

STAMPIN' *Success*

QUARTER 3 | 2017



inspire. create. share.®

Sara's MESSAGE



Do you just love the 2017–2018 annual catalog? The annual catalog is our best sales tool when sharing Stampin' Up!® with others. And the greatest thing about this catalog is that no matter your season of life or crafting level, there's something for everyone! Whether you're new to crafting, craft occasionally, or you're lucky enough to craft every day, there's no creative urge we can't fulfill. Whether you've got young kids at home, you're an empty nester, or you're like me, and balancing family and career, Stampin' Up! has you covered.

And remember, people's lives and circumstances are ever-changing—so even if you've approached someone before, use this new catalog as an opportunity to reach out again. From all-inclusive kits to memory keeping to coordinating stamps, ink, paper, and embellishments, Stampin' Up! truly does have something for everyone!

When you keep in mind our statement of the heart, “To love what we do and share what we love,” it makes sense to share the 2017–2018 annual catalog with anyone and everyone!

Happy sharing! 

Sara
CEO

Statement OF THE Heart

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 QUARTERLY 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 Event of the Month projects. 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 in the *Stampin' Success* area of the demonstrator website.

C CLEAR-MOUNT

W WOOD-MOUNT

P PHOTOPOLYMER

NEW TO ALL THIS? HERE'S WHERE TO START.

When you sign up to be a demonstrator there's a lot to learn. You might feel overwhelmed or a little hesitant to dive in, but the resources listed below are great places to start. Spend some time each week learning something new and you'll feel more confident in no time!

Stampin' University Section of the Demonstrator Website

Ready to hold your first party? Place your first order? Within Stampin' University, you'll find helpful information about all areas of your business.

Current Promotions Section of the Demonstrator Website


This page (under Happening Now) not only tells you about our promotions but explains how to use them in your business. Check it often!

Compensation Plan Section of the Demonstrator Website

Find this page under Business Resources and spend time learning more about how to earn money selling Stampin' Up! products.

Succeed Weekly Email

You'll find this email in your inbox every week. Read it for project ideas, techniques, business tips, and more!

There are so many resources at your fingertips. Take advantage and learn everything you want to know about being a demonstrator. 

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CASEing

CASE (kās) v. Copy And Share Everything

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. Be sure to give credit where credit is due.

Happy Birthday and Good Luck

Four rectangles slightly overlapping in the middle create colorful backgrounds. Sentiments are cut out with interesting edges—one has faux stitching from a die while the other includes real stitching from a sewing machine. Finally, they each have trim of some kind wrapped around the front and tied in a bow on the right.

Love and Thanks

Background cardstock pieces are tilted to the left with smaller pieces on top of that tilted again (Designer Series Paper in one case and Washi Tape in another). The sentiments are stamped, adhered only slightly tilted, and are raised up with Stampin' Dimensionals®. Each card has a Linen Thread bow on the left side. ①

Happy Birthday Card (5-1/2" x 4-1/4") •

Stylized Birthday Stamp; Old Olive, Shimmery White, Vellum, and Whisper White Cardstock; Delightful Daisy Designer Series Paper; Wood Textures Designer Series Paper Stack; Calypso Coral Classic Stampin' Pad®; VersaMark® Pad; Copper Stampin' Emboss® Powder; 1/4" Copper Trim; Metallics Sequin Assortment; Stampin' Dimensionals; Aqua Painters™; Big Shot™; Stitched Shapes Framelits™ Dies; Blossom Builder Punch



Good Luck Card (4-1/4" x 5-1/2") •

Going Far Stamp Set; Basic Gray, Shimmery White, and Vellum Cardstock; Whole Lot of Lovely Designer Series Paper; Basic Black Archival Stampin' Pad; Blushing Bride, Calypso Coral, Crushed Curry, and Smoky Slate Classic Stampin' Pads; Basic Black Solid Baker's Twine; Stampin' Dimensionals; Aqua Painters; Big Shot; Eclectic Layers Thinlits™ Dies; Ticket Tear Border Punch

