Welcome to our very first global edition of Stampin’ Success—making its debut at OnStage Live in Brussels, Belgium, and at the various OnStage Local locations. This issue is a first for the Stampin’ Up!” history books—as Stampin’ Success is now available simultaneously across our South Pacific, European, and North American markets. So exciting!

As many of you know, Stampin’ Up! has been going through a transformation, bringing all of our demonstrators together through global programs and offerings. Improved communication with demonstrators all over the world is a key part of that ongoing evolution and will include a global Stampin’ Success offering with messages that we hope will be a timeless resource for years to come.

Combined with our Succeed Weekly email, it is our goal that this quarterly magazine will fulfill your need for creative inspiration and help you build your business. You’ll also notice some changes moving forward. We’d especially like to say hello, bonjour, and guten Tag to projects stamped in French and German in every issue of Stampin’ Success!

One of Stampin’ Up!’s vision goals says that “We will be the best-known company in the world for inspiring creativity.” We hope that this now-global magazine will bring us one step closer toward reaching that goal.

We’re well on our way! Enjoy! 🌟

Sara
Interim CEO

To love what we do and share what we love, as we help others enjoy creativity and worthwhile accomplishments . . . in this we make a difference.
Welcome

TO YOUR FIRST GLOBAL MAGAZINE

We’re so excited to have you as a demonstrator! This magazine—along with our Succeed Weekly email—is a benefit you receive just for being part of our team. It’s a tool for you, with stamping ideas for your personal creativity and for your events, sales training, product information, and much more.

When each issue posts online you will find additional helpful information including instructions for all Workshop of the Month projects and Make & Take flyers to take to your events. These are called Online Extras; be sure to check them out each quarter on the demonstrator website.

Enjoy your magazine—and your success!

icon GUIDE

MAKE & TAKE
Projects marked with this logo are excellent choices for event Make & Takes.

DEMO IT
Projects marked with this logo are excellent projects for event demonstrations.

HOST GIFT
Projects marked with this logo are excellent choices for host gifts.

ONLINE EXTRAS
You’ll find all of our Online Extras on the demonstrator website in the Stampin’ Success area.

CLEAR-MOUNT
WOOD-MOUNT
PHOTOPOLYMER

5 TIPS FOR PLANNING YOUR FIRST EVENT

Tip 1: Find guests. Invite everyone you know and encourage them to bring a friend.

Tip 2: Hold two events about one to two weeks apart. When a guest can’t make it to the first, invite them to the second. Keep everything the same for both events.

Tip 3: Create a simple Make & Take using products from your Starter Kit. The most important thing is to keep it simple.

Tip 4: Be prepared. Decide beforehand which products you want to demonstrate and make sure you know their key features and benefits. You could even try practicing your demonstration before the event.

Tip 5: Follow up. Your first events will set you up for success with your business. Make sure to ask your guests if they would like to host events of their own so you can meet new customers, and then follow up and book those events.

Need more tips for getting started? Be sure to visit the demonstrator website to learn more about how to hold events.

Welcome
In the world of papercrafting, there is no shame in copying; in fact, we encourage it! You can copy a project exactly, or you can change some of the elements to adapt it for different needs.

The design of the You Are Remarkable card was inspired by the Thank You card found on page 109 of the 2015–2016 annual catalog. Both cards layer multiple pieces on the right side. They include banners, spritzing, and stamping on the base.

**THANK YOU CARD (4-1/4” X 5-1/2”)**
One Big Meaning (Le sens de la reconnaissance/Von größer Bedeutung) and Serene Silhouettes Stamp Sets; Crumb Cake, Mint Macaron, Very Vanilla, and White Vellum Cardstock; Pretty Petals Designer Series Paper Stack; Crumb Cake and Watermelon Wonder Classic Stampin’ Pads; Tuxedo Black Memento Pad; 1-1/4” Burlap Ribbon; Pearl Basic Jewels; Stampin’ Dimensionals; Aqua Painters®; Handheld Stapler; Banner Triple, Bitty Butterfly, and 1-3/4” Circle Punches; Big Shot™; Bold Butterfly Framelits™ Dies

**YOU ARE REMARKABLE CARD (4-1/4” X 5-1/2”)**
Remarkable You Stamp Set; Mint Macaron and Whisper White Cardstock; Cherry on Top Designer Washi Tape; Mossy Meadow, Soft Suede, and Tangelo Twist Classic Stampin’ Pads; Smoky Slate, Tangelo Twist, and Mossy Meadow Classic Stampin’ Ink® Refills; Linen Thread; Stampin’ Dimensionals®; Stampin’ Spritzer

**YOU BRIGHTEN MY DAY CARD (4-1/4” X 5-1/2”)**
Sunburst Sayings (Souhaits rayonnants/Sonnengruss) Stamp Set; Calypso Coral and Whisper White Cardstock; Whisper White Thick Cardstock; Watercolor Paper; Hello Honey and So Saffron Classic Stampin’ Pads; Whisper White Craft Stampin’ Pad; Gold Metallic Thread; Stampin’ Dimensionals; Banner Triple Punch; Big Shot; Sunburst Thinlits™ Dies

**SILENT NIGHT CARD (4-1/4” X 5-1/2”)**
Jingle All the Way (Ode à Noël/Kling, Glöckchen …) Stamp Set; Night of Navy and Shimmery White Cardstock; Watercolor Paper; Gold Foil Sheets; Night of Navy and Marina Mist Classic Stampin’ Pads; VersaMark® Pad; White and Gold Stampin’ Emboss® Powder; Stampin’ Dimensionals; Aqua Painter; Confetti Stars Punch; Big Shot; Sleigh Ride Edgelits™ Dies

**Tip:** Create your own versions of these cards. Then post them to Pinterest.
There are many times when having multiples of the same project can be a big win for your customers. Who doesn’t need a stash of birthday cards, a supply of thank-you notes, or a pile of Christmas tags? Holding a stamp-a-stack is the perfect way to fulfill this need. The ease and convenience of stretching one design for multiple projects is a win for your customers and for your calendar. You only have to design a few simple projects (use ours for inspiration) featuring a minimal number of products, and your customers can make as many as they want.

• Stamp-a-stacks are ideal during busy times—like the Christmas season—because you can keep your prep work to a minimum and the projects are quick for your customers. As you advertise your event, let your customers know that you have created the class with their schedules in mind: “The Christmas season is busy, so take a break from the stress and come stamp a few cute tags to embellish your gifts and make them more personal.”

• Easy projects suited for a stamp-a-stack are also appealing for new stampers; encourage your customers to bring a guest (perhaps by providing raffle tickets or another small incentive).

Word-of-mouth recommendations from current customers continue to be one of the best ways to find new customers. Your current customers will enjoy stamping with their friends and they’ll love helping you out.

• Stamping the projects will go even faster if your customers have their own stamp set, so provide an opportunity for them to buy it beforehand—and encourage them to buy some additional cardstock and ink to take home so their stamping fun can continue.

