

Event of the Month

EVERY EVENT OF THE MONTH article has a beautiful 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.

Looking for a sure-fire way to boost your sales and grow your customer base? Try a product-based class! It's easy—there are only four steps:

1. Determine what products you want to feature in your class and the projects the attendees will make. For example, you might feature the Daisy Delight Stamp Set and the Daisy Punch.
2. Set your fee and advertise your class. The fee should include the purchase of the product(s) being featured (in this case, the Daisy Delight Bundle, **item 145361**). You can determine if the class fee will include the cost of other products that will be used, including paper, accessories, and adhesives. Encourage your customers to invite their friends!
3. Collect the fees and order the products. You might want to create product packets for each attendee. Use 6" x 8" Cellophane Bags

to create project packets that contain precut paper and embellishments.

4. Hold the class. Have displays with the projects for the attendees to look at. Consider playing background music and having treats for guests to snack on while they create!

Not only do product-based classes guarantee greater sales, they also offer opportunities for selling additional products:

- Point out products that you've supplied and suggest they purchase their own so they can make more projects. (Remember: they now own the stamp set and punch!)
- Upsell adhesive or tools like Paper Snips, Bone Folders, or a Stampin' Trimmer.
- Talk about bundles and how convenient they are!

If a one-size-fits-all method doesn't work for your customers, consider using a tiered approach; this allows you to be sensitive to your customers' budgets by offering different pricing depending on the tier. A tiered structure might look something like this:

- **Tier 1:** Ribbon and Designer Series Paper
- **Tier 2:** Daisy Delight Bundle
- **Tier 3:** Bundle, Ribbon, and Designer Series Paper
- **Tier 4:** Choose your own products; spend at least \$25

However you choose to go about it, a product-based class equals success for you, your customers, and your business! 📦



Thoughtfulness Card (4-1/4" x 5-1/2")

Daisy Delight (Adorable marguerite/Gänseblümchengruß) Stamp Set; Diagonal Stripe Background Stamp; Old Olive and Whisper White Cardstock; Daffodil Delight, Dapper Denim, Old Olive, Pool Party, and Soft Suede Classic Stampin' Pads; 5/8" Burlap Ribbon; Daisy Punch

You Brightened My Day Card (5-1/2" x 4-1/4")

Daisy Delight (Adorable marguerite/Gänseblümchengruß) Stamp Set; Calypso Coral, Soft Sky, and Whisper White Cardstock; Calypso Coral, Daffodil Delight, and Old Olive Classic Stampin' Pads; Watercolor Pencils; Silver Metallic Thread; 1/2" Lace Trim; Rhinestone Basic Jewels; Stampin' Dimensionals; Big Shot; Stitched Shapes Framelits Dies; Daisy Punch

Thank You Note Card (3-1/2" x 5")

Daisy Delight (Adorable marguerite/Gänseblümchengruß) Stamp Set; Vellum and Whisper White Cardstock; Calypso Coral, Daffodil Delight, Old Olive, Pear Pizzazz, and Rich Razzleberry Classic Stampin' Pads; VersaMark Pad; Gold Stampin' Emboss Powder; Stampin' Dimensionals

Create the gingham pattern by stamping the Diagonal Stripe Background Stamp, turning your paper 90 degrees, and stamping again.

EVERYTHING
you need for this project
is pictured on this page.

Instructions

1. Stamp the two shorter stem images in Pear Pizzazz ink on Whisper White Cardstock. Stamp the tall stem image in Old Olive ink between the other two.
2. Stamp the flower images in Calypso Coral, Daffodil Delight, and Rich Razzleberry ink.
3. Stamp the sentiment in VersaMark ink at the bottom of the cardstock. Cover the stamped sentiment with Gold Stampin' Emboss Powder and heat emboss.
4. Adhere the stamped cardstock to Vellum Cardstock using Stampin' Dimensionals.
5. Adhere the whole piece to the Whisper White card base.

Whisper White Cardstock
3" x 4-1/2"; 7" x 5" • 100730

Rich Razzleberry Classic Stampin' Pad • 126950
Daffodil Delight Classic Stampin' Pad • 126944
Old Olive Classic Stampin' Pad • 126953



Gold Stampin'
Emboss Powder
109129



Stampin' Dimensionals
104430



Pear Pizzazz Classic Stampin' Pad • 131180
Calypso Coral Classic Stampin' Pad • 126983

Heat Tool
129053



Daisy Delight
Stamp Set
143669 



VersaMark Pad • 102283

Vellum Cardstock • 3-1/4" x 4-3/4"
101856