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

Beautiful Bouquet (Ravissant bouquet/Blüten des Augenblicks/Boeket vol goede wensen) Stamp Set; Powder Pink, Vellum, and Whisper White Cardstock; Fresh Florals Designer Series Paper Stack; Gold Glimmer Paper; Pool Party and Rich Razzleberry Classic Stampin' Pads; VersaMark Pad; Gold Stampin' Emboss Powder; Linen Thread; Basics Pack 1 Washi Tape; Stampin' Dimensionals; Big Shot; Bouquet Bunch Framelits Dies

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

One Big Meaning (Le sens de la reconnaissance/Von großer Bedeutung) Stamp Set; Soft Sky and Whisper White Cardstock; Naturally Eclectic Designer Series Paper; Emerald Envy Classic Stampin' Pad; Linen Thread; Hearts & Stars Elements; Stampin' Dimensionals; Big Shot; Pinewood Planks Textured Impressions™ Embossing Folder



Thanks Card: Originally published in the 2017–2018 annual catalog on page 131.


LET'S GET *Crafty*

With our variety of colors, there is one ink color in particular that can get lost among its neighbors. That color is Whisper White, and it's available as an uninked Craft Stampin' Pad with refill (**item 145406**). Share this item with your customers and you can get crafty together!

This style of ink does take some time to dry, which also makes it ideal for embossing. Even when you're not embossing, set the ink with the Heat Tool to avoid smudging. You may want to stamp off (on scrap paper) before stamping to get a clear and precise image. Ink refills are available for this pad, so you can use it again and again!

Now that we have the fundamental facts out of the way, let's talk about what you can do with the Craft Pad.

- Stamp it on Basic Black Cardstock for a dramatic contrast. Or add it to any color of cardstock to create soft texture.
- Use it to create a gorgeous faux chalkboard look. The Lightbulb card is a perfect example of this effect.
- Create a shadow effect. Check out the Lighthouse card. Stamping close to the image, such as the lighthouse, adds depth to the scene. Stamping further from the main image creates a sense of movement; you can see this effect with the seagulls.
- Highlight an image or part of an image. The light ray shining from the lighthouse shows how this can create a dramatic impact.

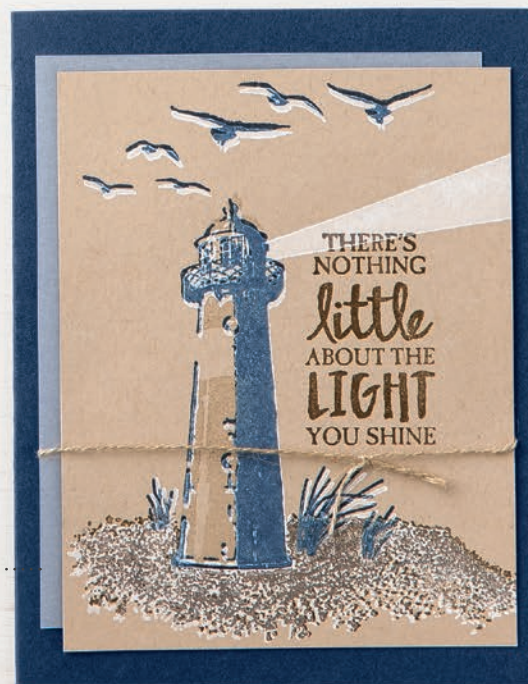
And that's just the start! Pull out your Craft Stampin' Pad and experiment to see what you can do. You'll love what you create—and your customers will love the different looks they can get with just one product! 