Looking for other events ideas? Visit Stampin’ University on the demonstrator website.

SANTA’S ON HIS WAY TAG
(2-1/2” X 4”)
Cup of Cheer Stamp Set; Whisper White Cardstock; Season of Cheer Designer Washi Tape; Real Red Classic Stampin’ Pad; Old Olive Baker’s Twine; Snowflake Elements; 1/4” Circle Punch

SOON IT WILL BE CHRISTMAS TAG
Cup of Cheer Stamp Set; Whisper White Cardstock; Old Olive and Real Red Classic Stampin’ Pads; Real Red 1/8” Striped Ribbon; Stampin’ Dimensionals; 1-1/4” Circle and 2-1/2” Circle Punches; Handheld Stapler

MERRY CHRISTMAS TAG
(2-1/2” X 3-3/4”)
Cup of Cheer Stamp Set; Whisper White Cardstock; Pool Party and Real Red Classic Stampin’ Pads; Gold 3/8” Glitter Ribbon; Cherry Cobbler Baker’s Twine; Aqua Painters; Curvy Corner Trio Punch

Tip: Adding a Pool Party background wash with the Aqua Painter really makes the stamped image stand out.
Life in the (Crafting) Fast Lane

Thinlits dies are to crafting what Ferraris are to driving: they’re fast, they’re lean, and they’re fun.

- They create intricately detailed designs you’d never dream of cutting with scissors—delicate shapes, connected words, and flip cards can be made in seconds.
- They’re wafer-thin and lightweight so they’re easy to store. And they come in a cute and sturdy plastic storage envelope.
- Some Thinlits also score so you don’t have to. You’ll love making boxes and bags—get all the fun minus the tedious prep work.

Let your customers test drive Thinlits at an upcoming party. And while you’re at it, show off these two tools that will enhance their Thinlits experience.

**Precision Base Plate**
Instead of using wax paper, shims, or multiple runs through the Big Shot to get a clean cut with Thinlits, try the Precision Base Plate (139684). It’s a thin steel pad for making super clean cuts. (Make sure to use it with the Multipurpose Platform.)

**Big Shot Die Brush**
Intricate die cuts are delightful; little pieces that cling to the paper are not. Remove them quickly using the Big Shot Die Brush (140603). Run the die through the Big Shot; place the die paper-side-down on the foam mat, then roll the brush over the die. The brush pushes the paper pieces onto the foam mat for neat disposal.

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**THINKING OF YOU CARD (4-1/4” X 5-1/2”)**
Embellished Ornaments (Ravissants ornements/Zauberhafte Zierde) Stamp Set; Cherry Cobbler and Shimmery White Cardstock; Gold Glimmer Paper; Winter Wonderland Designer Vellum Stack; Basic Black Archival Stampin’ Pad; VersaMark Pad; Gold Wink of Stella Glitter Brush; Clear and Gold Stampin’ Emboss Powder; Gold Stampin’ Glitter®; Gold Cording Trim; Metallics Sequin Assortment; Window Sheets; Stampin’ Dimensionals; Banner Triple and Project Life Corner Punches; Big Shot; Lots of Labels Framelits Dies; Delicate Ornament Thinlits Dies

**FRIEND CARD (4-1/4” X 5-1/2”)**
Bloomin’ Love (Éclosion d’amour/Blüten der Liebe) Stamp Set; Mint Macaron, Shimmery White, and Watermelon Wonder Cardstock; Basic Black Archival Stampin’ Pad; Mint Macaron Classic Stampin’ Pad; Linen Thread; Pearl Basic Jewels; Stampin’ Dimensionals; Big Shot; Bloomin’ Heart Thinlits Dies
Alexandra Hamm lives with her husband and baby daughter in a village in the North of Germany. By becoming a Stampin’ Up! demonstrator in 2010, she turned her hobby into her profession and has been very successful in sales. This is her secret.

There is one question that bugs many new demonstrators—how do I establish a customer base? Sure, you should talk to people about your business, but how? Alexandra has some good techniques. Whenever she meets new people and small talk allows it, she mentions Stampin’ Up!—for example, in her childbirth class. When invited to parties and other events she brings along small goodies and spreads them among the guests. She needn’t do anything else—potential customers start talking to her instead of the other way round.

Nowadays you can’t have a business without using the internet. But how can you employ it in a beneficial and creative way? Alexandra’s essential piece of advice is to update your website regularly. Once a week, she posts a new project on her blog. Customers can rely on that and many eagerly look forward to it. She uses these weekly projects to introduce new products to her customers. She also gets questions for instructions regularly which lead to additional bookings.

For events with new customers she always chooses an easy project that everybody can do well and one that does not require too many different supplies. It not only boosts customers’ self-confidence, but the finished projects are also advertising material for Alexandra. Proud customers will show them to their friends, who in turn will become curious about Stampin’ Up! Each finished project is the key to many new ones.

Alexandra cuts everything before the event. “After all, this is a crafting party, not a paper-cutting party,” she explains. She also asks new customers to use the same stamps, colors, and products as she does. This has a reassuring effect because too much choice often confuses people. Her tip for indecisive customers is the Watercolor Wishes Card Kit because it already includes everything you need.

In general, it’s good to know something about your customers’ lives. In Alexandra’s village, for example, everyone is busy with their gardens in the summer so there is not much point in organizing many events then. But as soon as the days get shorter, she throws the holiday catalog into the letterboxes of her regular customers and things start rolling again.

Alexandra is so successful because she doesn’t consciously use sales strategies. Trying to implement them actively would have a reverse effect. No, her secret is that she always crafts with her favorite products. That way, her enthusiasm is genuine and spreads to her customers. “My job is done when everyone leaves with a big smile on their face,” she adds. People don’t get the impression that she is trying to sell them something at all costs. And of course a good atmosphere leads to more sales.

When asked about her most important tip for new demonstrators, Alexandra does not need much time to come up with an answer: “Be yourself! Only work with the products you really like, then everything else will fall into place!”
“Do you want fries with that?”

How many of us have been asked that question when stopping at our favorite fast-food eatery? That is the most classic example of cross-selling—the practice of offering a product or products that complement the item already being sold.

Cross-selling is different from upselling in that you’re offering a related item—not an upgraded or premium version of the same item. So when cross-selling, you’re not trying to get your customer to buy a bigger hamburger that costs more, you’re offering them an additional item that will enhance their hamburger-eating experience: fries! Cross-selling with stamps is much more than just trying to get your customers to spend more money: it’s ensuring that your customers have the additional products they need to fully enjoy their overall stamping experience. And if that also results in more sales? That’s what we call a win-win!

Stampin’ Up! actually makes cross-selling really easy by offering coordinating products. Often those products come in suites—but that doesn’t mean you can’t cross-sell across suites! For example, the Suite Sayings Stamp Set (Encore des souhaits/Wunderbare Worte) from the 2016 occasions catalog (p. 41; 140709 140712 8) is every stamper’s dream! It coordinates with so many different products—and product suites.

