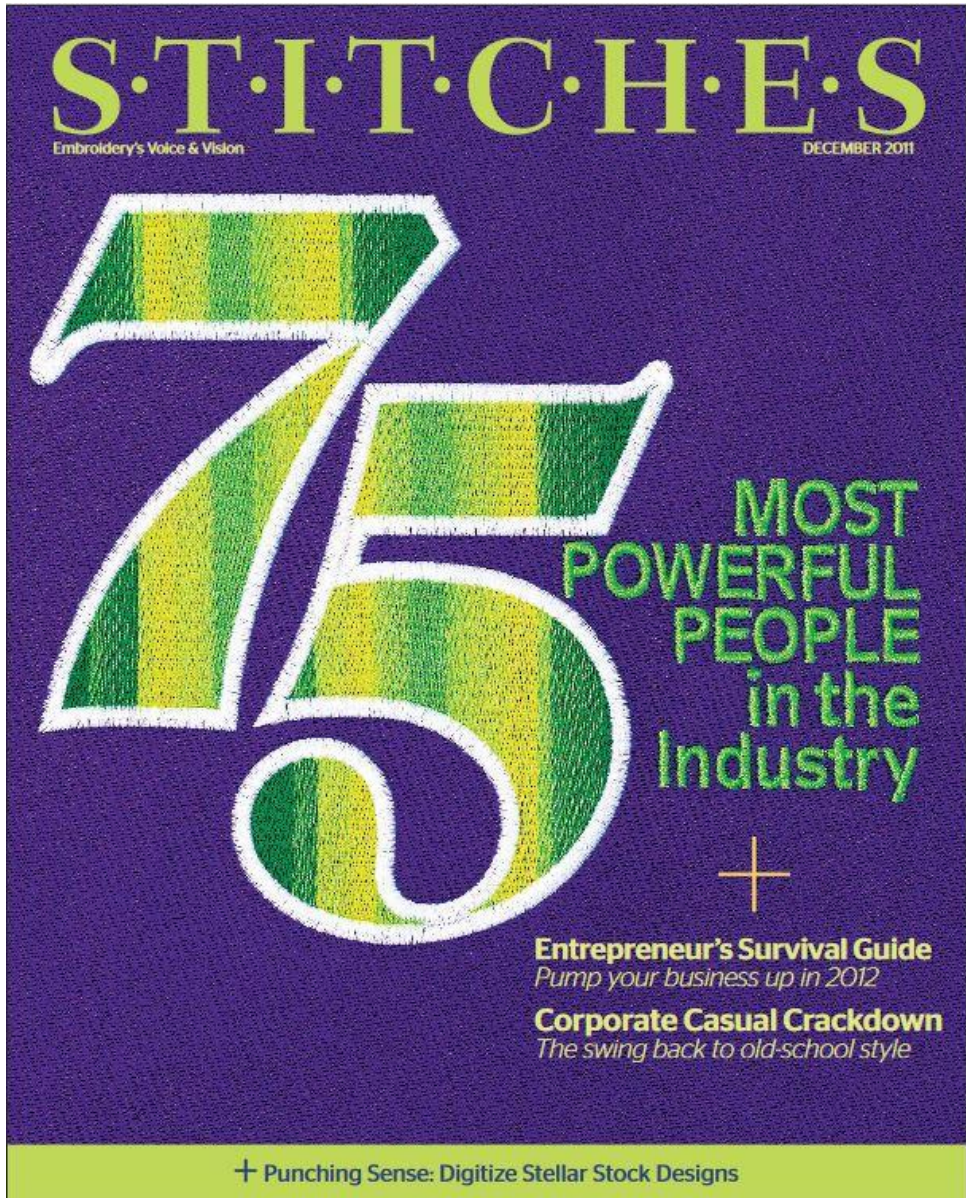


Joyce Jagger, The Embroidery Coach

75 Most Powerful People In The Apparel Decorating Industry December 2012



42. Joyce Jagger, Owner The Embroidery Coach

2011 Rank: 47

Jagger, who has turned around many failing embroidery businesses, is well-known in the embroidery world for taking the complexity out of embroidery and breaking it down into easy-to-understand steps for new and existing embroiderers. Since 2000, she has provided training and information for decorators through online webinars, one-on-one training, e-newsletters, blog posts, and a new members-only resource site: Embroidery TrainingResourceCenter.com. This past year, she released a new edition of her book, *The Truth About Embroidery Business Success: 7 Elements To A Successful Home-Based Embroidery Business*, and launched The Embroidery Business Success Starter Kit, which includes more than 175 videos, how-to articles, and other tools.