specialty with value-added purchases.

Key Money Objectives:

✓ Maximize Your Profit Margins.

- o Maximizing profit margins isn't merely about cutting costs but about crafting value so compelling that your audience willingly pays a premium.



✓ Patchwork of Platforms.


- Don't limit your showcase to a single gallery. Advertise on different platforms to find your sweet spot.

✓ Reinvest Wisely.

- Your (ROAS) Return on Advertising Spent. What advertising didn't work? The standard is, for every dollar you spend, you want to get \$4-6 back. Carefully choose where to reinvest in your business.

✓ Create a Sense of Urgency.

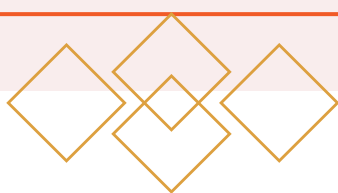
- Stitch in your audience the excitement of securing your designs before they're gone.



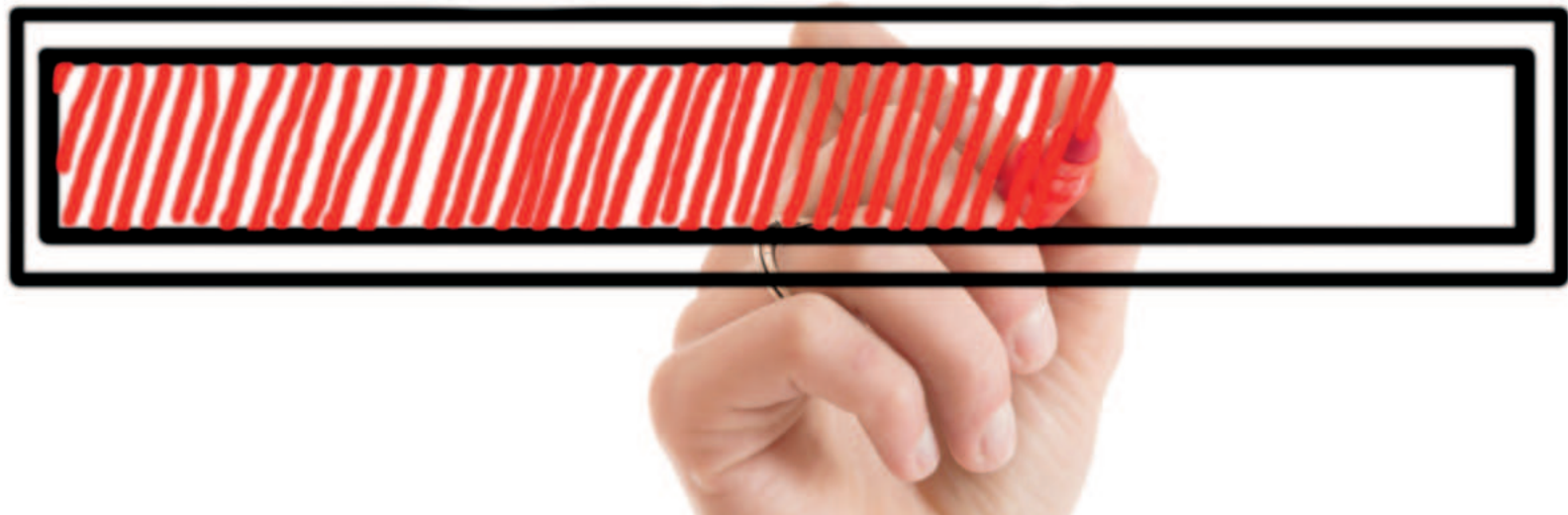
SnapTip: In the present-day environment, it feels like almost everything is being set up to be a subscription. Assess carefully which are essential now and which can be added as your business grows. This prudent approach ensures your operational threads are both strong and flexible, ready to adapt to the market's demands.

The '**Money Making Marketing**' landscape is vast and complex, filled with numerous elements to unravel. Yet, the stark reality is that having misaligned seams in marketing and sales is one you cannot afford. The key to this ignition is the ability to navigate this landscape with deliberate intention distinguishing your business from one that merely exists to one that thrives.

Should your perspective on wealth require refinement, click here to weave in our **Divine Money-Making Affirmations** into your daily routine.



MINDSET LOADING...