On our Thanks for Being You card, we’ve paired the Suite Sayings Stamp Set with the Botanical Gardens Suite—its sentiment and font style pair seamlessly with the floral flair of the Botanical Gardens Suite products. Likewise, the Suite Sayings Stamp Set works just as well with the Sparkle & Shine Suite—this suite of products is nothing like Botanical Gardens—yet the Suite Sayings Set perfectly complements the fun sparkles and patterns of this celebratory suite as seen in our You Wonderful Thing tag.

When demonstrating any of the product suites in the occasions catalog, remember to mention the diverse Suite Sayings Stamp Set—and show your customers how much fun they’ll have using this set with all their occasions catalog purchases.

YOU WONDERFUL THING TAG
Suite Sayings (Encore des souhaits/Wunderbare Worte) Stamp Set; Bermuda Bay, Cucumber Crush, Watermelon Wonder, and Whisper White Cardstock; Shine On Specialty Designer Series Paper; 2015–2017 In Color®, Brights, and Neutrals Stampin’ Write® Markers; Bermuda Bay Thick Baker’s Twine; Silver 1/8” Ribbon; Stampin’ Dimensionals; Ornate Tag Topper Punch; Handheld Stapler

THANKS FOR BEING YOU CARD (4-1/4” X 5-1/2”)
Botanical Blooms and Suite Sayings (Encore des souhaits/Wunderbare Worte) Stamp Sets; Old Olive and Whisper White Cardstock; Botanical Gardens Designer Series Paper; Cajun Craze, Hello Honey, and Old Olive Classic Stampin’ Pads; Crushed Curry Baker’s Twine; Stampin’ Dimensionals; 2” Circle Punch; Big Shot; Botanical Builder Framelits Dies
Handmade

SPELL IT WITH STYLE

What could be better than home décor that works all year? Probably nonstop warm, sunny weather, but the right décor can bring sunshine into your home anytime. Just follow these simple steps to create a versatile marquee.

1. Trim four 1/2” pieces from the bottom of a piece of Coaster Board. Use Stampin' Dimensionals to adhere the strips to the main piece of Coaster Board leaving a gap of 1-3/8” between them. Be sure to leave an overhang on the top and the bottom of the 1/2” strips to slide the letters in and out.

2. Cut the Window Sheets into 1 5/8” x 3/4” rectangles. Cut out letters from Gold Foil Sheets using the Little Letters and Little Numbers Thinlits Dies and attach them to the rectangles using Glue Dots®. Slide them into the Coaster Board marquee.

3. Stamp Botanical Blooms images in Cucumber Crush ink on Cucumber Crush Cardstock and then cut out using the Botanical Builder Framelits Dies. Adhere them to the corner of the marquee.

4. Cut a 10” length of Thick Baker’s Twine and adhere it to the back of the marquee; leave slack to use it for hanging. Tie a bow around it with an additional 12” of Thick Baker’s Twine, and tuck the bow between the cardstock leaves. Attach the Clothespin.

LOVELY MARQUEE
Botanical Blooms Stamp Set; Cucumber Crush Cardstock; Gold Foil Sheets; Coaster Board; Cucumber Crush Classic Stampin’ Pad; Very Vanilla Thick Baker’s Twine; Clothespins; Window Sheets; Stampin’ Dimensionals; Big Shot; Botanical Builder Framelits Dies; Little Letters Thinlits Dies

Tip: Use the Little Letters Thinlits Dies to create messages for any season or occasion!
With more than seven billion people on earth each having a birthday every year, it’s no wonder birthday cards are the most in demand and universally appealing. So if you’re looking to hold an event that interests virtually everyone you know, use this workshop of the month. Our projects focus on the Birthday Bouquet Suite from the 2016 occasions catalog, making this a perfect first workshop for 2016. We like to make things really easy for you by providing everything you need for a workshop every month—a Demo It project, a Make & Take, and a host gift—so feel free to copy these projects exactly. You’ll even find a beautiful Make & Take flyer on the demonstrator website. Print it out, hand it out at your event, and each customer will have supplies and instructions for the project right in front of them while they create.

As you prepare for this month’s parties, hand out birthday cards to potential customers and hosts. Include your contact information on the back and invite them to host or attend a party. You might say something like, “One of the things I enjoy most about my job is teaching people how to make projects like this. With birthdays throughout the year, you can never have too many birthday cards on hand.”

Stampin’ Up! has some really fun, new birthday products I’d love to show you and your friends at a crafting party. You’ll each get to make a birthday card to take home. Should we set a date for your party?”

Now that Stampin’ Success is a global magazine, you’ll see projects in English, French, and German in every issue. The projects shown here use the German Geburtstagsblumen Stamp Set. This set is also available in English (Birthday Blooms) and French (Fleurs d’anniversaire), so it’s easy to re-create these projects in any of those languages.

**ALLES GUTE GIFT BAG**
Geburtstagsblumen (Birthday Blooms/Fleurs d’anniversaire) Stamp Set; Shimmery White and White Vellum Cardstock; Birthday Bouquet Designer Series Paper; Petite Café Gift Bags; Mint Macaron and Old Olive Classic Stampin’ Pads; VersaMark Pad; Clear Stampin’ Emboss Powder; Pool Party 3/8” Glitter Ribbon; Whisper White Baker’s Twine; Clothespins; Stampin’ Dimensionals; Aqua Painters; Big Shot; Banners and Bold Butterfly Framelits Dies

**FUR DICH STAINED GLASS CARD (4-1/4” X 5-1/2”)**
Geburtstagsblumen (Birthday Blooms/Fleurs d’anniversaire) Stamp Set; Whisper White and White Vellum Cardstock; Birthday Bouquet Designer Series Paper; Winter Wonderland Designer Washi Tape; Mint Macaron Classic Stampin’ Pad; White StāzOn Pad; 2014–2016 In Color, 2015–2017 In Color, Brights, and Subtles Stampin’ Write Markers; Metallics Sequin Assortment; Stampin’ Dimensionals; Blender Pens

**GEBURTSTAG EMBOSSED CARD**
Geburtstagsblumen (Birthday Blooms/Fleurs d’anniversaire) Stamp Set; Whisper White Cardstock; Birthday Bouquet Designer Series Paper; Calypso Coral Classic Stampin’ Pad; VersaMark Pad; Gold Stampin’ Emboss Powder; Bow Paper Clips; Stampin’ Dimensionals; Banner Punch

**EVERY WORKSHOP OF THE MONTH** article has a beautiful Make & Take flyer in the Stampin’ Success section on the demonstrator website. Print it out, hand it out at your event, and each customer will have supplies and instructions for the project right in front of them while they create.
EVERYTHING
you need for this project
is pictured on this page.

