

***You're It!***

**SEW**

**SHORT READ**

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

**HOW MUCH MONEY  
CAN YOU MAKE?**

*As Much As You Want When You Diversify*



**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>

**How Much Money Can I Expect To Make?**  
**Includes Phyllis's**  
**Secret Sauce**  
**Money Maker!**

**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 How Much Money You Can Expect To Make As A Home-Based Alterations & Sewing Specialist, Including Fabric Artistry?**

**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**

### **Shoot for 90<sup>th</sup> Percentile**

What I want to talk to you about here is achieving the 90<sup>th</sup> percentile income of \$20 per hour and higher by working at home and running your own show.

### **The Secret Sauce That Guarantees A 40-Hour Work Week, Every Week**

Wait until you find out the secret money maker that nobody is taking advantage of!

### **Worksheet Worry Eliminator**

My easy worksheet eliminates the worry of wondering what to charge, how to figure out a sweet average hourly rate and how to target a high annual salary by working backwards. Read on!

## How Much Money Can I Expect To Make?

The resounding answer to that question is: You can make as much money as you desire as an alterations expert when – and only when – you work from home.

I'm going to share with you what to do to make the money you desire and how to go about doing it.

To start, we are going to work from low to high. What I mean by that is, I'm going to show you that if you Google alterations and tailoring and visit some pay scale types of sites, you might come away from that experience feeling low in enthusiasm about the whole prospect. Yet you may not. It depends on your income needs.

What I want to talk to you about here is achieving the 90<sup>th</sup> percentile income of \$20 per hour and higher by working at home and running your own show.

I want you to go ahead and have that Google experience.

Then realize – no matter the job growth outlook or geographical mean wage figures reported – all those sites you have visited assume you are working away from home in a bridal shop, dry cleaners, clothing store or department store. None of them include numbers for independent at-home workers (except for those working off-site for any of the above). When you work for others, you are at the mercy of your employer and most likely will not be paid your true worth, in my estimation.

Now that said – you may be the type of person who is happy with a wage such as you can expect to find on those pay scale sites and working within the structure of employer-employee relationship.

But this report is about *working from home*, and I think you are really going to like what I have to share with you here, based on my recent years of experience, and it will take your spirits soaring high.

So, stop reading this right now, go Google some information, and then come back here. Use the terms “tailor” and “seamstress,” as well, for best results because there seems to be less information using the term “alterations.” The reason I’m not actually sharing sites with you is because, pay scale sites change and the info changes with the years. Start with the Bureau of Labor Statistics at least here: [https://www.bls.gov/oes/current/oes516052.htm#\(8\)](https://www.bls.gov/oes/current/oes516052.htm#(8)). You know how to Google, so check it out for the current year, and then come back so I can reveal to you the tried and true that I believe is going to be solid guidelines for you to work from for some time to come.

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You’re back! Was that a little sobering? A bit discouraging? Or was it all the more intriguing? Regardless, I’m going to elevate your thinking and prospects about the subject of alterations and sewing from home, even if you are new to alterations.

It’s no secret that you should already be a pretty darn good sewist to take on alterations, and you will assess this for yourself in the Skills Assessment section.

Nor is it a secret that working from home provides you with the freedom to set your own prices and command your top dollar worth.

So do this:

**WHAT TO DO:** Get price averages in your community. That means figure out the average prices for each kind of alterations job.

**HOW TO DO THAT:** Call around getting rates from your local competition. Call dry cleaners and other service/retail outlets you can glean info from. Pretend you're a customer or a personal shopper and get as much info as you can from phone calls, websites, your BFF's auntie who sews on the side, and whatever it takes to figure out averages in your community. Consult my price list at <https://www.alterationsbyphyllis.com> keeping in mind these are prices the market will bear in a large metro area in the Upper Midwest. Make a list, chart, or use the worksheet provided in later pages -- whatever it takes for you to see the range of prices in your area. Figure out averages across all your competition. Does the average approach your dream price? Figure your dream price for each task.