Lightbulb Card (3-1/2" x 5") •

Watts of Occasions Stamp Set; Basic Black and Daffodil Delight Cardstock; Birthday Memories Designer Series Paper; Whisper White Craft Stampin' Pad; Crushed Curry 3/8" Mini Chevron Ribbon; Stampin' Dimensionals; Banner Triple Punch

Lighthouse Card (4-1/4" x 5-1/2") •

High Tide (Marée haute/Durch die Gezeiten) Stamp Set; Crumb Cake, Night of Navy, and Vellum Cardstock; Crumb Cake, Night of Navy, and Soft Suede Classic Stampin' Pads; Whisper White Craft Stampin' Pad; Linen Thread



Memories

AND MORE


Memory keeping is very special to us at Stampin' Up! We understand that keeping memories near and dear to your heart is just as important as making them in the first place. Memories & More—our new memory keeping product line—provides you with beautiful, all-new card packs to help you preserve and cherish memories from all kinds of occasions.

Not only are they cost effective with 72 cards in each set, but they also include specialty cards—no extra accessory packs needed. Each card is double-sided, giving you lots of options, and standard-sized cards, both 3" x 4" and 4" x 6", are included in each pack.

Share Memories & More card packs with your customers. Display, feature, and demonstrate the memory-keeping products during classes or events, and consider adding extra events or classes throughout the year that focus on Memories & More products to grow your customer base and potential recruiting pools.

Though your mind may initially go to memory keeping with these card packs, this product line is so flexible! Many of the card packs coordinate with product suites from within our catalogs, which can help your memory-keeping customers expand from scrapbookers into card makers. Show them the card pack options and then turn to the coordinating suites to show them how much more they can do with our products. This is a great way to help your customers try new things and develop new passions by purchasing just one kind of transitional product.

Hold a class built around memory keeping. When you've got your customers there, help them see how versatile the Memories & More cards can be. Show them how to use a full card or trim them down. Try using the cards and accent pieces from Memories & More as card fronts or layering pieces. Show both sides of the card and point out the cost-effective nature of card packs as a way to create a variety of coordinating projects.

You'll want to feature Memories & More as a quick and simple way to create memory pages, cards, tags, or anything else they can dream up. Be sure to share this meaningful memory-keeping opportunity with your customers and also show them the "MORE" part of Memories & More! 

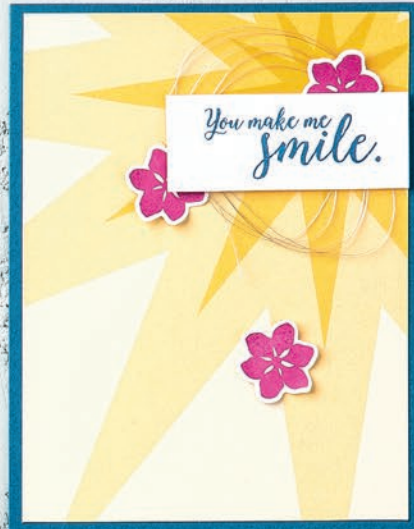
Tip: Add Stampin' Up! trim or embellishments to memory pages or cards for even more dimension and interest.

Wedding Spread (12" x 12")

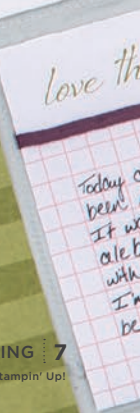
Graceful Garden Stamp Set; Whisper White Cardstock; Petal Garden Memories & More Card Pack; Variety Pack 12" x 12" Photo Pocket Pages; Rich Razzleberry Classic Stampin' Pad; VersaMark Pad; White Stampin' Emboss Powder; Fresh Fig 1/8" Sheer Ribbon; Gold Mini Sequin Trim; Whisper White Solid Baker's Twine; Gold Metallic Thread; Metallics Sequin Assortment; Window Sheets; Stampin' Dimensionals



Tip: Cards fit perfectly inside photo pocket pages but can also be trimmed down to fit in smaller pockets, or simply to highlight your favorite part of the card.