Instructions

1. Adhere a piece of confetti print Birthday Bouquet Designer Series Paper (3-1/2" x 5") to a Whisper White Note Card.

2. Stamp the floral image in VersaMark ink on a piece of Whisper White Cardstock (2-3/8" x 4"). Pour Gold Stampin’ Emboss Powder over the image, shake off any excess powder, and heat emboss.

3. Stamp the greeting in Calypso Coral ink below the floral image.

4. Punch a banner from a piece of polka-dot print Birthday Bouquet Designer Series Paper, and attach it to the stamped cardstock using a Bow Paper Clip.

5. Adhere the stamped cardstock to the card front using Stampin’ Dimensionals.

EVERYTHING
you need for this project
is pictured on this page.
Step It Up

SIMPLE CHANGES. ANY PROJECT. ANY STAMPER.

Basic
Our basic card is a simple, flat card. Colorful stamping and washi tape make it cute. And it’s so easy, anyone can re-create it. Just stamp, punch, and adhere.

Casual
To step things up from our basic version to our casual version of the card, we added interest to the project using the following items:
- It’s My Party Designer Series Paper (140552)
- Silver Sequin Trim (138399)
- Baker’s Twine Combo Pack (140555)
- Stampin’ Dimensionals (104430)
- Confetti Textured Impressions Embossing Folder (140592)

Avid
And for the avid crafter we added even more pizzazz with these products:
- Real Red Cardstock (102482)
- Silver Glimmer Paper (135314)
- Clear Wink of Stella Glitter Brush (141897)
- Silver Metallic Thread (138402)
- Confetti Stars Punch (135861)

Tip: Demonstrate one version of this card at your next event. Show the other two versions of the card and cross-sell at least one item to all your attendees.
Help Potential Recruits Overcome Their Fears

Thinking about starting a new business can be intimidating, and the idea of becoming a demonstrator is no exception. Luckily there are a few things you can do when interacting with your potential recruits to dispel some of their fears. Try these tips to help them on their way!

Address Concerns when Using Recruiting Statements
At every event you hold you should give at least one recruiting statement—an invitation for your customers to learn more about becoming demonstrators. If you’re newer to recruiting, make sure to come up with a few recruiting statements you can use in your events. As you do, pre-address some concerns your potential recruits may have, like not having time. If a customer tells you they don’t have enough time to be a demonstrator, tell them, “You can put in as little or as much time as you’d like with your business. There is no minimum number of hours to meet.” If you’re a seasoned recruiter, take some time to re-evaluate your recruiting statements; consider how to better address some of the common concerns your customers have had.

Overcome Obstacles during Conversations
In addition to using recruiting statements, you should also reach out to customers you think would make great demonstrators. One recommended method for addressing concerns during conversations can be summed up by the acronym **LEAP**.

- **Listen**
  Be attentive as your customers share their concerns about signing up. Business coach and author Jonathan Farrington shares a helpful insight in “7 Steps to Overcoming Objection”: “Remember, [your customers] are trying to tell you something that will help you sell to them, and they will be giving you more information about how to frame and re-position your selling proposition.”

- **Empathize**
  Acknowledge their concerns and don’t just brush them off. Try to relate with your own experience and share how you or other demonstrators you know once had the same concerns.

- **Ask Questions**
  Make sure you understand their concerns by asking clarifying questions. If you don’t understand their needs, you won’t be able to offer solutions.

- **Provide Solutions**
  Think about what you provide as a potential team leader that could also help alleviate concerns for your potential recruit. For example, if someone says they are worried about reaching quarterly minimums you could say something like, “If you hold just one event a month you can usually meet your quarterly minimums. I’ll be here to help you hold great events, and we can work together to help you find new customers.”

Reframe Their Objections
Objections are good for you as a recruiter. In her article “How to Handle Objection in Six Easy Steps,” sales expert Wendy Connick advises: “Most salespeople think of objections as a bad thing . . . but they’re missing the big picture. If your prospect raises an objection, that’s actually a good sign. The fact that they’re talking out their concern means that they’re giving you a chance to answer it. If someone is completely uninterested in [the opportunity], they won’t bother to object.”

Remember not to get discouraged when you hear a no. You’ve planted a seed and you never know if down the road the timing will be better for someone. Just respond kindly, and your potential recruit will remember that and be more likely to remain a loyal customer—or even a new recruit one day.
A HAPPY HELLO BAG
Timeless Textures and Tin of Cards (Coffret de souhaits/Grußelemente) Stamp Sets; Kraft Cardstock; Petite Café Gift Bags; Calypso Coral, Early Espresso, Mint Macaron, and Pear Pizzazz Classic Stampin’ Pads; Whisper White Craft Stampin’ Pad; Linen Thread

LOVE YOU CARD (3” X 3”)
Friendly Wishes (En toute amitié/Unter Freunden) and Timeless Textures Stamp Sets; Blushing Bride, Calypso Coral, Pink Pirouette, Real Red, Watermelon Wonder, and Whisper White Cardstock; Everyday Chic Designer Washi Tape; Blushing Bride, Calypso Coral, Pink Pirouette, and Watermelon Wonder Classic Stampin’ Pads; Whisper White Baker’s Twine; Confetti Hearts Border Punch; Handheld Stapler

Think back to the collages you created in your childhood. You probably sat at a table, cutting pictures out of magazines and pasting them on top of each other. Capture that elusive childhood fun by creating a collage—Stampin’ Up! style! Here are some tips for creating a successful collage.

• Variety is key. Put small and large images together as shown on the Thanks Kindly card. Or a pattern with a solid image, such as the Love You card.

• Experiment. Start simple with a tone-on-tone look. Note how the Love You card uses contrasting patterns in the Timeless Textures Stamp Set to give more weight to the greeting.

• Don’t overdo it. Mixing three or four stamps gives you a lovely grouping; more than that is simply too busy.

Give it a try—it gets easier with practice! Once you’re confident, make collaging the focus of an event, such as a technique class.
1. Stamp the sentiment first for alignment.

2. Stamp off some background images on a piece of scrap paper, then stamp on the project for a lighter image.

3. Mix and match colors.

4. Only mix three or four images together.

Tip: Want perfect placement for your collage? Since our photopolymer sets are clear, it makes them a perfect choice for collage stamping. But you can also use your Stamp-a-ma-jig®.

THANKS KINDLY CARD (5-1/2" X 4-1/4")
One Big Meaning (Le sens de la reconnaissance/Von großer Bedeutung) and Timeless Textures Stamp Sets; Pool Party and Whisper White Cardstock; Tea Lace Paper Doilies; Bermuda Bay, Crumb Cake, Delightful Dijon, Pool Party, and Tangerine Tango Classic Stampin’ Pads; Whisper White Craft Stampin’ Pad; Pool Party 1/4” Cotton Ribbon; Bermuda Bay Baker’s Twine; Pearl Basic Jewels; Stampin’ Dimensionals; Big Shot; Lots of Labels Framelits Dies
A bear hug from someone you care about (not from an actual wild bear—yikes!) can be one of the most wonderful things in the world—so why not send a hug to the people you care about? The new Bear Hugs (Câlinouson/Bärchengruß) Stamp Set comes with images you can layer as if you were dressing up paper dolls. How fun! Plus, the set comes with phrases that work well for many types of projects.

