



DECORATOR ACADEMY, Free Educational Series

Sponsored by GraphicsFlow

Week-By-Week Course Descriptions

Streamline your Graphics Workflow to Help Overcome Supplier Shortages

Education Track: Business Building

Sponsored by: GraphicsFlow

Date and Time: Wednesday, October 27th, 1 PM PST

Instructor: Craig Mertens, General Manager, GraphicsFlow

What will you learn?

Graphics need to be finalized before you can move forward with an order. If you can proactively move clients through the selection and approval of graphics, you can create additional lead time to compensate for supplier shortages.

Why is this class important?

This class will outline a framework for streamlining your graphics workflow to give you breathing room on delivery times.

Learn How to:

1. Create engagement with your clients during the graphics selection process.
2. Move clients through the process of selecting, localizing, and finalizing graphics.
3. Use art approvals as your secret weapon to lock out your competitors.
4. Condition your clients to start the ordering process earlier by nudging them along with graphics.
5. Retain your existing clients and engage new clients by establishing yourself as an indispensable creative resource.

Overcoming Price Sensitivity with Killer Graphics

Education Track: Graphics

Sponsored by: GraphicsFlow

Date and Time: Wednesday, November 3, 1 PM PST

Instructor: Craig Mertens, General Manager, GraphicsFlow

What will you learn?

All things created equal, the products with better-looking graphics will sell better. Today's apparel decoration marketplace has become commoditized with low-priced online sellers and craft and hobbyists entering the marketplace. Graphics are a critical component of



your pricing strategy. This class will teach you a strategy for establishing value for your products using graphics at the level of top retail brands.

Why is this class important?

This class will teach you how to create and present killer graphics that will distance you from your competitors and enable you to charge premium prices for your products.

Learn How to:

1. Identify the tools to successfully produce graphics at the highest level.
2. Set yourself apart from the competition with the new Graphics Builder sales and marketing tool kit.
3. Overcome price resistance and set yourself apart from the competition.
4. Identify design components of a successful graphic and sales program.
5. Position graphics as part of the value and service you offer your customers.

Boost Sales by implementing an Effective Social Media Strategy

Education Track: Business Building

Sponsored by: GraphicsFlow

Date and Time: Wednesday, November 10, 1 PM PST

Instructor: Craig Mertens, General Manager, Christy Kenyon, Marketing Manager

What will you learn?

Consumer buying habits are changing. More people than ever are purchasing online. The key to driving online sales is an effective social media strategy. Setting up social media can be an intimidating process. This class will teach you the basics of setting up an effective social media strategy with Facebook and Instagram.

Why is this class important?

It is difficult to compete without an effective social media presence, this class will give you a basic understanding of how you can use social media to boost sales in the Spiritwear market segment.

Learn How to:

1. Leverage Facebook and Instagram to drive sales in your business.
2. Use Facebook and Instagram as a digital portfolio of your work.
3. Use hashtags to increase your reach and gain new clients.
4. Leverage Facebook ads to target prospective clients.
5. Connect Facebook and Instagram with an effective e-commerce campaign.



Bypass Digitizing and Ignite Your Embroidery Business

Education Track: Decoration

Sponsored by: GraphicsFlow and DRAWStitch Corporation

Date and Time: Wednesday, November 17, 1 PM PST

Instructor: Craig Mertens, General Manager, GraphicsFlow

What will you learn?

Learn how to convert vector graphics and bitmaps to production-ready sew files without digitizing. This class will explore the ground-breaking DRAWings XI Pro embroidery, applique, and monogramming software. The DRAWings software is a powerful tool for quickly and easily getting embroidery and applique concepts in front of your clients.

Why is this class important?

The digitizing process can be a roadblock to growing an embroidery business. In this class, we outline an alternative process to give you spontaneity with embroidery designs without the complex and time-consuming process of digitizing.

Learn How to:

1. Eliminate the need for digitizing by converting vector artwork and bitmaps into production-ready sew files.
2. Adapt vector graphics for embroidery and quickly get concepts in front of your clients.
3. Create high-profit applique apparel using stock artwork and fonts.
4. Avoid common pitfalls associated with embroidery and applique
5. Create realistic 3D renderings to power your social media and E-commerce.

