

You're It!

SEW

SHORT READ

**Your Way
to Home Business
Success Now & After
COVID-19**

**14 ESSENTIAL
BUSINESS SETUP TASKS**

Knock Off These Steps In Just Days



Phyllis Smith

The \$100 Startup for Super-Hero Sewists

ALTERATIONS BY PHYLLIS
with
DANCING FABRICS

If you sew and sew well, you don't need to despair a lost job because you can grab just \$100 from somewhere and get going providing alterations and sewing services including fabric artistry that people are still seeking from the comfort of your home.

The time is now. Get going!

**Home Sewing Business
Success *During & After*
COVID-19**

Created by Phyllis Smith
Stillwater, MN, USA

<http://www.alterationsbyphyllis.com/video-tutorials>

14 Essential Business Setup Tasks

STEP BY STEP in EXACT ORDER

Steps 1-5: Evaluating What's Possible

**Steps 6-13: Making Your Dream
Business A Reality**

Imagine that you're sitting in your dedicated sewing room just a year from now surveying all that you've created with great satisfaction.

In one corner of the room is your attractive, eclectic, and maybe even quirky collection of sewing machines and tools that customers admire.

Across one of the walls you display your emerging brand of women's designer clothing line consisting of pullover hoodie, leggings, tank or tee, flared skirt short dress for over leggings and skort/shorts. Just 5 hot items that clients can't leave without.

And what's a wardrobe without its designer handbag that you've acquired the perfect machine to stitch up and clients go gaga over.

Folded neatly on display in another area is your emerging brand of children's clothing, baby layettes, adorable toys, simple and irresistible designs.

Available on shelves are DIY kits of various types – hand embroidery, beginner sewing for kids, fabric painting, fabric marker coloring, cut and sew – you conjure it, you create it!

Unforgotten are other fab items you've created that perhaps are not fabric artistry yet are complementary such as paper creations, bead art, ceramics – honestly, don't let me overwhelm you with YOUR.OWN.TALENT.

How can you achieve your new REAL normal?

Let me show you.

ALTERATIONS BY PHYLLIS with DANCING FABRICS

All about running your own alterations & sewing business from home!

Created by Phyllis Smith - Alterations by Phyllis with Dancing Fabrics - Stillwater, MN, USA

<http://www.alterationsbyphyllis.com/video-tutorials>

**Are You Ready To Explore The 14 Essential Business Setup Tasks?
This Section Is For New As Well As For Existing Sewing &
Alterations Specialists **Specifically During and Post COVID-19****

The idea is to DIVERSIFY service & product offerings, but first things first – follow the steps systematically and you'll be ready

14 Essential Business Setup Tasks

STEP BY STEP in EXACT ORDER

Steps 1-6: Evaluating What's Possible

Steps 7-14: Making Your Dream Business A Reality

1. Check with your Homeowner's Association if a home business is allowed.
2. Contact City Hall about zoning requirements. Get actual permit in step 10.
3. If numbers 1 and 2 are a go, evaluate where your dedicated sewing and reception area space will be in your home, plus consider supplies on hand to get started.

4. Consult, arrange and set ground rules with other household members about what is expected of them while you are conducting business.
5. Is your sewing rusty? Practice until you are satisfied with your readiness for the public.
6. At this point, confidently decide to advance to the reality of your dream home-based business! Then take the following actions.
7. Decide which business entity structure is best for you: Sole Proprietorship, Partnership, Limited Liability Company (LLCP), C Corporation, S Corporation.
8. File your business identity with your Secretary of State and follow the easy directions.
9. Decide how bookkeeping and tax records (including sales tax) will get done.
10. Wait until you receive notification from the Secretary of State that you're official.
11. Go ahead and contact City Hall about getting that permit mentioned in step 2.
12. Get business liability insurance.
13. Get a Sales Tax ID.

14. Now all the activity gets really exciting: **Let Everybody Know About Your Business!**

And They Will Come, Your Customers. Soon. Trust Me!

You have been struck with the brilliant idea to change the course of your life for the better and work from home doing what you already know you love – sewing and working with people.

You are so excited you don't know where to begin. That is why these guidelines can give you focus and organize your thoughts so that you don't have to figure it all out yourself.

You may, of course, do things your own way, in whichever order you desire. Yet I am willing to bet these exact order steps are going to come in very handy.

Here they are.

1. Do you belong to a homeowner's association? If not, advance to the next step. If so, look over your copy of the association rules. Do the rules prohibit home businesses with foot traffic? If prohibited, perhaps you can appeal to your association board members; my best advice is to try. Why? Because alterations is such a "friendly" home business and encourages business from your own neighbors. If no rules prohibiting, great – you can advance on to the next step. Avoid negative input from neighbors in your association about your desire to run a home business with foot

traffic. Also – you know the old rule – sometimes it is *easier to be forgiven than to ask permission*, and it is that rule of thumb I relied upon myself when I started; meaning, do NOT ask if you think there will be baseless contention. Enough said, I think you get my drift.