MINDSET

DEALING WITH REJECTION

As we gather the threads of our journey to a close, let's embrace the fabric of resilience. It's crucial to recognize that rejection is an inherent part of this journey. Much like the intricate workings of a sewing machine, there will be moments when things don't go as planned. You might face setbacks that seed doubt, discover that your meticulously planned patterns don't fit as intended, or even encounter rejection from your audience, peers, and perhaps your own expectations. See these moments not as barriers but as threads that, if navigated wisely, add depth and resilience to the fabric of our dreams. After all, rejection is not a full stop but a detour, an invitation to explore new avenues, adjust our approach, and lubricate our gears with wisdom and experience. Think of it as the machine's gentle guidance towards stronger, more resilient fibers.

This is where **mindset** plays a pivotal role. It becomes the oil, the very essence, that keeps the gears of your ambition smoothly turning. It ensures that when faced with rejection, you're prepared to analyze, adapt, and advance. Adopting a mindset that sees challenges as opportunities for growth is the investment you make in your journey and in yourself. Be aware that this life isn't a dress rehearsal. Every moment is an opportunity to refine your pattern, to sew with intention, and to build a legacy that resonates.





SnapTip: Did you know, all sewing machines require regular oiling to function at their best? And not just any oil – a **'Specific Oil'**, to prevent rust and wear.

Come to think of it, just like any fine-tuned sewing machine requires regular maintenance, so does your entrepreneurial spirit—need the right type of mindset to thrive. This *'specific oil' that prevents rust and wear*, is the investment in yourself and in the unwavering belief in your vision.

If you're wondering, "Where can I find this specific oil?" think of the sewing machine metaphor. The answer lies in its owner's manual. At the start of our journey, in the **'Setting Your Mindset | Knowing Your Why'** section, we likened the owner's manual to the "manufacturer" – the only one who truly knows the machine inside and out. Catch my drift? This specific oil, the essence you need to thrive against life's wear and tear, is detailed in your owner's manual. And who provides this manual? Your Manufacturer—**Your Creator**. To put it plainly, your Creator equips you with this special oil you need to excel and withstand life's challenges. Bear in mind, this owner's manual is sacred.

Consider this: If you picked up this book, you likely envision your clothing business flourishing even before its inception. Psalm 139:13 and the following verses remind us that our Creator, the ultimate craftsman, knitted us together with purpose and precision. Could it be that the drive to build a successful clothing business was interwoven into your very being from the start?

Regardless of your role in the clothing industry, don't be blind to this truth—seeing is not a prerequisite for believing. You must believe it to see it. The Creator believed in the vision, concept, and design before they materialized. And even with that, the Creator evidentially experienced rejection.



Just like a thread navigating through a sewing machine, you too will experience highs and lows. John 16:33, forewarns us of the trials and tribulations in this world, urging us to persevere. It's through these challenges that we grow, turning every trial into a triumph, as echoed in Romans 5:3, which assures us that adversity cultivates endurance.

So, when the needle breaks or when the thread tangles and you find yourself sewing in the dark—to reveal the light, make sure you're fueling yourself with the correct oil. Your belief and determination, with a blend of faith and courage, will reveal your true strength. It won't be so much in the perfection of the seam but in your willingness to rethread the needle and continue to sew on the path to success.

In the beginning, God spoke into the void, commanding, "Let there be light." That divine light was bestowed upon you. So, as you stand, needle in hand, remember: the essence of your brand, intertwined with your unique narrative, fills a gap in the universe. It's not merely about crafting garments; it's about casting light through your creations, driven by faith and undeterred by rejection. Holding this truth close, while prioritizing God, ensures your efforts bear abundant fruit.

Embarking on writing this guide was a leap of faith, made with you in mind. You're not alone. Stitch Me Right is here, not just to hold your thread but to be an active participant in your creation process; much like the bobbin wound clockwise, propelling you forward, stitch by stitch.



Here's to the narratives we craft, the fabric we shape, and the dreams we stitch into existence. Let every setback and rejection be merely a stitch in the vast quilt of your entrepreneurial journey, not an endpoint, but a part of the process—propelling you towards innovation, improvement, and success.

May your needle remain sharp, your thread strong, and your fabric a vibrant testament to your journey. In the realm of entrepreneurship, the most fascinating stories are woven from resilience, painted with passion, and marked by innovation.