During your Skills Assessment section, you were advised to take note of how long it took you to comfortably complete alterations tasks. These were tasks you chose from my YouTube channel to follow along with or you accomplished this assessment in some other qualitative way. Now take your dream price chart or list and add in the minutes it took rounded to the nearest quarter/half/three-quarters/an hour.

So for instance, if it comfortably takes you an hour to hem a pair of pants and your area average is \$16, but your dream price is \$18, then establish your price at \$18 and anticipate getting paid your worth! In time, as you get faster, that is how you'll give yourself a raise, and you may also choose to raise your prices from time to time. Now you see how in time you can bring yourself to \$20 an hour. When you become so efficient that it only takes a half hour – Wow! – you are making \$32 an hour hemming pants.

**NUTSHELL WHAT/HOW:** Get area price averages, base your desired prices on that info and your own task completion time averages. Then – most importantly – believe in and EXPECT to get your dream prices. Practice confidence at all times. It may seem silly to emphasize this, yet it is THE.MOST.IMPORTANT piece of all.

It all comes down to the Law of Attraction. If you don't believe in your prices (fear they're too high or you're not good enough), then you will attract the customers who will resist your prices and make you feel like you are not good enough. When you believe in what you are doing and the associated best prices with all your heart, then the best – and I mean BEST – customers call and show up.

I promise!

Okay, so there you are going along making \$32 an hour and everything is great except – wait! You are not getting enough sewing work to fill 40 hours a week consistently.

That, my friend, is a reality in the alterations world. There is an ebb and flow to it. Which validates even more your good reason to charge best and highest prices you can live with at all times. It takes

some getting used to the ebb and flow. Over time, you will learn to use the slow time to your advantage and you will grow to like it just as well as the crazy busy times. That is why I strongly advise broadening your services to include other skills you possess like selling crafts such as on Etsy, craft shows in-home, designing fabric such as utilizing Spoonflower, offering beginner sewing lessons to children and adults, monogramming, embroidery. Truly, follow your imagination to grand ideas, and you'll easily fill those 40 hours.

If you are located where your clientele is steady and you do not lack for filling 40 hours or more, then all the better, and that is most fortunate.

Still – I hold one more secret gem of advice that will MAKE.YOU.MONEY. and fill 40 hours in no time. Here it is:

Offer RUSH services. This is the **secret sauce** that makes money. No one is doing it. That means dry cleaners cannot or will not do it, do not value it, nor do other sewing outlets buy into it. You have a tremendous edge when you offer emergency and just-in-time service.

In my area, I compete with 2 prominent dry cleaners and a smattering of other home sewists. None of them offer rush service. I can't tell you how many times someone will call and lament that all other contacts said they were weeks out and could not take a rush.

Well, guess what! I'm weeks out, too, for those not requiring rushes. But my secret is to be so efficient as to stay up to speed with the non-rushes and allow the emergencies to butt in and

charge PREMIUM PRICES. Yes! That means a rush fee on top of my best price!

Seven times out of 10 on average, a customer needing rush service is happy to hear during their frantic phone call that I will take them, often requiring 3, 2, and even 1-day turnaround, and ecstatic to thrust the rush fee into my hand, often tipping on top of that.

That is your ideal customer.

Does this seem like over-the-top exaggeration to you? If you had told me this three years ago, I would have thought so, too. But over the past couple years, rushes have been on the increase. And in this last year, 2017, rushes have increased so substantially that I have not been able to ignore the phenomenon and the opportunity it represents.

**So do this:**

**WHAT TO DO:** Decide you want in on this most lucrative aspect of alterations service. Decide how much to add as rush fee on top of your best prices. Let the world know. And they will come. I promise!

**HOW TO DO THAT:** Offer rush services prominently on your website, marketing materials, phone message and by word-of-mouth. A website that is well optimized so that your business shows up on the first page of your area search results is a must! Before putting all that in place, however, really have a talk with yourself about your efficiency status. You need to know yourself well enough to understand if you will be able to tolerate the hurry-up-

ness of rush services. If you decide you are built for it, then do not hesitate to begin offering it.

