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6 MISSTEPS TO AVOID WHEN STARTING YOUR LASER ENGRAVING BUSINESS

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Ah, the entrepreneurial journey. It's the one where you decide to swap the soul-sucking 9-to-5 for the sweet freedom of laser engraving. Yes, laser engraving. It's like being an artist but with less paint and more lasers. Before you tear open the box housing your brand-new laser engraver, let's dive into the epic missteps you can avoid when you start your laser engraving business.

Skipping Training: Your shiny new OMTech machine isn't a microwave. You can't just press a button and expect magic. Prioritize training and understanding its inner workings before you go all full throttle and start printing your new laser engraving LLC's business cards on "bone" colored paper with "Silian Rail" font.

Pause for a hot second, and ensure your parameter setting charts are downloaded (You can find them [here](#)). Learn everything you can about what materials work with your machines and what kind of engravings you can do before you waste valuable materials or, worse, brick your machine. Make sure to memorize and implement all safety protocols to avoid costly visits to the hospital for you and/or your loved ones. Hospital visits are *seriously* expensive. Avoid them by knowing your stuff.

Ignoring Maintenance: Do you neglect oil changes for your car or doctor's visits for yourself? Well, the same applies to your laser machine. Your routine should include regular lens cleanings with ethanol or acetone, which keeps your machine running smoothly and ensures the laser precision stays sharp for your artwork. Please pay attention to maintenance or you'll live to regret it.

Undervaluing Work: Don't be that guy—the one who undercuts himself, thinking it's the road to quick success. Your skills and creativity are valuable. Confidence can fuel the true value of your work, often leading you to greater achievements in the long run. Your specific blend of skills and creativity is your unique product – price it accordingly. Charge accordingly.

Forgetting Your Customers: You don't just engrave objects; you engrave experiences. Remember, customer service matters just as much as the final piece of artwork. As a new small laser engraving business owner, you have the magic wand to empower your customers by involving them directly in the creative process. It's like handing them a paintbrush and a diverse palette of materials to create their own Mona Lisa. By creating an atmosphere of collaboration and innovation, you're not just serving a customer but empowering another artist.

Limiting Machine's Capabilities: Ready to dive into the creative playground with your OMTech machine? Take (safe) risks, flex your imagination, and remember the insightful words of Thomas A. Edison: "I have not failed. I've just found 10,000 ways that won't work." You may encounter limitations and setbacks in your creative endeavor, but there are several ways to overcome them.

Neglecting Growth Plans: Did you think success means a smoothly running laser business? Well, think again. Plan for growth; otherwise, when success comes knocking, you might find yourself scrambling instead of celebrating.

TAKEAWAYS

Now that you have all of your bases covered go forth and create! If you get stuck (hey, it happens to the best of us), OMTech has a whole universe of resources just waiting to be explored. We've already assembled an extensive [resources](#) section, where you'll find user manuals, FAQs, and so much more.

If you're more of a visual learner, our [YouTube Channel](#) is an absolute hub of awesome and useful information for the diehard DIY. Our expert engineers put out a library of videos, breaking down complex concepts into easily digestible, step-by-step video guides.

Dodging these hiccups and learning all you can will be the game-changer that propels your laser engraving venture to legendary status. Always remember, we're talking lasers here, not rocket science! Lasers are cool, so have fun, ignite your creative spark, and make that cash. Cheers to a future filled with successful endeavors and awe-inspiring creations with OMTech. Your laser-powered masterpiece awaits!

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