Your journey doesn't end here. Every moment of doubt and every challenge brings you closer to the masterpiece you're destined to unveil. Remember, '*reverse stitching*' reinforces; the machine never dwells there, and neither should you. The only true defeat is quitting; everything else is a step on the path to success. Continue to sew with purpose, dream big, and let the world wear your story.

Onwards, Brave Weaver.

May this book be more than just another '*spool of thread*' gathering dust. May it be your companion as you venture to the next stitch, the next chapter, and into the endless possibilities that await in the expansive tapestry of your future.

May you Stitch with Grace.

~Yesi





As this book reaches your hands, the ever-evolving landscape of resources available to entrepreneurs and business owners, especially through advancements in AI, continues to expand rapidly. It's an exciting time to be embarking on your journey, with tools and technologies at your disposal that can simplify, enhance, and revolutionize the way you bring your vision to life.

The analogies and metaphors woven through these pages are crafted to be more than mere words on paper; they are designed to resonate deeply, to stick with you as you navigate both the highs and lows of your entrepreneurial path. Much like the parables spoken by Jesus, which found their mark in the hearts and minds of those ready to understand, it is my hope that the insights shared here will find fertile ground in your own journey, providing guidance, inspiration, and a testament back to the principles that underpin not just a successful clothing line, but a fulfilled life built on rock.

In the ever-shifting world of business and creation, remember that the core principles of vision, resilience, and connection—to your customers, to your craft, and to your own why—remain constant. The future is bright, and it beckons with the promise of innovation and discovery. Keep threading your needle, keep stitching your story, and may you always find joy in the creation of something truly your own.





“

But blessed are your eyes, because they see; and your ears, because they hear. Anyone with ears to hear should listen and understand.

Matthew 13:9 & 16

You, my dear readers, are the beacons that illuminate the way forward. Our connection is a symbiotic dance of inspiration and growth.



Stay Connected With Me



 **Instagram** > [@Yesi_Lavin](#) & [@stitchmeright](#)

[@stitchmeright](#) on all other platforms

 **Facebook**

 **Tiktok**

 **X**

 **YouTube Shorts**

 **LinkedIn**

You are not alone on this journey. There's immense value in connecting with others who share your path. These connections provide support, offer new perspectives, and sometimes open doors to unexpected opportunities. Surround yourself with fellow weavers, each with their own unique patterns and stories, all contributing to the vast, beautiful quilt of entrepreneurship. Together, in our shared experiences of rejection and triumph, we find solace, strength, and the courage to continue weaving.



Join Our Private Facebook Group



Stitch Me Right



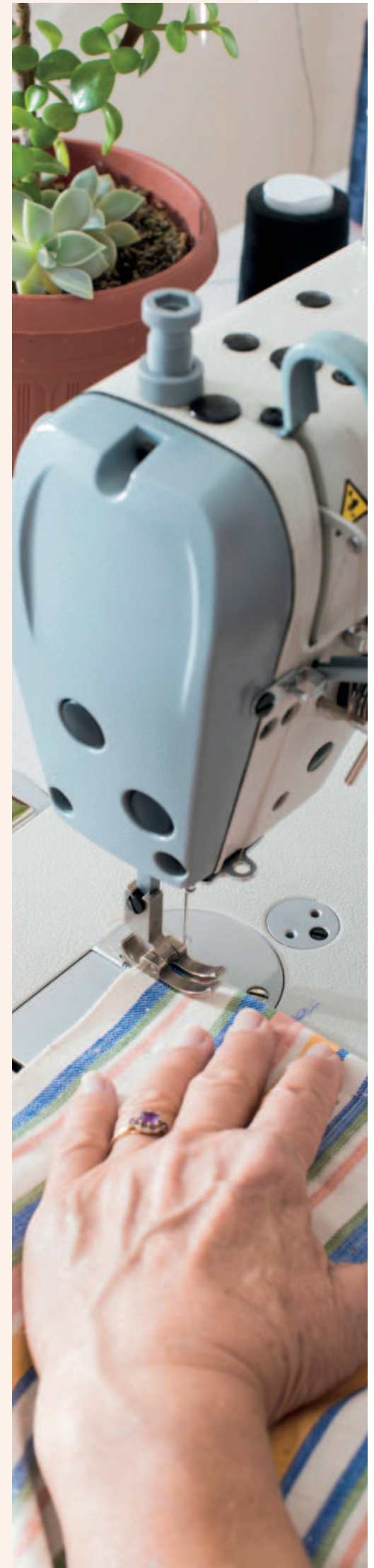
Sewing Feedback into Our Fabric

Your thoughts, experiences, and insights are invaluable threads in the ever-evolving tapestry of this journey. If this book has touched you, inspired you, or sparked a change in your perspective, I invite you to weave your feedback into the very fabric of our community.

