



start a home-based
embroidery business

with the Brother® Entrepreneur™ PR-650...

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This guide is here to help you fuel your entrepreneurial spirit and begin your career with the Brother® Entrepreneur™ PR-650. Included are tips to guide you as you start a home-based embroidery business, from creating a plan to finding the right customers. So good luck with your new business venture.



introduction...

Today, everyone can use additional income. So what better time to start a home-based embroidery business than now?

This is not a franchise or a get-rich-quick scheme, but your chance to join those who have made money in their spare time with the PR-650 six-needle home-based embroidery machine.

The state-of-the-art PR-650 is designed to give you the basic equipment to become your own boss, with the flexibility to choose your own workplace and start your own home-based embroidery business.

Consider what it would be like to transform everyday items into custom embroidery.

- Embroider caps, athletic bags and shirts for local sports teams
- Monogram shirts and uniforms for businesses
- Personalize baby blankets, bibs and diaper bags
- Monogram towels, robes and napkins for wedding or anniversary gifts
- Create an endless variety of unique and profitable gift items

The business possibilities are endless with the PR-650 embroidery machine.



Cap frame sold separately.

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potential benefits

of starting a home-based embroidery business
using the Entrepreneur™ PR-650

There are many benefits of starting a home-based business and here are just a few:

You can choose your hours

Work part-time, full-time, mornings, evenings, weekends, after the kids have gone to bed or before they come home from school.

You can choose your location

In your home, at a commercial location or within a retail outlet. Or, how about a mobile embroidery business that allows you to travel to exhibitions, fairs, festivals and special events*?

You can choose your investment

Since you're the boss, you have control over your expenses and prices.

You can even choose your customers!

School sports, favorite pastimes, interior design, items for pets, corporate identity apparel, weddings, graduations, new babies, family reunions - the possibilities for selling your products are endless.

*If applicable laws allow.

exceptional profit potential

The profitability of any business is dependent on how well-run and efficient it is.

approximate profit calculator*

Golf Shirt	\$	Caps**	\$	Team Jacket	\$
Suggested retail price	25.00	Suggested retail price	15.00	Suggested retail price	75.00
Your wholesale price for shirt	4.50	Your wholesale price for cap	2.50	Your wholesale price for jacket	25.00
Supplies to personalize (thread, backing, etc.)	0.50	Supplies to personalize (thread, backing, etc.)	0.50	Supplies to personalize (thread, backing, etc.)	0.90
Less your cost	5.00	Less your cost	3.00	Less your cost	25.00
Your gross profit	20.00	Your gross profit	12.00	Your gross profit	49.00

*Prices shown reflect industry estimates. These figures do not include the cost of digitizing a personal design for a customer or additional licensing fees for content. Variable set-up costs, labor costs not included.

**Cap frame sold separately.

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You would only need to supply approximately 150 team jackets or 600 caps to pay for your PR-650!*



creating a plan



Before you start your home-based embroidery business, a good starting point is to draw up a marketing strategy and plan. This should address:

- ★ Who are your customers and what do they want?
- ★ Where are your customers?
- ★ How can they be targeted effectively?
- ★ What do they know about the products already?
- ★ How is your market changing?

Only when you have begun to answer these questions will you be able to embark on finding new business opportunities and get the edge on your competitors.

Research

There is plenty of information out there – including government statistics and market reports. Or you might want to commission your own research that can give you answers to your specific business needs.

Segment your market

It's vital that the plan identifies market segments and considers ways to ensure individual needs are met. It's about finding out what is important to particular groups of your customers, be that price, quality, convenience, etc. Any marketing material should then emphasize your strengths in the areas that are most important to your target segment.

Promoting your home-based business

From advertising and direct mail to developing your own website, it's important you establish which tools you need to help you to execute your marketing campaign. The internet is a popular forum for marketing your business and selling your products. Many companies use websites to allow customers to place orders and/or to promote their products or services. Emailing can allow you to reach large numbers of customers quickly and cheaply.

Build client loyalty by developing your own database of customers. Ask customers to join your mailing list. Send out newsletters, either electronically or through the mail, to keep customers up-to-date with your business. Give them new ideas to build your profit. For more information on rules and regulations regarding electronically communicating to customers, visit <http://www.ftc.gov/bcp/online/edcams/spam/business.htm>.

Evaluate and assess

For a plan to succeed you must subject it to a thorough and constant process of evaluation and assessment. Identify which areas are working and which have failed to produce results and make changes accordingly. By establishing what you are good at as a business, you can identify positive messages which can be relayed to existing or potential customers.



