

***You're It!***

**SEW**

**SHORT READ**

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

**THE ONE-PAGE  
BUSINESS PLAN**

*The Big Picture Is So Grand*



**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>

**So Easy**

**You Won't Believe It!**

**One-Page Business Plan**

**Why You Need It – Why It Can Be Short & Sweet**

**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 One-Page Business Plan Exercise?  
This Section Is For New As Well As For Existing Sewing Business  
Specialists **Specifically During and Post COVID-19** – because your  
intent is to **DIVERSIFY** and stake your claim to that in a short and  
sweet business plan**

A short and simple one-page business plan is bound to keep you more focused and help make everything feel less overwhelming. Because let's face it – this start your own business thing is exciting but it can also freeze a person into indecision and stalling if some details are perceived as less fun than others. That is just the reality of it. Often, depending on the type of person you are, a business plan can feel like such drudgery to compose.

However, I promise this exercise will approach something like fun, if not outright joy, for you to be able to see on one page how you are breathing life into this fantastic small business you are creating.

In fact, it is going to take me more than one page to talk about your one-page business plan – that's how short and sweet it is going to be.

So let's get started!

I've coined a word when it comes to slimming people's clothing – "slimify." My clients get a kick out of that term. Let's slimify your business plan down to one page in the following way.

**WHAT TO DO:** Follow these guidelines and at the end of this exercise you will know more about yourself than when you began!

**HOW TO DO THAT:** Open a document or grab lined paper and make the following slim headings followed by one short sentence:

[Benefit Proposal](#) One sentence that describes the benefit or value you plan to bring to your customers. There is a problem you are solving for others – state it here.

For example, here's mine (also placed prominently at the top of my website):

"Alterations by Phyllis bringing transformative alterations expertise to individuals and alterations businesses."

That statement makes sense because I serve my local community and anyone globally who wishes to start a home-based alterations and sewing business.

Yours might read:

"I offer a broad range of alterations solutions for men, women and children, including monogramming and embroidery."

"[Your business name] specializes in bridal and formal wear including handcrafted bride and groom specialty products."

"I'm the Jeans Queen and I work on all things denim and outdoor gear."

"No job is too small or too big when it comes to offering alterations to my local community."

"We serve our local community with a wide range of alterations services and a portion of the proceeds go to [cause, charity]."

"Our team keeps people from falling apart at the seams with our extensive alterations and sewing services."

You see how this one sentence identifies the market need and your problem-solving solution.

[Target Market](#) This may seem like a tough one at first because you want it to be everybody. It feels like it should be everybody because you are so aware of the need for people to behave proactively and go "green" by overhauling their entire closet. This wish is completely understandable. However, with time, you'll see the wisdom of defining a target market, especially as you rack up the many and varied encounters with people, and you will start to see who you enjoy seeing and who not-so-much.

It's fair to define who you would rather see.

Here is my target market:

“My ideal customer is male or female, 28-68, of grateful attitude, willing to spend maintenance money on clothing, allows himself or herself to enjoy the experience, demonstrates joy over the outcome, has a sense of humor, returns in the future and refers.”

Area competition Guess what! Everybody has competition. Competition is good-good-good. It means you are not the only one doing it so you don't have to persuade your market as much as if you were a novel service that no one understands yet. Everybody understands literally falling apart at the seams, and most people hold a high regard for the seamstress. Here is where you simply list who else is out there that you are aware of PLUS how you will present a better opportunity for customers than they are able to do.

Here's mine:

“My biggest area competition is 2 prominent dry-cleaning establishments, one with an on-site seamstress. My business presents the better alternative because of my cute studio, appointment-only policy for private and personalized consultations, appeals to customers who wish to patronize small business and because I offer amazing emergency and same-day service which others do not.”

Need Funds? Even if you own most of the items in the bare minimum tools of the trade list and wish list, it is likely you could use a certain amount of money to get started. Here is where you state your needs. If you have a lot of financial needs, do yourself a favor and keep it to one sentence as best as possible.

Here was mine in the beginning:

“I need X dollars for a website building program to build and maintain myself and a second sewing machine that handles heavy-duty sewing like jeans.”

Sales Venues If you are strictly doing alterations for your local community then your sales venue is your local community. In my case, I sell programs online plus offer alterations to my local community. That means I have 2 sales venues.

Simply state what yours are to start and if you wish to elaborate about what they will expand to, all in one sentence as best you can.

Here's mine currently:

“I serve my local community with alterations and custom sewing, sell alterations tutorial videos online, sell alterations startup business programs online and huge YouTube channel.” (4 venues)

Budget & Sales Goals Yikes! How are you supposed to know the answer to that at the start? Do NOT let anxiety over this subject overwhelm you. Details are not needed the first day you lay down the outline of your Business Plan. It can all be fleshed out later. To start with, try to explain in big picture terms what your budget and sales goals are. You don't know how much it is actually going to cost you to run your business at this point, much less sales goals. You could simply state your income goals here as arrived at in the How Much Money Can I Make? section and leave it at that for now.

If you are good at this kind of planning, then proudly lay it out here with graphs and everything you can think of.

Benchmarks What has your progress been so far and where do you see your business going in the next weeks/months/years?

Here is mine as I plan for retirement:

“After 10 years of in-home alterations services to this particular local community, I have reached my goals of a steady local following, successful global outreach teaching alterations and how to start a home business, with retirement plans for winding down local community alterations services and increasing passive income activities over the next 5 years.”

Team If you are planning on being a fierce alterations duo or team, here is the place to state who your business partners are. State why you alone, or the bunch of you, are the best person/people to make your business a raving success.

On the next page, you can see for yourself the distillation of all my examples on one page and how such a clean and simple one-pager can bring a smile of satisfaction at a job well done.

Your Business Plan need contain no more information than this, unless you wish to go all out and plan details to your heart’s desire. You be the judge of what you need to see on your Business Plan, yet avoid stalling out and becoming overwhelmed. I say this because of what was advised in the Skills Assessment section – do this stuff along the way while you are actively doing and being your dream business!

## Alterations by Phyllis Business Plan

Benefit Proposal “Alterations by Phyllis, bringing transformative alterations expertise to individuals and alterations businesses.”

Target Market “My ideal customer is male or female, 28-68, of grateful attitude, willing to spend maintenance money on clothing, allows himself or herself to enjoy the experience, demonstrates joy over the outcome, has a sense of humor, returns in the future and refers.”

Area competition “My biggest area competition is 2 prominent dry-cleaning establishments, one with an on-site seamstress. My business presents the better alternative because of my cute studio, appointment-only policy for private and personalized consultations, appeals to customers who wish to patronize small business and because I offer amazing emergency and same-day service which others do not.”

Need Funds? “I need X dollars for a website building program to build and maintain myself and a second sewing machine that handles heavy-duty sewing like jeans.”

Sales Venues “I serve my local community with alterations and custom sewing, sell alterations tutorial videos online, sell alterations startup business programs online and run an Etsy shop.”

Budget & Sales Goals I’ll leave it to your imagination what mine are!

Benchmarks “After 10 years of in-home alterations services to this particular local community, I have reached my goals of a steady local

following, successful global outreach teaching alterations and how to start a home business, with retirement plans for winding down local community alterations services and increasing passive income activities over the next 5 years.”

[Team](#) No plans for teams or partnerships now. Me, myself and I are the best person for this endeavor because I am a super hero sewist!

See how easy that was! Whew! Nail down a Big Picture that works for right now, then leave it alone. You’ll know when to get back with it.

You may want at this point to wisely visit my Amazon [author page](#) and consider a few other short reads to use to your advantage.

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!