The best part though, is the coordinating Thinlits that allow you to easily trim the edges of your stamped images. Then you just add Stampin’ Dimensionals and suddenly you’ve got a project with depth. Use an Aqua Painter with your favorite ink color to add realistic or whimsical watercolors to your bears for hugs that are pleasing to the eyes.

One thing your customers are certain to get excited about (besides the fun artwork) is the opportunity to bundle and save on these coordinating stamps and Thinlits Dies. When they purchase both of these items together, they save 15 percent off retail cost. That’s a great deal on products they would buy together anyway!

And you’re sure to love one of the techniques you can use with this stamp set: stamp the bear on both sides of your paper, use the coordinating Thinlits, then fold the arms in. The bear will appear to be hugging something without losing the image. It’s the perfect tip to demonstrate at your next stamping event.

So grab this bundle and then get ready to show your customers just how much fun it is to use. You’ll have a blast showing it off, and they’ll love the creative possibilities. Just be prepared: you might get a few bear hugs for helping everyone have such a good time!
Tip: Although you see these projects stamped in French, the Câlinourson Stamp Set is also available in English (Bear Hugs) and German (Bärchengruß). See page 40 of the 2016 occasions catalog.

Bear Hugs • 17 rubber stamps
139543 $30.00 USD/$37.00 CAD (wood blocks included) • 139546 $22.00 USD/$27.00 CAD (suggested clear blocks: a, b, e, g)
Available in French and German Coordinates with Bear Hugs Framelits Artwork shown at 90%
There never seems to be enough time for everything you want to do during any season in life. And you can never have too much paper to accomplish everything on your to-do list. There are always cards to make, birthdays to plan, and so much more. The right choice of paper can give your customers a lot of use throughout the year, simplifying their seasons and maybe even reducing their stress.

All of our Designer Series Paper options are created with that kind of versatility in mind. They coordinate with seasonal stamp sets as well as products from our annual catalog. But our Specialty Designer Series Paper takes things to another level with textures, foils, and metallics. That makes these papers especially helpful to have on hand this time of year! Shine On Designer Series Paper is a great example of this, with silver foil designs on one side and printed colors on the other.

The simple, bold designs are great for making a project that really catches the eye.

To demonstrate the versatility of Shine On Specialty Designer Series Paper, try hosting a class to let your customers make projects with it, like the cards pictured here. The striking designs will help inspire their creativity and add a touch of fun to their new year and beyond.

**Tip:** You can make two card holders with one 12" x 12" sheet of Designer Series Paper. Then use the remaining scraps to cut strips for the cards. Cut two pieces to 7-1/4" x 6". Score vertical lines at 3-1/2" and 3-3/4" from the left edge. Then score a horizontal line at 3-1/2" from the top.

**FOR YOU CARD AND CARD HOLDER**

(CARD: 3" X 3"; CARD HOLDER: 3-1/2" X 3-1/2")

Sparkle & Shine Stamp Set; Cucumber Crush, Very Vanilla, and Watermelon Wonder Cardstock; Sparkle On Specialty Designer Series Paper; Metallic Foil Doilies; Basic Black Archival Stampin’ Pad; Very Vanilla Thick Baker’s Twine; 2015–2017 In Color Blossom Accents; Rhinestone Basic Jewels; Stampin’ Dimensionals; 1-1/2” Circle Punch; Itty Bitty Accents Punch Pack

**SPARKLE CARD (5-1/2" X 4-1/4")**

Sparkle & Shine Stamp Set; Pool Party and Whisper White Cardstock; Sparkle On Specialty Designer Series Paper; Metallic Foil Doilies; It’s My Party Designer Washi Tape; Jet Black StāzOn Pad; Clear Wink of Stella Glitter Brush; Whisper White Baker’s Twine; Stampin’ Dimensionals; Rhinestone Basic Jewels; Itty Bitty Accents Punch Pack; Big Shot; Banners Framelits Dies
Everyone likes to feel appreciated and celebrated—and doing that for your team is one of your most important roles. Fulfilling that role will engage your team members, create and strengthen their bond with you, and help motivate them to stick around as well as to make and achieve goals.

Of course there are the easy things to celebrate, like birthdays. Make a list of your team birthdays and prepare cards to send each month. Even a simple birthday card (like the one on this page) can encourage them to increase their involvement because they know you are there supporting them. But you can commemorate more than birthdays.

Want to know what achievements to celebrate and how? Easy. Ask your team members. One of the best times to ask them is when they first sign up. Find out what creative and business achievements they’d like to have celebrated and what rewards would mean the most to them. Rewards could be as small as a thank-you card or phone call or they could be bigger such as asking them to plan the Make & Take for the next team meeting.

In her article “The Top 10 Reasons Why Leaders Should Celebrate Wins,” branding expert Brenda Bence explains: “In our non-stop, 24/7 world, it’s all too easy to place immediate focus on your next task at hand and forget to stop and reflect on what’s been achieved. But if you ignore the wins of your team, you miss a vital opportunity not only to inspire your team on to even greater successes, but to strengthen your own leadership personal brand in the process.” So take a moment to consider your team members and reflect on their achievements.

Tip: For more ideas about how to celebrate your team, view the Five Pillars of Leadership: Celebrate webinar on the demonstrator website.
New for You: Archival Inks!

We have brand-new products for you to love! Drum roll please . . . as we welcome Basic Gray and Basic Black Archival Stampin’ Pads to the Stampin’ Up! product line. The ink is acid-free, fade-resistant, and archivally safe for your paper projects. Plus, this solvent ink is nontoxic and environmentally safe. Hurray!

The result of two years of careful testing, our archival inks create crisp, detailed images on cardstock. When you pull the stamp away from the cardstock, the release is quick and clean, not sticky. And because the stamp pads are made of linen, they won’t need to be re-inked as often.

What else is there to love about these inks? They’re fast-drying and perfect for watercoloring. The ink lays down beautifully and cleans well between colors (i.e., you should have no problem using light colors after dark ones). We don’t recommend this type of ink for use with nonporous materials like our vellum paper as the ink will bleed.

Does it stain? Yes! Fast drying time means quick staining time—so clean rubber stamps right away with StāzOn® Cleaner. Be advised that our photopolymer stamps will also stain quickly with both Basic Black and Basic Gray Archival ink; however, we don’t recommend using StāzOn Cleaner to remove archival ink from photopolymer stamps (stick with our Stampin’ Mist® Stamp Cleaner).

We’re in love with these rich, beautiful ink options. Add them to your next order, and check them out! We think you’ll love them, too.