Developing Effective School and Sports Fundraising Programs

Education Track: Business Building

Sponsored by: GraphicsFlow and InkSoft

Date and Time: Wednesday, November 24, 1 PM PST

Instructor: Craig Mertens, General Manager, GraphicsFlow, and Maddie Hack from InkSoft

What will you learn?

Enthusiasm for sports drives apparel sales. This class will explore a fundraising framework for school spirit programs and sports. Learn how to generate revenue for your favorite school or sports team using eCommerce and specialized graphics.

Why is this class important?



Use the new Graphics Builder sales and marketing toolkit to generate revenue for both you and your clients.

Learn How to:

1. Develop relatable graphics that support schools and sports.
2. Leverage school spirit and sports enthusiasm to produce ongoing fundraising programs.
3. Launch an eCommerce store specifically tailored to school and sports fundraising.
4. Maximum exposure on social media platforms to promote your fundraising efforts
5. Stay in front of your customers so that you are ready to meet their needs when opportunities arise.

Maximizing Sales in the Holiday Marketplace

Education Track: Business Building

Sponsored by: GraphicsFlow

Date and Time: Wednesday, December 1, 1 PM PST

Instructor: Craig Mertens, General Manager, GraphicsFlow

What will you learn?

Sales of Christmas and holiday-themed products can provide that end-of-the-year revenue boost that carries you into the slower time of the year. Explore a sales and marketing strategy for maximizing opportunities during the holiday season.

Why is this class important?

Learning a practical skillset for maximizing market opportunities for holiday sales.

Learn How to:

1. Identify key opportunities for holiday sales.
2. Target decision-makers with proactive marketing campaigns
3. Use graphics as your secret weapon to separate yourself from the competition
4. Leverage social media to promote your company and products
5. Develop fund-raising programs using e-commerce technology to maximize sales and market reach.

Drive Sales by Emulating Popular Retail Graphics Trends

Education Track: Graphics

Sponsored by: GraphicsFlow

Date and Time: Wednesday, December 8, 1 PM PST

Instructor: Craig Mertens, General Manager, GraphicsFlow



What will you learn?

People don't just buy T-shirts, they buy the graphic on the T-shirt. Buyers are tuned in to graphics trends. If you can't produce graphics that compare to top retail brands, it is difficult to effectively compete in the marketplace.

Why is this class important?

This class will identify a strategy using the Graphics Builder sales and marketing kit to produce customized graphics that sell.

Learn How to:

1. Identify and emulate retail graphics trends.
2. Create branding programs that combine multiple complementary products.
3. Get ideas in front of clients using virtual sample technology.
4. Port your ideas and products into an effective eCommerce store.
5. Use relevant graphics to prospect for new clients.

Proven Strategies for Successful Selling of Decorated Apparel

Education Track: Business Building

Sponsored by: GraphicsFlow

Date and Time: Wednesday, December 15, 1 PM PST

Instructor: Craig Mertens, General Manager, GraphicsFlow

What will you learn?

Having the best products in the marketplace is only as effective as your ability to sell them. Not everyone is a skillful salesperson. This class will identify effective strategies for maximizing your sales that anyone can adopt.

Why is this class important?

You don't have to be a natural-born salesperson to effectively sell decorated apparel or personalized products. This class will identify simple strategies that will increase your effectiveness as a salesperson.

Learn How to:

1. Evaluate your current sales strategies.
2. Get past your comfort level and sell with confidence.
3. Identify, pursue, and close new clients.
4. Increase your sales with your existing clients with backloading.
5. Close deals using common sense principles.



Grow Your Embroidery Business with Applique

Education Track: Business Building

Sponsored by: GraphicsFlow

Date and Time: Wednesday, December 22, 1 PM PST

Instructor: Craig Mertens, General Manager, GraphicsFlo

What will you learn?

Applique is a widely popular embroidery technique with high-profit margins. Many embroiderers would like to offer applique, but don't know how to get started. This class will explore what you need in order to get started with applique including hardware, software, and supplies.

Why is this class important?

If you have a vinyl cutter and an embroidery machine, you can create applique files that are more profitable than traditional embroidery with lower production costs.

Learn How to:

1. Select software and equipment to produce applique.
2. Create custom sew files from your vector graphics.
3. Add embroidery elements and special effects to your applique designs.
4. Set up the applique file for production with your embroidery machine and vinyl cutter or laser.
5. Create realistic renderings and virtual samples with applique and embroidery.