Please take a moment to leave a review on **StitchMeRight** or wherever you found this book. Your reviews not only help guide me in refining and enhancing this work but also serve as beacons for fellow travelers navigating their paths.

Your voice matters. Let it resonate through the stitches of our shared narrative, helping to shape the future of this journey.

Leave a Review: [StitchMeRight/Review](#)





DO YOU SEEK MORE GUIDANCE?

Given the intricate nature of this journey, it's understandable to seek a guide. While Success Does Love Speed, guidance, precision, and a supportive hand to steer through the complexities is equally crucial.

Stitch Me Right is here to craft a bespoke pathway for your aspirations.

Schedule a Personalized Session:

Are you yearning for tailored advice and one-on-one coaching?
Does your business need alterations?

Whatever your needs, let's tailor a solution that aligns seamlessly with your goals.



Remember, life isn't a rehearsal; The sooner you begin, the faster you get there; Therefore, the longer you can live in it.

Let's Stitch You Right: Schedule a Call

**Building on this foundation, we're no longer limited to clothiers. We have now broadened to support individuals across various sectors in achieving business success, demonstrating that the principles for growth and success transcend industry boundaries.*

This is my command—be strong and courageous! Do not be afraid or discouraged. For the Lord your God is with you wherever you go
Joshua 1:9

'For I know the plans I have for you,' says the Lord. They are plans for good and not for disaster, to give you a future and a hope.
Jeremiah 29:11

Would your Creator be opposed to You thriving?





“As it is the business of tailors to make clothes, so it is the business of Christians to pray.”

**– Doug Batchelor
President: Amazing Facts International**





Glossary of Metaphors

Needle = *You (The Reader)*: This represents your role in the weaving of your life's fabric, highlighting the action and intention you must put into every stitch of your journey. Bear in mind, a sewing needle on its own is limited; it needs the thread to produce anything of value. Similarly, your actions and intentions need to be threaded with your ideas, vision, and passion to create the desired outcomes in your entrepreneurial journey and life.

Thread = *Vision/Ideas*: Symbolizes the concepts, dreams, and goals that you, the Needle, bring into existence, weaving them into the fabric of reality.

Bobbin = *Stitch Me Right (Support System)*: Acts as the underlying support that holds your additional thread (resources, guidance, and motivation) to ensure the Needle can continue sewing without interruption.

Fabric = *Life's Challenges*: Represents the various obstacles and opportunities you encounter, each piece requiring careful consideration and integration into the greater design of your life.



Lining = Resilience and Inner Strength: In the context of our journey, the lining represents the resilience and inner strength that protect and define the integrity of our endeavors. Much like the lining in clothing, which provides structure, comfort, and sometimes hidden beauty, your resilience and inner strength are foundational qualities that shape your entrepreneurial path, providing stability and definition to your actions and decisions.

Seams = Strategies and Plans: The methods and paths you create and follow to stitch together different pieces of fabric, shaping your desired outcome.

Sewing Machine = Your Life: The mechanism through which you, the Needle, and your Thread (vision/ideas) operate, facilitated by the Bobbin (support system), to stitch together the Fabric (life's challenges) according to the Seams (strategies and plans).

Oil = Investment in Self: The necessary maintenance required to keep the Sewing Machine (your life) running smoothly, symbolizing self-care, education, and personal development.

Alterations = Making Necessary Adjustments: In the context of sewing, alterations involve modifying a garment to achieve a better fit or function. Metaphorically, alterations represent the changes you implement in your strategies, mindset, or plans to better align with your goals, overcome challenges, or adapt to new information and feedback. Just as a tailor makes alterations to ensure a garment fits perfectly, you too must be willing to adjust your approach to ensure the perfect fit for your life's ambitions and business objectives.