NO ROAD IS TOO LONG CARD
Beautiful Ride Stamp Set; Shimmery White Cardstock; Crumb Cake Note Cards & Envelopes; It’s My Party Designer Washi Tape; Basic Black and Basic Gray Archival Stampin’ Pads; Mint Macaron and Tip Top Taupe Classic Stampin’ Pads; Linen Thread; Aqua Painters; Banner Punch

MUCH APPRECIATED CARD (4-1/4” X 5-1/2”)
Helping Me Grow Stamp Set; Shimmery White and Very Vanilla Cardstock; Basic Gray Archival Stampin’ Pad; Blushing Bride, Calypso Coral, Hello Honey, and Old Olive Classic Stampin’ Pads; Soft Suede Classic Stampin’ Ink Refill; Clear Wink of Stella Glitter Brush; Linen Thread; Metallics Sequin Assortment; Stampin’ Dimensionals; Aqua Painters; Big Shot; Rose Garden Framelits Dies

NO ROAD IS TOO LONG WHEN YOU HAVE GOOD COMPANY

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To say Diana Kelvin knows a thing or two about recruiting may be an understatement. She recently signed up four new recruits at one workshop. Yep, you read that right! Four recruits from one workshop, with just eight attendees. The mere mention of such an achievement might leave many of us hyperventilating.

When we caught up with Diana to chat about her recruiting strategies, she very humbly explained that the June recruiting drive, with its two free stamp sets, was just too good to pass up.

“I really didn’t do anything different,” Diana explained. “Every time I take an order, I do tell the customer they could be getting their goodies at a discount if they were to join up. And this time I simply added that they could also be eligible for two free stamp sets. That did the trick and four customers suddenly became part of my team,” she said.

Diana’s tried and true strategy of always telling her customers about the benefits of becoming a demonstrator has paid off time and time again. “I tell everybody about the great opportunity. I never prejudge whether a particular person will be interested. I don’t know all the ins and outs of their story—whether they need some extra income, are just a passionate crafter, or are looking for a full on business opportunity. I tell them all, whatever their motivation is, that you never know where Stampin’ Up! will take you,” Diana says.

Diana’s own Stampin’ Up! journey recently took her to Hawaii as part of the Grand Vacation, an achievement Diana says she never would have considered possible when she joined eight years ago. “I really just joined hoping to set myself up with the supplies I needed. I never expected this might turn into a successful business, let alone earn me luxurious overseas holidays,” she laughs.

Where does Diana find her new recruits? “Everywhere,” she says. “I chat with people in shops, at the hairdresser, the dentist, anywhere and leave them a business card; I have found friends of friends who have joined up. I have customers and past hosts who have joined. It really is a matter of telling everyone you know about the Stampin’ Up! opportunity.” She continues, “I then follow up with anyone who sounds interested. I stress to them that there is no complicated reporting and that Stampin’ Up! doesn’t try and run your business for you.”

Of course, getting new recruits is one thing, keeping them is another! Diana has found following up and forging a bond with her team is the answer. She runs group meetings once a month and invites the whole team. They are under no pressure to attend, but Diana finds that new recruits in particular find it useful. Diana encourages them all to share their good news stories and these often inspire her newbies to try and do the same. Diana also usually follows up with each of her team members with a phone call once a month.

**Tip:** Diana’s number one recruiting tip? “Just ask. If you don’t ask, someone else will.”
Recognition

CHANGES TO THE COMPENSATION PLAN AND EVENTS INSPIRED US TO REVAMP OUR RECOGNITION PIECES.

TITLE BENEFITS

Title advancements are exciting, show-off-worthy achievements. When you celebrate your new title, you’ll receive all kinds of goodies. For ordering options, read more about title benefits in the Compensation Plan document.

• New bronze elite demonstrators will begin receiving an extra five percent in instant income from every order.

• New silver demonstrators can choose a silver necklace or money clip.

• New silver elite demonstrators can start attending CentreStage—an exclusive training and celebration event.

• New gold demonstrators can choose a gold necklace or pen.

• New gold elite demonstrators will begin receiving a quarterly two percent bonus from their personal sales and the sales of their direct level.

• New platinum demonstrators can choose a platinum necklace or watch.

• New platinum elite demonstrators will be admitted to the Stampin’ Up! Wall of Fame.

Men’s and women’s options are available to order.
RECOGNITION PINS AND RIBBONS

Recognition pins will be mailed to demonstrators when sales and tenure milestones are reached.

Recognition ribbons will be given to achievers who attend OnStage Live or OnStage Local events.

- Title ribbons have been designed for every title from bronze to platinum elite.
- Annual awards are given to demonstrators who achieve excellence in sales, recruiting, and leadership. See the Compensation Plan document for more details.
- Quick Start achievers will receive a ribbon if they achieve the three-month or the six-month goal.
- Demonstrators will receive a ribbon for accumulating at least 100,000 flex points during a single Stampin’ Up! year, even if all the points have been spent!
- Top performers will be awarded a ribbon for reaching the top in their country and the top globally. See the Compensation Plan document for more details.

- You will receive a new pin for every five-year anniversary.
- You will receive a new pin with a jewel for every 100,000 CSV you sell.
- You will receive a new pin with 1,000,000 flex points.
- You will receive a new pin with 2,000,000 flex points.

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December is a major card-giving month. Even the most casual crafter will be inspired to create handmade cards. Add a bit of fuel to the inspiration-fire by showing off these cards to your customers. Current customers will fall in love with these sparkly, shiny, and classic projects. But how can you find new customers to join the fun?

We suggest two simple tools to find a few names: the 40 guests in 4 minutes worksheet and your card list. Once you have your list of potential customers, talk to them about replicating these cute projects. Say, “These cards are easy to replicate, inexpensive to make, and make you look like a pro! Let’s get together with your friends and family. I’ll bring the supplies and help you create these beautiful gifts.” Once they’re gathered, be sure to point out special Stampin’ Up! offers with your Demo It project.

- Show your customers how to save while they create. This project features two products that can be bundled for a 15 percent discount: Holly Jolly Greetings (Souhaits de joie/Winterliche Weihnachtsgrüße) Stamp Set and Christmas Greetings (Vœux de Noël/Weihnachtliche Worte) Thinlits Dies.

- Point out inexpensive and indispensable extras. Reindeer Paper Clips are adorable and add a cuteness factor to make anyone say, “Oooooh!”

- Encourage your customers to flip through the holiday catalog by telling them what they’ll find. The holiday catalog features lots of shiny accessories, like Winter Wonderland Specialty Designer Series Paper and the Winter Wonderland Designer Vellum Stack.

Help your customers get into the gift-giving mood and they’ll be sure to come back for future gift-giving events.

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**EVERY WORKSHOP OF THE MONTH** article has a beautiful Make & Take flyer in the Stampin’ Success section on the demonstrator website. Print it out, hand it out at your event, and each customer will have supplies and instructions for the project right in front of them while they create.
EVERYTHING you need for this project is pictured on this page.