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about the Entrepreneur™ PR-650

Achieve professional results with the PR-650 six-needle embroidery machine. A versatile, compact machine which will fit into your home and yet is portable enough to take on the road. Best of all, its attractive price means those big dreams can be realized with just a small investment.

The PR-650 incorporates all the user-friendly functions of a Brother® home embroidery machine with the versatility, speed and professional finish of a commercial model. It gives you power and technology yet is incredibly easy to use—and is perfect for starting a home-based embroidery business.

The six-needle, single-head embroidery machine with automatic needle threading has sensors to automatically stop the machine if the thread breaks or runs out. Automatic color changes can be pre-programmed and the design information is retained in the event of a power failure or if the machine is switched off. Designed to be sufficiently rugged for continuous use, yet portable enough to be transported to craft fairs and events, it offers similar features to other top-of-the-range industrial models all at a realistic price.

Included in the box :

Embroidery Hoops

One of each of the following hoops: 300mm x 200mm (approx. 12" x 8"), 180mm x 130mm (approx. 7" x 5"), 100mm x 100mm (approx. 4" x 4"), 60mm x 40mm (approx. 2" x 1.5").

Tool Kit

A toolkit supplied with screwdrivers, scissors, touch pen, tweezers, cleaning brush, seam ripper, needle threading tool, replacement needles, oil and USB cable.



NEW
Cylinder Frame
option



Entrepreneur™ PR-650 features

large full color 4.5" x 7" HD LCD touch screen from Sharp Corporation

Easily edit and see your entire embroidery creation on a single screen with 160° horizontal and 140° vertical range. Intuitive commands and a built-in Quick Reference Guide make the control panel easy to use and quick to learn.

touch screen technology expands responsiveness

Touch the screen to make selections or move motifs quickly and reliably. Zoom key instantly shows results of your actions.

customize designs on screen

Powerful customizing capabilities include arranging text, pattern rotation in one-degree increments, changing design size and the ability to combine designs and add lettering to your designs.

300mm x 200mm (approx. 12" x 8") embroidery area

Conveniently fill the whole area at one time without re-framing. Use one oversized design or use the Edit function to combine embroidery fonts, frames and designs.

expanded software for easy design editing

- Customizable screen saver
- Improved on-screen design movement
- Thread marking capabilities for matching borders and split designs
- Machine threading in any screen
- 300 color palette
- Thread sensor on/off feature
- Monochromatic feature for uninterrupted embroidery using a single color
- Easy design duplication in any direction
- Appliqué function
- Virtually instantaneous processing—3x faster

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Entrepreneur™ PR-650 features



automatic needle threading

Upper thread passes through the eye of each needle easily with a touch of a button.

3 usb ports

New high speed port for fast design transfers from your USB memory stick and USB external hard drive. A second port for machine peripherals. A third port for computer connectivity and future upgrades.

improved lighting during embroidery

The on/off button on the control panel allows for greater control of light while embroidering.

easy embroidering with 6 needles

Embroider multicolor designs quickly and easily with 6 different thread spools. This helps you embroider faster and increase production capability.

cylinder arm

The cylinder arm makes it easier than ever to embroider items such as caps, tote bags, sleeves, pant legs, shirt pockets and socks.



built-in designs and fonts

- 14 sample embroidery designs
- 25 size-adjustable embroidery alphanumeric fonts
- Greek, appliqué, floral and Renaissance alphabet designs
- 3 monogramming font styles and 15 coordinating accents
- 10 frame designs
- **Bonus!** 60 additional designs on included USB memory stick

individual stitch backup

Back up through designs by individual stitches, color blocks or groups of 100 stitches.

design memory retention

Your designs are retained in memory after the machine is shut off.

built-in thread color information

Wide selection of built-in thread color information makes it easy to program the appropriate colors.

touch pen

Use the included touch pen to make on-screen selections. When not in use, store the touch pen in the convenient holder.

automatic color changing and thread trimmer

The automatic color change feature allows you to pre-program the correct thread color sequence for the entire design. The upper and lower automatic thread trimmers mean no time-consuming trimming after the embroidery is complete.



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Entrepreneur™ PR-650 features



7 embroidery hoop connection sensors

Quick connect and release for standard flat hoops, hat frame or cylinder frame.*

eight-sided design trace

Automatic, eight-sided design trace gives you more accurate design placement. A feature exclusive to Brother®.

thread sensor

Detects when the upper thread and bobbin thread runs out or breaks.

thread wiper

Pulls the thread tail back and out of the way for embroidery sewing.

embroidery speed up to 1,000 stitches per minute

Saves time when embroidering large projects, lower speed for specialty threads.