My best advice is to get more than half down payment on rush jobs. Endeavor to get all or most of it up front. It is just good practice to especially enforce that in the rush situation.

Not everyone who calls about a rush will end up coming in. No, once in a while your caller will find your rush price outrageous or their request of you is outrageous (meaning a ridiculous job like patching an ice fishing house the night before, or they simply called it too close and there really is no time left) – that's not your ideal customer, so let those GO. With time, you will become so wise about who you will take and who you will not for rushes.

**NUTSHELL WHAT/HOW:** Offer rush services, get a loyal following, an outstanding reputation, and make a lovely income. Finally, just as before, be aware of the Law of Attraction. Believe in your fine service offering emergency attention, and you will get the BEST, most GRATEFUL and RETURN customers you could possibly acquire.

Because you deserve it, Super Hero Sewist!

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Do the worksheet on the next page, and then we will explore how to work backwards from a desired annual income to figure out how much money you will need to make per week and approximately how many hours per week that will take.





**WHAT TO DO:** Now calculate how much time it will take each week to work up to your desired annual salary by working backwards from that desired annual income.

**HOW TO DO THAT:** If you only need to work part time and let's say \$15,000 annually is plenty additional income to meet your needs, this is the math:

$$\$15,000 / 52 \text{ weeks} = \$288.46 \text{ per week.}$$

Let's say you're working at \$18/per hour as figured from the worksheet **Average Hourly Rate** above.

$\$288.46 / \$18 = 16$  hours a week. Those are sewing hours. Remember, there are the client interaction hours, so realistically you would probably be working 20 hours a week. Also, keep in mind the necessary additional time spent on administrative work; e.g., bookkeeping, purchasing supplies, taking phone calls, scheduling, etc. These other activities dilute your average hourly rate – that is not a bad thing, yet serves as inspiration to always work as efficiently as possible.

How many pants hems, pants waists, suit sleeve hems, zipper replacements, etc., does that translate into? That part is hard to deduce. In time, having kept track of the types of jobs you usually get, you will have a better feel for how much work it takes to fill your 20-hour week.

Let's do another example at the high end of \$48,000 annually.

$$\$48,000 / 52 \text{ weeks} = \$923.07 \text{ per week.}$$

To achieve this salary, you will want to be working at an efficiency rate that pays you at least \$32 and ideally \$40+ per hour.

$\$923.07 / \$32 = 29$  hours a week. Again, those are sewing hours only. Realistically, at that higher end salary you would probably be working at least 10 hours and likely more hours seeing clients. As mentioned above, it's necessary to spend additional time on administrative work; e.g., bookkeeping, purchasing supplies, taking phone calls, scheduling, etc. While these other activities dilute your average hourly rate, making an income towards \$48,000 annually is a super hero achievement and is expected to require a lot of additional work beyond the sewing itself.

**NUTSHELL WHAT/HOW:** Shoot for your desired annual income by following all the guidelines in this report, spend thoughtful time with the worksheet, make it all happen – and then congratulate yourself on whatever level of income you make a reality because you are creating a super helpful service to the public that deserves to be applauded. I applaud you!

In summary, my best advice is to dream of a lovely salary, play around with the numbers after diligently doing your area competition research, assessed your efficiency rate – and remember that you are needed. So ramp up your energy, your self confidence, your big plans, and go for it!

Whew! That was a lot of info to contend with and doesn't even include the income potential from your fabric artistry – such as embroidery (hand and machine), your own designer clothing line, your own designer handbag line, DIY kits you create, repurposing and upcycling clothing into fabulous one-of-a-kinds, not to mention

costumery and cosplay...and let's not forget about other non-fabric artistry you may do such as paper, ceramics, basket weaving – really – if you can conjure it, you can create it.

Now off you go.

But first, you may want to visit my Amazon [author page](#) and peruse 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!