Instructions

1. Stamp a snowflake in Mint Macaron ink in the center of the Whisper White Note Card front.

2. Stamp several dot and star images in Mint Macaron ink around the snowflake.

3. Using a Stampin' Spritzer, spritz Mint Macaron ink on the card front.

4. Cut the main part of the sentiment out of Night of Navy Cardstock (3-1/2" x 2") using the Big Shot and the Christmas Greetings Thinlits Dies. Adhere it to the center of the card.

5. Stamp the rest of the sentiment in Real Red ink.
Project Life is well-known for its simple approach to everyday memory keeping. Just slip in the photos and journaling cards, add some embellishments and journaling, and you’re done! People who claim they don’t have time for scrapbooking are finally out of excuses. Help them see that Project Life is so innovative that anyone can do it, any time!

'TIS THE SEASON PROJECT LIFE SPREAD
(6" X 8") AND PROJECT LIFE CARDS
Project Life Hello December 2015 Stamp Set; Hello December 2015 Project Life Card Collection; Very Vanilla Cardstock; Real Red and Mint Macaron Classic Stampin' Pads; Project Life Journaling Pens; Hello December 2015 Project Life Accessory Pack; Handheld Stapler
Ah, December, filled with thousands of moments and memories that we want to capture in perfectly planned and completed Project Life pages. Then, as holiday planning, shopping, parties, etc., etc. creep in, it starts to feel less like Project Life and more like a chore.

So if it seems overwhelming to document every single day, try documenting your top five or ten moments. Or stretch it out and capture the entire season. Project Life Hello December 2015 is a daily journaling solution perfect for keeping track of your special moments throughout December. Suggest to your customers, “Memory keeping is all about capturing moments of time you want to remember. Capture the season in whatever way you want—daily or not.” That’s the beauty of Project Life—you can fit it into your life, your way.

This applies to any season of life. Everyone has a “busiest” time of year, and it’s your job to help them see that they can do it, even when they’re stressed out and stretched thin. When they have that “Aha!” moment for themselves, it will transform their attitude. The excitement and sense of accomplishment will keep them coming back for more.

Just like there are many ways to use Project Life, there are many ways for you to get it in your customers’ hands.

Be sure to demonstrate it at all your events, show off your pages, and talk about how you created the intended use project or went in your own creative direction.

Dedicate an entire event to Project Life. It could even be in January, after things slow down a bit. Invite customers at the beginning of December and issue a photo challenge with a list of pictures to take in December—every day or not. Imagine how fun it will be in January to get together, swap ideas, and remember how completely exhausting the month was.

Project Life is flexible and fun! Whatever you do, always put YOUR life into Project Life.

**Tip:** For more ideas, visit the Project Life training section on the demonstrator website.

**Tip:** Project Life is a popular part of the crafting industry. Reach out to any Project Life customers you may know and invite them to try Stampin’ Up! products. And if you haven’t taught memory keeping, this is a great opportunity to start.
TIPS FROM 20 YEARS OF EXPERIENCE

Patty Bennett, from Hercules, California, has learned a lot during her 20-year Stampin’ Up! career. We asked her to tell us about her experience as a team leader; these are some of her best tips.

**Jump In**
When you’re just starting out as a new team leader and have one or two recruits, jump in and get to know each other! Start a Facebook or email group, share ideas, send each other a card, and go ahead and start with monthly meetings even if that is only meeting for coffee and working on a project together. It’s all about building relationships and encouraging each other!

**Create an Online Group**
My team’s private Facebook group and business builder Facebook group are probably our biggest sources of motivation. Daily posts, tips, samples, Q&A, and challenges keep the chatter going, keep everyone engaged and stamping, and help to build amazing relationships all across the country.

**Get Together**
I host some type of monthly event either in person or online which includes lots of stamping, swapping, product training, business tips, brainstorming sessions, Q&A, and the opportunity to get to know everyone better.

**Direct Your Team to Resources**
I have a private website with training videos that I have filmed and uploaded on everything from placing orders on the demonstrator website to using Pinterest and PicMonkey (an online photo editor) to help their businesses. This is a place I can point demonstrators to when they have questions without repeating myself again and again and our team can refer to it anytime. I also encourage them to use other resources such as Stampin’ University on the demonstrator website, Pinterest, YouTube, Demonstrator Support, fellow demonstrators, and Stampin’ Up! sponsored events.

**Utilize Your Team Reports**
I love all of the reports available to us. I use them EVERY DAY. I regularly check team sales and individual sales and pick a person to contact with a “way to go” email. I continually track who is close to an advancement, who is not meeting sales or in pending, who does not have an active team leader, and who has advanced. I have found that more often than not, a demonstrator does not know they are so close to a title advancement, and when I take the time to contact them and say, “Did you know you only need this amount to advance to the next title?” they most often respond that they didn’t realize that and they usually make an effort to advance!

**Be a Cheerleader**
I feel that the number one thing team leaders need to be is a cheerleader! They should stay positive, upbeat, focused, recognize efforts both big and small, and encourage everyone no matter what level they are working their Stampin’ Up! business. They should care about each individual and the team as a whole and actively build their own business and be willing to do the things they are asking their team to do.

**Compensation Plan Tip:** “One specific area that I am encouraging everyone to keep an eye on and aim for is the 1,800 CSV in rolling sales and that great Bronze Elite perk of 25 percent instant income.”
The Perfect Combination

The answers to some of life’s questions are obvious. Like when you ask customers if they want to add a little pattern or texture to their projects. Of course! We have easy, inexpensive ways to make that happen.

• Our decorative masks allow stampers to add color and patterns. They also provide an opportunity to show off techniques and tools, whether that be sponging, spritzing, or braying.

• Our Textured Impressions Embossing Folders are another option for adding texture—and a great way to secure an add-on purchase. Your customers with a Big Shot will have to have them; those without will have another reason to buy one.

What’s even better than a mask and a folder? When they work together to offer the perfect finish to a project. The Elegant Dots folder (138287) was created to coordinate with one of the Happy Patterns masks (138313). The combination yields stunning results that your customers might miss without your guidance.

Highlight these two products together during your next event. Tell your customers, “One of my favorite things about Stampin’ Up! is the product coordination. I love how easy they make it to create something beautiful.”