*Additional purchase required.

individual needle tension

Adjustable beehive tension disks for delivering a complete range of embroidery threads.

instructional guides

- Intuitive on-screen icons for easy learning
- Bilingual instruction manual
- 12 languages for on-board processing
- Built in movies for easy learning
- Maintenance Guides



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recommended optional accessories*

starter kit (PRSK2)

This essential kit enables instant start-up. All the basic supplies you need to start embroidering immediately. Conveniently packaged and ready for production.

- **Organ Needles** The correct needle size at your fingertips. Two packs of regular point size 11/75 (10 per pack).
- **Adhesive Spray** Extra staying power for those hard to hold items.
- **Six Spools of Brother® King Size No. 40 Polyester Thread** In the colors you use most: Poly Black, Snow White, Evergreen, Jamie Blue, Merit Gold and Radiant Red.
- **Dakota Collectibles Treasure Chest 1,000 Design Pack** Assortment of business-friendly designs in a variety of sizes, including shirt pockets and jacket backs.
- **Lint Brush** Easily clean the lint out of the bobbin case area.
- **Blank Cap** Two 6-panel blue caps so you can start embroidering right away.
- **Pen Oiler** Perfect to get one drop at a time. No dripping, no mess.
- **Pre-wound “L” Bobbins** 20-pack. An economical and time-saving item.
- **Heavyweight cut-away stabilizer roll** 15"x10 yards
The ultimate cut-away stabilizer for excellent stability.
- **Heavyweight tear-away stabilizer roll** 15"x10 yards
The ultimate effective and effortless tear-away stabilizer.

*Additional purchase required.



metal stand (STDPR600B)

Our metal stand has a convenient set of locking wheels and has been designed exclusively for the PR-600 series. Secures your machine and resists vibration while in use. Locking wheels allow for easy moving and transportation. Perfect mobility for moving around the room or rolling into a building. Convenient hat jig is ideal for prepping hats for embroidery. Large shelf provides storage for accessories, instruction books and small supplies. Stand measures 32" H x 29" W x 24" D.

For use with: PR-600, PR-600II, PR-620, PR-650

tabletop (SAFF640)

Easy to snap and lock in place. Durable surface, great for supporting large or heavy items like quilting squares, towels, blankets, jackets and rugs. Use with the jumbo hoop to avoid excess hoop and fabric weight on the front of the machine. Also ideal for use with the flat frame and even works when used with the portable case.

For use with: PR-600, PR-600II, PR-620, PR-650

portable case (SAFF650)

Includes padded handles for easy lifting, making it perfect for travel between shows and events. Keeps machine protected and clean when not in use.

For use with: PR-600, PR-600II, PR-620, PR-650



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recommended optional accessories*



bobbin winder (PRBW1)

Set bobbin thread vertically on the stand and wind bobbins on this independent bobbin winder. Perfect for customizing bobbin thread colors.

For use with: PR-600, PR-600II, PR-620, PR-650

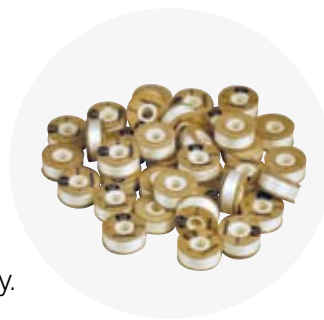


metal bobbins (SA159)

5-pack of empty metal large-capacity bobbins.

pre-wound L bobbins (white) (PRWB135)

100-pack. Style "L" cardboard sided bobbins. More economical, and easier than winding your own bobbins. Replenish the empty bobbins easily.



pre-wound L bobbins (black) (PRWB130B)

100-pack. Style "L" cardboard sided bobbins. Great for use with designs that have primarily dark threads for a cleaner finish on the back or for a nicer blend on darker fabrics. Replenish the empty bobbins easily.

*Additional purchase required.

cylinder frame + driver set (PRCL1)

Embroider virtually anything that's cylindrical and normally difficult to sew, such as holiday stockings, wine bottle bags, golf club covers, sheepskin boots and turtleneck collars. Perfect for quick and precise embroidery of names on the sleeves of sports uniforms. Cylinder frame embroidery area is approximately 90mm W x 8mm H (3.5" x 3").

For use with: PR-600, PR-600II, PR-600II UPG, PR-620, PR-650

cylinder frame (PRCLH1)

Increase the productivity of your cylinder set. Hoop an additional item while the first one is sewing. Perfect for soft suede boots! Compatible with PR-600 version 1.50 and later, and PR-600II/PR600II UPG/PR-620/PR-650 version 2.10 and later.