Seam Allowance = *Margin for Error or Adjustment*: In the context of our journey, "Seam Allowance" represents the necessary space we must allow ourselves for error, growth, and adjustment. Just as a seam allowance in sewing provides the flexibility to alter a garment for a better fit, this metaphor underscores the importance of granting ourselves the latitude to learn from mistakes, make corrections, and continually evolve. It's a reminder that perfection is not the goal; rather, progress and the ability to adapt are key.

Tangled Thread or Knots = *Challenges and Complications*: In the intricate pattern of our journey, "Tangled Thread or Knots" symbolize the inevitable challenges and complications we encounter. Just as tangled threads can disrupt the smooth process of sewing, requiring patience and careful untangling or the decision to start afresh, in life and business, we face situations that test our resolve, demand our attention, and sometimes necessitate a fresh start. These moments, while frustrating, are integral to the learning process, pushing us to develop resilience, problem-solving skills, and the determination to continue weaving our dreams into reality.

Grainline = *Direction/Alignment*: Grainline in fabric refers to the direction of the weave that affects how a piece of clothing hangs or fits. Metaphorically, it represents the importance of aligning your actions and decisions with your core values and goals, ensuring that your endeavors flow in harmony with your true purpose.

Sewing Pins = *Temporary Distractions/Noises*: Pins are used temporarily to hold fabric in place but can cause disruptions if not handled carefully. Similarly, life's temporary distractions or "noises" can disrupt your focus and progress. Recognizing and managing these distractions allows you to maintain the integrity of your vision and continue sewing your path forward.



Reverse or Back Stitch = *Learning from Setbacks*: Reverse or back stitching reinforces seams, making them stronger. Similarly, learning from setbacks or "reverse stitching" in life makes you resilient and better prepared for future challenges. It's a reminder that every mistake or failure is an opportunity to strengthen your resolve and improve your strategies.

Speed Stitches = *Quick, Effective Actions*: In the tapestry of this guide, "Speed Stitches" symbolize the quick, effective actions that accelerate progress towards your goals. Just as a few well-placed stitches can quickly mend or enhance a garment, strategic actions in business and personal development can lead to significant advancements. This can include programs like AI and SMR. These are the pivotal moments or decisions that, although quick or small in effort, produce substantial results in your journey.

Tapestry: A tapestry in this book symbolizes the rich, intricate story of your entrepreneurial endeavor woven from threads of challenges, achievements, ideas, and visions. It illustrates the complexity and depth of building a clothing business, where every color and thread contributes to the overall picture of success. This metaphor serves to remind you that your journey is a detailed artwork, where the blending of various experiences creates something unique and beautiful—a narrative as complex and captivating as a finely woven tapestry.

Weave or Weaving = *Writing*: Beyond the intertwining of threads to create fabric, weaving symbolizes the intricate blending of ideas, strategies, and actions in your entrepreneurial journey. It represents how distinct aspects of your business plan, personal growth, and creative visions are interlaced to form a cohesive and resilient whole. In this book, "weaving" also embodies the act of writing or mapping out your path—each activity sheet you fill out is akin to adding another thread to your tapestry, solidifying your thoughts and plans into tangible steps forward. Just as weaving transforms individual threads into a piece of cloth, so does taking action on these sheets transform ideas into the fabric of your business.



Quilt: In the context of our journey, a quilt represents the cumulative result of all the distinct pieces of wisdom, strategies, and personal growth you gather along your entrepreneurial path. Each section of the quilt—a patch—symbolizes a key lesson or insight, with the entire quilt illustrating the cohesive, comprehensive knowledge you've pieced together. This metaphor encourages you to view each experience, whether a setback or a success, as a valuable part of a larger, beautiful design that is your business and personal growth journey.

Patchwork = *Diversity in Strategy and Life:* Just as a patchwork quilt combines various pieces of fabric into a cohesive and beautiful whole, "Patchwork" in both business and life signifies the value of integrating diverse elements to achieve a harmonious outcome. In business, it refers to the strategic use of a variety of marketing platforms to weave a comprehensive approach that maximizes brand visibility and engagement. In life, it symbolizes the blending of different experiences, perspectives, and learnings to enrich one's journey. Embracing a "Patchwork" philosophy encourages a multifaceted approach to challenges and opportunities, highlighting the strength found in diversity and the beauty of bringing together disparate parts to create something unique and impactful.



