



# SCREEN PRINTING Business TRAINING

800-314-6390

[www.silkscreeningsupplies.com](http://www.silkscreeningsupplies.com)

Tuition \$149

Seminars held monthly

\*Ryonet 11800 NE 60th Way, Vancouver, WA 98682

**Curriculum/Outline** (\*Business seminars also held in Upland, CA)

1. Introduction and business background which covers the importance of "business" competence and the amazing potential of the screen printing industry.
2. Structuring and setting up your business for success.
  - a. The importance of incorporating.
  - b. Choosing your corporate structure.
  - c. Setting bank accounts and net 30 accounts.
  - d. Merchant account and payment options.
  - e. Websites and Ecommerce
3. The 3 Keys to Business Success.
4. The Screen Printing Business Process.
5. Finding and defining your market or markets.
6. Sales and Marketing
  - a. Lead generation, cold calling, qualification questions, finding decision makers.
7. Pricing
  - a. All About Garments, types of apparel, wholesale options, customized apparel, your markup.
  - b. Pre-Press
    - i. Artwork/Clipart, Screen Setup, Ink Costs, Production Costs.
  - c. Creating a job proposal and customer estimate.
  - d. Organization and job records.
  - e. Collecting a deposit.
  - f. Final proof before production.
8. Production
  - a. Organization, job tracking notes and job folder.
9. Collecting customer payments and billing customers.
10. Follow up and customer referral programs.
11. The 3 keys to becoming a successful entrepreneur.



\* Seminar includes an Instructional Booklet, Refreshments, and Resource CD w/ Valuable templates, forms, contracts, MP3's, calculators and more!

Visit [www.silkscreeningsupplies.com](http://www.silkscreeningsupplies.com) or [www.screenprintingclass.com](http://www.screenprintingclass.com) for info and to sign up.