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From Hobby to Business

Pascale Randolph is a Wilcom Beta Tester and the owner of the successful embroidery business, The Embroidered Touch. However like many of our customer, Pascale didn't get into embroidery with the plan of starting her own business, it all started as a hobby.

Pascale shares her story of how she transitioned from Hobby to Business...

I have a small home embroidery business, and like many other embroiderers, it started as a hobby. It began when my first child was born, and I developed a new appreciation for embroidered baby clothing and accessories. Since I already had sewing experience it seemed natural to venture into the embroidery arena. I traded my trusted sewing machine for a new machine with embroidery & sewing capabilities, along with a card containing a handful of baby designs. The sewing machine also came bundled with digitizing software, so with a sampling of different stabilizers and embroidery threads, I hurried home thinking I was ready to digitize!

I quickly discovered that digitizing wasn't as easy as I had initially thought. Additionally, automatic digitizing didn't produce the quality designs I was looking for, and there was a tremendous amount of information to learn! The software was new to me, digitizing techniques were intimidating, and figuring out which stabilizers to use was foreign. Even deciphering simple abbreviations was challenging: PES, PCS, DST, oh my! I needed help!

Fortunately, my local dealer provided instructional classes for both the software and the machine. After completing the introductory classes, I advanced to the "Club" specific for my software. During these monthly classes we learned how to incorporate different digitizing techniques on individual projects. The classes were very educational and a lot of fun, plus I made many new friends. If you have the opportunity to take classes, I highly recommend them!

I also posted beginner type questions on the web such as, "How can I download designs and get them to my machine?" Eventually, I became a Beta tester and attended several developers' retreats. It was a wonderful experience. I loved the challenge of testing new features and I found it extremely rewarding when my ideas were incorporated into their software. With the experience gained from Beta testing and attending classes, I started to feel more confident with my digitizing skills. Soon, I was showering family and friends with embroidered items.

Several years later, I decided that I needed a 6 needle home embroidery machine. It was at this stage that my husband suggested that I start a business. And so, The Embroidered Touch was born.

Along the way, I changed my digitizing software to WilcomEmbroideryStudio I didn't need the full benefit of Level 3 (the top level of Wilcom software) so I simply purchased all the add-ons I needed. For me, this was the most economical choice.

My small business specializes in small quantity runs, creating custom burp pads and baby blankets, and other gift items. Monogrammed totes and towels are also very popular, and occasionally, I digitize logos and embroider larger runs for local school groups, preschools, and small businesses.

My business is not a full-time endeavour, perhaps it will in the future, but it's perfect for me right now. My website is intended to showcase projects I've created and to show customers possible design choices and ideas. I've recently added a shopping cart for online orders. I enjoy creating projects for my customers, digitizing new designs, and having the flexibility to enjoy my business without interfering with family's activities and commitments.

Thank you to Pascale for sharing her story. You can visit her website at www.theembroideredtouch.com. To find out more about the work-horse behind Pascale's business, check out our [Wilcom EmbroideryStudio e3 Designing](#)

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