Gratitude

First and foremost, I must acknowledge *my creator and savior Jesus Christ*. I will be forever grateful for His saving grace, for Him showing me His promises and His plans for my life.

To my amazing husband, My Edward: I love that we are in business together. Your presence reminds me every waking moment that our God is a Real God. Your constant reminders of my gifts, talents and worth are exceptional. You've introduced me to a whole new world, and I absolutely love doing life with you. The word, 'LOVE' comes short to how My heart beats for you.

To my beautiful Queen, mi Mami, Lourdes: You really are the light of my soul. Thank you for your constant prayers, you have surely, tapped into God's express lane. You are beyond admirable. How blessed I am to call you MY mother and my friend, my advisor, my warrior, my Queen.

To my men, my hero's, and bodyguards: Papi (Juan Nacho), Esteban and Moises: Thank you for reminding me daily not to paralyze myself. Thank you for letting my wings spread wide and fly high. Thank you for supporting the huge risks I've taken and continue to take. You are all my lifeline.

To all my nieces and nephews: Thank you for existing, your presence is what keeps me going.



Gratitude

Thank you to all my aunts, uncles, cousins, and beloved sisters-in-law for your love and support. I deeply appreciate and cherish every one of you.

To Erix, William, Allison, Kam, and Vicky: Thank you for not keeping a narrative on me. Thank you for standing with me, witnessing my growth. For being my biggest cheerleaders and for not getting tired of hearing me talk! ha-ha

To Alan Horowitz: Thank you for giving me the benefit of the doubt and challenging me. Thank you for believing in me. It took me some time to see what you saw and I'm beyond thankful for your constant reminders. Look at us Now! 😊

To Vanessa Brand: I would've never made it this far if I didn't have you as my Coach. You truly help make a Mission Possible. Thank you for being part of my life.

To Matthew & Fabiana Ferrarini: Thank you for planting the seed of this book.



Gratitude

To Nobylisa: You are a harvest I planted many years ago. Thank you for being open to growth and for being diligent and for being you. The future ahead of you is much bigger than what you can imagine. We are so blessed to have you.

Special Thanks: Jules Miranda for photography; Collaborative book designers: Francesa Hase, Devindi Jaysinghe & Tim Banks. A special shoutout to Vicky Rendon (the bestie) for her invaluable assistance with the book cover design.

None of this would have been possible without my amazing team. To my *Future Family* reading this: Thank you for trusting me. You are here for a reason, and I can't wait to hear your story and wear your clothes. Let's stitch it up!

Graciously,
Yesenia (Yesi) Lavin

Stitch Acronym

Stitching | Together | Individuals | That | Change | History |™



YESI LAVIN IS A FORCE OF NATURE.

Think of a tornado in a bottle. We met years ago in the men's luxury fashion business, focusing on custom-tailored suits and jackets. However, I soon realized that my young colleague's real talents were a blend between a dream weaver and a Shark Tank host. She connected with Designers, Stylists, and Clothiers—and even those who simply had a great idea—giving them the courage, support, and tools they needed to launch their very own Fashion Clothing Line. In an industry driven by creativity but often lacking in execution and process, Lavin easily cuts through the noise and chaos of fashion production and execution.

Lavin leaned into the process of bringing fashion to market very early in her career. With a boots-on-the-ground mentality and the acumen of a developer, Lavin created an app that shortened garment production time by improving employee workflow and maximizing efficiency across the factory floor. It was only a matter of time before Lavin pivoted into sales, culminating her desire to see designers like herself succeed beyond their wildest dreams.

Today, Lavin has chronicled her journey in an e-book, *Stitch Me Right: A Faith-Based Guide To Building A Thriving Clothing Business*, a complete guide to making fashion dreams a reality, even for those with no experience and no connections. In today's all-in fashion culture, where talent emerges from diverse fields—fine artists, actors, athletes, bloggers, models, musicians, engineers, gamers—all share a common desire to bring their fashion vision to life. Yesi Lavin's e-book is a must-have resource for these dreamers, offering a complete step-by-step guide from an industry expert that moves the needle toward building your own fashion empire.

-Faith Wozniak

CEO Jouard Wozniak

Advertising & Director of Marketing