For use with: PR-600, PR-600II, PR-600II UPG, PR-620, PR-650

60mm advanced cap frame & driver set (PRCF3)

Provides generous area for cap embroidery. Now it's easy to add logos or your favorite phrase to a wide array of caps. The embroidery area is 130mm x 60mm, approximately 5" W x 2.4" H. Compatible with PR-600 version 1.50 and later, and PR-600II/PR600II UPG/PR-620/PR-650 version 2.10 and later.

For use with: PR-600, PR-600II, PR-600II UPG, PR-620, PR-650



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recommended optional accessories*



cap frame (PRCFH1)

Extra hoop to keep production going. Can only be used with original cap driver from Brother®.

For use with: PR-600, PR600II, PR-620, PR-650

cap frame hoop (PRCFH2)

Embroider caps quickly and easily. Snap-on hoop lets you embroider along the curve of any cap. A great time-saver for hooping one hat while another is stitching.

For use with: PR-600, PR600II, PR-620, PR-650

60mm cap frame (PRCFH3)

Increase your productivity. Perfect for setting up second cap while the first is being embroidered. Compatible with PR-600 version 1.50 and later, and PR-600II/PR-600II UPG/PR-620/PR-650 version 2.10 and later.

For use with: PR-600, PR600II, PR600II UPG, PR-620, PR-650

cap frame jig only (PRCFJ2)

Mounting jig. Compatible with either of the cap kits. Holds the cap frame snugly in place while caps are mounted on the frame for sewing.

For use with: PR600II, PR-620, PR-650



*Additional purchase required.

flat frame (PRF300)

Unique design prevents fabric bunching when embroidering any bulky material, specifically heavy jackets. Embroider horse blankets, sleeping bags, jackets and quilts easily. The embroidery area is 300mm x 200mm (Approx. 12" x 8"). Compatible without upgrade package.

For use with: PR-600, PR-600C, PR-600II, PR-600II UPG, PR-620 , PR-650

60mm hoop (PRH60)

60mm x 40mm hoop (Approx. 2" x 1.5"). Ideal for initials and small monograms on hat backs, collars, baby clothes, socks and cuffs.

For use with: PR-600, PR-600II, PR-620, PR-650

100mm hoop (PRH100)

100mm x 100mm hoop (Approx. 4" x 4"). Use for smaller applications, including left chest front embroidery and children's embroidery.

For use with: PR-600, PR-600II, PR-620, PR-650



recommended optional accessories*



180mm hoop (PRH180)

180mm x 130mm hoop (Approx. 7" x 5"). The most popular size for a variety of everyday applications, this is a must-have hoop for general applications.

For use with: PR-600, PR-600II, PR-620, PR-650



300mm hoop (PRH300)

300mm x 200mm hoop (Approx. 12" x 8"). Handles large items, like towels, jackets and sweatshirts, both front and back.

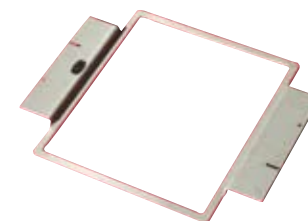
For use with: PR-600, PR-600II, PR-620, PR-650



fast frames jumbo hoop (SAFF012)

With an embroidery field of 12" x 14", now you can enjoy even more customizing options. Sew 12" x 7" then simply reverse the hoop to complete the remaining half of the design to take advantage of the 14" length. One hooping will fill the back of a jacket.

For use with: PR-600, PR-600II, PR-620, PR-650



fast frames 7-in-1 frame package (SAFF022)

This set includes the hoop attachment holding arm for your machine type, 2" x 4" mono hoop, 2.5" x 4" pocket hoop, 3" x 4" pocket hoop, 5" x 4" holiday stocking hoop, 6" radius hat hoop for the side and back of hats, and 7" x 5" attaché case hoop.

For use with: PR600II, PR-620, PR-650

*Additional purchase required.



embroidery software

PE-DESIGN® 8.0

This software gives seamless flexibility to move from one capability to another to create, edit, and customize embroidery designs. Convenient features include importing and exporting designs in multiple file formats, working in multiple windows and exceptional editing functions.

With the exclusive Print and Stitch™ function, combine printed images with embroidery designs to create your own 3D art. Or turn your favorite photos into embroidery with the Photo Stitch™ function.

Already own PE-DESIGN® versions 5.0, 6.0 or 7.0? You can still enjoy all the new and enhanced features of PE-DESIGN® 8.0 by easily upgrading your existing software with PE-DESIGN® 8.0 Upgrade.