2. Contact your City Hall about zoning requirements. Some residential areas are prohibited from running a home business that will result in foot traffic. If prohibited, then it is up to you to decide whether you will still go ahead or not. If your City Hall allows your home business, they will want you to estimate what the foot traffic will be. Simply make your best guess of what you hope it will be, file an easy form with them, and pay an annual, very inexpensive, permit fee (mine is \$15) that you can display in your studio making your business “official.” I have only ever had one customer want to see my permit. Once you start paying annual permit fees, your City Hall will expect you to always pay your annual permit fee or be subject to a stiff fine penalty and a misdemeanor charge, so do not let it slide, if you are still in business. Believe me, you will not get forgiveness on that score. If you ever go out of business, officially inform your City Hall. Do not actually get the permit until step 11.

3. Evaluate dedicated sewing and reception area space plus consider supplies on hand to get started. See the bare minimum supplies list in the Tools of the Trade section. You probably have enough to get started without much further investment.

4. Consult, arrange and set ground rules with other household members about what is expected of them while you are conducting business. The same for household pets applies. You may find it interesting that for many years I had the friendliest calico cat who was insistent on greeting most clients, she loved people so very

much. And they loved her! It was the dearest thing. Still, you will probably want to mention to clients in phone calls, upon first greeting, and state it on your website if you have pets to apprise those with serious allergies or aversion to pets.

5. Is your sewing rusty? Do you need a little rounding out of skills? You already know intuitively what may be lacking, so practice until you are satisfied with your readiness for the public. This does not mean you need to know everything because experience from actual clients is the best teacher. Trust your instinct about readiness and avoid doubt. You know whether or not you were already a pretty darn good sewist when you first became inspired to do alterations from home. The Skills Assessment section will help you further on this subject.

6. At this point, confidently decide to actually advance to the reality of your dream home-based business! Then take the following actions.

7. Decide which business entity structure is best for you: Sole Proprietorship, Partnership, Limited Liability Company (LLC), C Corporation, S Corporation. Do not allow this legal decision to become an obstacle. Do research and seek advice from trusted resources and proceed with forming your chosen structure. You can always change it later. A Sole Proprietorship fit my needs and was very easy to form. *Congratulations on taking your first official step!*

8. Figure out who and how your bookkeeping and tax records are going to get done. If it is going to be you, get that system in place with the right stuff like software or ledger if you're a pencil and paper person – my best advice is to get that system nailed down

early on. See the Bookkeeping & Taxes section for further information on this subject.

9. File your business identity with the Secretary of State and follow the directions for your state. This is very easy and usually consists of submitting easy forms, publishing your business entity in the newspaper for a certain short period, and that is about it. There are associated inexpensive fees. Google: secretary of state business filing (your state) for all the pertinent information for your state. *Congratulations on your second official step!*

10. When you receive notification from the Secretary of State that you are official, that means there was no contention about your potential business at the public hearings that were published in the newspaper, and your entity is now legal.

11. You can go ahead and contact City Hall about getting that permit mentioned above in step 2. There can be a delay in getting the actual official permit; go ahead and start taking clients.

12. Also get business liability insurance – it is inexpensive. Do not be tempted to skip this step. It covers fire, flood, if someone gets hurt on your property, etc., but does not cover you in the event of a determination that you ruined someone's garment. See #8 in the Policy Suggestions section.

13. Get a Sales Tax ID. This also is easy to do although sometimes it can be confounding to navigate state department of revenue sites. Since you are only collecting sales tax in one state, simply be ready

with either your EIN (Employer Identification Number if you have employees) or Social Security Number; visit your State's Department of Revenue website; search for or click on the "Sales and Use Tax" link and click the link to register your business. If you have other sales venues (see Business Plan section) and any of them are out of state, then you will need to set up systems for collecting sales tax from other states. For instance, because I have online customers, I use PayPal and have easily set up in my account a system to collect sales tax from any state that requires it.

14. Now it is finally time for an exciting flurry of activity: **Let Everybody Know About Your Business!** Do all or some of the following: Newspaper advertising, Social Media, Word of Mouth, Fliers, Business Cards – really, everything you can think of to spread the word. Consider a Grand Opening party.

And They Will Come, Your Customers. Soon. Trust Me!

Even if everybody has to wear face masks during the entire experience, they will come.

During and after COVID-19, you can decide to work by appointment only, as I did, and provide an entire exclusive experience for customers.

For those sewists and clients who wish to avoid close contact, devise a drop-off/pick-up box system and be careful to get full payment up front and think through details about how to set this up with great thoughtfulness – this is only effective for easy alterations – for instance hems, making the client responsible for accuracy, yet

making it simple for them to grab 1-2 safety pins to pin one or both legs. Make sure you write a policy on the entire drop box system. You will want to catch up on pertinent, if not lifesaving, store policies you may want to consider employing to save you from problems proactively rather than having to deal with situations reactively.

That's why it could be a good idea to check out my Amazon [author page](#) and find the following subject matter. Or visit my website for an even better short reads deal [here](#).

Skills Assessment – Do You Have What It Takes?

14 Essential Business Setup Tasks, Step-by-Step, In Exact Order

How Much Money Can I Expect To Make?

How To Prevail Alongside Competition

How To Write A One-Page Easy Business Plan

How To Deal with Invoicing, Bookkeeping & Taxes

Tools of the Trade

How To Write Store Policies To Save Your Butt

Don't Want People In Your House? Loads of Alternatives, Darling!