

Joyce Jagger, The Embroidery Coach

75 Most Powerful People In The Apparel Decorating Industry December 2013







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*The Ageless Educator*  
**JOYCE JAGGER**

Joyce Jagger is a testament to the saying that age is a state of mind. Energetic and bursting with enthusiasm for the embroidery industry, the 74-years-young apparel-decorating consultant whisks through a schedule that would leave people half her age gasping. One week Jagger – known as “The Embroidery Coach” – jets from her upstate New York home to Savannah for a three-day training session with a client. The next week she crosses the skies to San Antonio for another consultation. And while she occasionally has to share airplane seats with the inconsiderate or sprint through crowded terminals to catch her flights, all the hustle and bustle is welcomed. It’s the embodiment of her vibrancy – a reminder that she’s doing what she loves, which is helping make decorators across America more successful. “I tried retirement for three weeks,” Jagger says with a clipped Yankee laugh. “That was never going to work.”

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Since launching her consultancy about a decade ago, Jagger has trained thousands of clients either in person or through her multimedia channels, which include an information-packed

website ([www.theembroiderycoach.com](http://www.theembroiderycoach.com)), hundreds of how-to videos, and webinars in which she answers tricky decorating questions. More than 3,000 people subscribe to her e-mail list, and her practical, advice-filled writing about embroidery are featured widely in industry magazines and on blogs. Her work is what has helped build her bottom line: Business was up about 25%, year-over-year, through most of 2013. “I just want to keep helping people,” she says. “That’s what fires me up.”

Jagger discovered her passion for teaching embroidery only after she’d sold the shop she owned for 20 years and retired. Restless, she decided to attend an embroidery seminar to “see what was going on in the industry.” The connection she made with the instructor led to a sales job with an equipment distributor. For a couple years, Jagger traveled around selling embroidery machines. She enjoyed the work, but noticed a consistent troubling theme: Many decorators simply didn’t know how to run their shops in a way that would maximize efficiency and profitability.

Before long, the idea of equipping embroiderers with such know-how filled Jagger with excitement, and she struck out on her own to spread the knowledge. With plans to expand her services to include a long-term mentorship program, Jagger still feels like she’s just getting started. “I’ll never retire,” she says. “I love this too much.” – CR