PED-Basic®

The first step toward opening up a vast world of new embroidery designs for your machine. This easy-to-use software allows you to download embroidery designs, perform simple editing on .pes files and write those .pes files to original cards.

BES® Embroidery Lettering Software (SABESLET)

BES® Embroidery Lettering Software is the newest software product from Brother, and is an excellent companion to any version of PE-DESIGN®, along with a variety of other embroidery software programs. The user-friendly graphical interface makes it easy to locate various features and functions. Includes 156 built-in pre-digitized fonts and resizable designs and offers exceptional customizing and editing capabilities.



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potential customers

Embroidery's universal appeal makes it a popular enhancement for just about anyone. The possibilities for selling your products are endless. Potential customers are all around you. Consider the opportunities that exist.

- **Many workers in office buildings** have shed business suits for casual wardrobes, including shirts, sweaters, jackets and other items embroidered with their companies' logo.
- **Service businesses** such as hair salons, restaurants, auto service stations and real estate offices are potential customers for monogrammed or personalized clothing and other items featuring embroidery.
- **Print shops or personalization/embroidery services** may offer opportunities for contract work.
- **Members of clubs and civic organizations** snap up embroidered clothing, such as shirts or jackets, and wear it to advertise their membership.
- **Bicycle clubs and outdoor organizations** offer their members embroidered patches or appliqué on hats, shirts or jackets to commemorate major group rides and other events.
- **Churches, synagogues and other houses of worship.** Weddings, Bar-Mitzvahs, christenings, confirmations and other special celebrations present the perfect opportunity for embroidered gifts, such as monogrammed towels and napkins or personalized baby blankets and bibs.
- **Special events in your area** such as fairs, concerts and festivals. Embroidered shirts and caps make popular souvenirs. Consider setting up a booth at these events!
- **Elementary, middle and high schools, colleges** and the clubs and organizations associated with them. All are potential markets for logo caps, embroidered shirts, athletic bags, team uniforms, backpacks, sweatshirts, etc.

it's not just a dream

AKTextileArtistry.com specializes in the design and production of custom embroidery products serving small businesses and individuals looking for unique gift items. The Hunts have seen their business flourish since using a Brother PR-600 series machine. Co-founder Annette Hunt says, "I would recommend all embroidery entrepreneurs use a PR-600 series machine. It's a fantastic unit. There is nothing about it that I don't like. It's so functional and very user-friendly. It's truly our third business partner."

*Flat frame sold separately.

The Hunts run a successful business using a Brother commercial embroidery machine.



For more detailed product information please phone 1800.4A.BROTHER or visit the Home Sewing pages at www.brother.com/

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further information

There are several excellent sources of general information on the internet for new businesses:

- ✦ **<http://www.sba.gov/smallbusinessplanner/index.html>** The government's business advice site.
- ✦ **<http://www.business.gov/>** A one-stop electronic link to the information and services the government provides for the business community.
- ✦ **<http://www.commerce.gov>** United States of America Department of Commerce site provides a wide range of information concerning economic and business development issues. Go here to find information on patents.
- ✦ **www.hud.gov/offices/osdbu/index.cfm** The OSDBU is responsible for ensuring that small businesses are treated fairly and that they have an opportunity to compete and be selected for a fair amount of the Agency's prime and subcontracting opportunities. This site provides information to assist in your marketing and educational efforts.
- ✦ **<http://www.business.gov/guides/finance/financing/loans.html>** A guide to government grants and loans for small businesses.
- ✦ **<http://www.osha.gov/dcsp/smallbusiness/index.html>** U.S. Department of Labor Occupational Safety & Health Administration site. The site offers many resources designed specifically for smaller employers.
- ✦ **<http://www.ftc.gov/ftc/business.htm>** The Federal Trade Commission's information for businesses can enhance compliance with the law. Includes links to resources on a wide range of business categories.
- ✦ **<http://www.irs.gov/businesses/small/index.html>** Internal Revenue Service small business and self employed one-stop resource.
- ✦ **<http://www.opm.gov/disability/>** Federal Employment of People with Disabilities. This site provides a simple and straight forward resource to help Americans, with and without disabilities, better understand how to hire and retain persons with disabilities.
- ✦ **<http://www.start-up-usa.biz/>** Self-Employment Technical Assistance, Resources & Training. Provides resources to individuals interested in pursuing self-employment including a live web cast series with successful entrepreneurs who share their secrets for success.

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Brother has spent many years helping small and medium sized businesses get up and running - meeting their needs is at the heart of what we do. Whatever your line of business, we wish you every success for the future.

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