HELLO CARD (4-1/4" X 5-1/2")
Perfect Pennants (Parfaits fanions/Wimpeleien) Stamp Set; Shimmery White Cardstock; Watercolor Paper; Basic Black Archival Stampin’ Pad; VersaMark Pad; Clear and Gold Stampin’ Emboss Powder; Gold Metallic Thread; Classy Designer Buttons; Pearl Basic Jewels; Stampin’ Dimensionals; Aqua Painters; Happy Patterns Decorative Masks; Big Shot; Banners Framelits Dies; Butterflies Thinlits Dies; Elegant Dots Textured Impressions Embossing Folder; Sponge Daubers

YOU’RE THE BEST CARD
Friendly Wishes (En toute amitié/Unter Freunden) Stamp Set; Shimmery White and Watermelon Wonder Cardstock; Go Wild Designer Series Paper Stack; Whisper White Note Cards & Envelopes; Everyday Chic Designer Washi Tape; Basic Black Archival Stampin’ Pad; Pool Party Classic Stampin’ Pad; Rhinestone Basic Jewels; Happy Patterns Decorative Masks; Itty Bitty Accents Punch Pack; Handheld Stapler; Big Shot; Elegant Dots Textured Impressions Embossing Folder; Sponge Daubers
HELP WITH Healing

Helping a sick child fight a serious illness or injury places a huge emotional strain on a family. Add anxiety about finances and a family can become overwhelmed.

Ronald McDonald House Charities® (RMHC®) help families stay near their hospitalized child at little or no cost, allowing them to focus on helping their child heal, not on where they will stay or get their next meal.

How Stampin’ Up! Helps
Since 2003, Stampin’ Up! has partnered with RMHC to help families stay by their hospitalized children. Our commitment to RMHC is four-fold:

• Each year, we contribute $100,000 to RMHC.
• Each year, we design an exclusive stamp set and donate a portion of the proceeds to RMHC.
• We donate cards and other crafting projects created at Stampin’ Up! events to local Houses.
• We organize teams of demonstrators to conduct activities in local Houses.

How You Can Help
We hope you will join us in supporting RMHC. Here are some ideas to help you:

• Have one event that spotlights the Sprinkles of Life (Parcelles de vie/Worte, die gut tun) Stamp Set—this year’s RMHC set (see page 189 in the 2015–2016 annual catalog).
• Display projects that use the RMHC set. When your customers see what they can create with the Sprinkles of Life Stamp Set, they’ll have to have it.
• Volunteer to be part of a team that conducts stamping activities in your local House.

We are excited to partner with you and RMHC to make a difference in the lives of Ronald McDonald House guests.

Find out more about this program in the Ronald McDonald House Charities section on the demonstrator website.

BUY THE SPRINKLES OF LIFE STAMP SET, AND WE WILL DONATE $3 TO RMHC.

Stampin’ Up! donates time and money to support Ronald McDonald House Charities. To date we’ve contributed over $1,000,000 to RMHC and their network of local RMHC Chapters.

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SPRINKLES OF LIFE CARD (5-1/2" X 4-1/4")
Sprinkles of Life (Parcelles de vie/Worte, die gut tun) Stamp Set; Always Artichoke, Crumb Cake, Hello Honey, Pear Pizzazz, Pool Party, and Watermelon Wonder Cardstock; It’s My Party Designer Washi Tape; Always Artichoke, Early Espresso, Hello Honey, and Watermelon Wonder Classic Stampin’ Pads; White uni-ball Signo® Gel Pen; Whisper White Baker’s Twine; Basic Metal Buttons; Stampin’ Dimensionals; Big Shot; Woodgrain Textured Impressions Embossing Folder; Tree Builder Punch

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MAKING A DIFFERENCE
EXPLAIN THE DIFFERENT TYPES OF EVENTS YOU HOLD.  
WHAT’S A CLUB, CLASS, WORKSHOP, STAMP-A-STACK,  
MAKE & TAKE, STAMP CAMP, ETC.?

My 2-1/2 hour workshops are those events for which a host has invited guests to either their home or mine. I prepare three hands-on projects that are completed during the workshop. Guests place orders for merchandise and the host receives the benefits. I provide a host gift for each host during the year.

My 3 hour stamp-a-stacks engage the customers in making ten cards, two each of five designs. I provide envelopes and they get to choose from among different sentiments so they can tailor their cards to the needs they anticipate. I do 2–3 stamp-a-stacks each year. Customers pay a class fee and may place individual orders at these events.

My 1-1/2 hour classes are focused on techniques or more elaborate 3-D projects. I hold a monthly technique class in which I teach two stamping techniques or unique card folds. My 3-D projects have included stationery sets, calendars, journals, and scrapbooks. Customers pay a class fee and may place individual orders at these events.

A card buffet is a great way to use up leftover card kits. Customers can choose between several designs to create cards for the occasion of their choice. The class fee covers a set number of cards and if a customer wants to make extra, they can pay for those too. I usually set a limit on any given design per customer.

I have a stamp club that is a group of people that meet each month and commit to order a certain amount. Each month one of them gets to be the host. I try to spoil them a little by doing extra projects, giving them little hand-stamped gifts, etc. We meet at the host’s home.

Each year I also do a new catalog workshop. Everyone gets a new catalog. I demonstrate two projects and they make two projects, using stamps and accessories from the new catalog. This event is at my home. I usually have three different time slots to sign up for, and I make it extra special by giving them samples of the new In Colors, extra door prizes, etc.

Focus classes: This is where the cost of the class includes the stamp set and then I have four cards they make, all using that stamp set. I then create a Pinterest board where I will pin other samples for that stamp set and they can also pin their creations to share with all participants who took that class. Everyone then goes home with that stamp set and their four samples.

Charity class: Every year I have a Ronald McDonald Fundraiser and everyone makes one card for themselves and one card for our local Ronald McDonald House. The cost of the class includes the new stamp set out of the catalog and again, we make four cards with that set—they make two of each project—and one goes home with them and the other goes into the basket for the Ronald McDonald House. When the class is over I then deliver the basket with the cards, along with a portion of my class fees as a donation to the Ronald McDonald House.

Stamp camp: I hold a camp 4–6 times a year. The fee for the camp varies depending on the projects and is a prepaid, preregistered event with limited seating (12) at my home. The camp is usually themed and there are several projects. I supply all materials with the exception of adhesives and personal items such as their own snips. The materials are all Stampin’ Up! products that are purchased on a demonstrator order prior to the camp. On occasion, I offer a camp in which they each leave with the featured stamp set, which is included in the camp fee. Camps last from 4–6 hours and I provide the refreshments.

Make & Take: I usually offer a free Make & Take card at my open houses that are held when the annual catalog launches or when a seasonal catalog launches. Customers can stop by, pick up the new catalog, see some of the new products and samples created from them and create a card or small 3-D project featuring one of the new items. I also provide light refreshments.
Sale-A-Bration

JANUARY 5–MARCH 31, 2016

Sale-A-Bration is almost here. Tell your customers to get their events on the calendar and remind them of the three easy ways to be rewarded during Sale-A-Bration:

Shop!
They’ll earn a FREE product for every $50 USD/$60 CAD they spend.

Host!
When they host a party they’ll earn even more Stampin’ Rewards.

Join!
They can become a demonstrator for just $99 USD/$125 CAD, and get $30 USD/$40 CAD in FREE products.

Start planning your Sale-A-Bration parties today! →