Smile Card (4-1/4" x 5-1/2")
Colorful Seasons (Saisons colorées/Jahr voller Farben) Stamp Set; Dapper Denim and Whisper White Cardstock; Color Theory Memories & More Card Pack; Berry Burst and Dapper Denim Classic Stampin' Pads; Silver Metallic Thread; Stampin' Dimensionals; Big Shot; Seasonal Layers Thinlits Dies



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. —

It's time to introduce your customers to the new 2017–2019 In Colors®! Make these bright and beautiful colors the stars at your next event. Start with a fun game, like matching the colors with their names or guessing the color names. Make it fun and engaging so your customers know how thrilled you are about this fresh batch of exclusive Stampin' Up! colors.

As the event progresses, use the “hear, see, do, buy” model to engage your guests. The “see” and “do” steps are vital with new products because it creates a sense of urgency and excitement.

Hear: First, talk about what you love most about these new colors by saying something

like this, “*Every year, I look forward to seeing the trendy new In Colors. It's like meeting a group of new friends!*”

See: As you demonstrate the Thanks card, show your guests all the coordinating products in the 2017–2018 annual catalog. “*On page 94 of the new catalog, you'll find the Fresh Florals Suite. It's designed specifically for these beautiful In Colors. There's a stamp set, cardstock, Designer Series Paper, ribbon, ink pads, felt bows, and a Thinlits Die.*”

Do: Time to let them dive in! Set up a station for each In Color and let guests stamp a stack of cards. Make the cards easy enough to create

quickly; our Happy Birthday cards would be perfect for any stamper. They'll love taking home a pretty palette of new colors!

Buy: Finally, encourage everyone to take full advantage of these new colors. “*If you love the products you've seen and used today, I can help you add In Color items to your order. I'd recommend starting with a pack of cardstock and a set of Classic Stampin' Pads.*”

If you use this simple, intuitive approach, you're sure to see an influx in 2017–2019 In Color sales. ①



Birthday Cards Stack (4" x 4") and Envelopes (4-1/4" x 4-1/4")

Special Celebrations (Célébrations specials/Für besondere Anlässe/De mooiste momenten) Stamp Set; 2017–2019 In Color and Whisper White Cardstock; Fresh Florals Designer Series Paper Stack; 2017–2019 In Color Classic Stampin' Pads; Berry Burst, Fresh Fig, Lemon Lime Twist, Powder Pink, and Tranquil Tide 1/2" Finely Woven Ribbon; Stampin' Dimensionals; Envelope Punch Board; Starburst Punch

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

Thankful Thoughts (Empreint de gratitude/Zum Dank) Stamp Set; Berry Burst, Lemon Lime Twist, and Whisper White Cardstock; Fresh Florals Designer Series Paper Stack; Metallic Foil Doilies; Berry Burst Classic Stampin' Pad; Silver Metallic Thread; 2017–2019 In Color Bitty Bows; Stampin' Dimensionals; Banner Triple Punch

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

Instructions

1. Fold a piece of Berry Burst Cardstock in half to create a card base.
2. Adhere a piece of Fresh Florals Designer Series Paper to the card front.
3. Cut a notch in the end of a piece of Lemon Lime Twist Cardstock. Punch the end of a piece of Whisper White Cardstock using the Banner Triple Punch.
4. Stamp the sentiments in Berry Burst ink on the Whisper White banner.
5. Tossle Silver Metallic Thread behind a Lemon Lime Twist Bitty Bow and adhere to the banner.
6. Layer a Silver Metallic Foil Doily with the two banners and adhere the entire piece to the card front using Stampin' Dimensionals.

Whisper White Cardstock
100730 • 4-1/2" x 2"

Lemon Lime Twist Cardstock
144245 • 5" x 3/4"

Berry Burst Cardstock
144243 • 4-1/4" x 11"



Metallic Foil Doilies
138392

Silver Metallic Thread
138402



2017-2019 In Color
Bitty Bows
144217



Banner Triple Punch
138292



Stampin'
Dimensionals
104430



Berry Burst
Classic Stampin' Pad
144083



Thankful Thoughts
Stamp Set
141519 W 141522 C

Fresh Florals
Designer Series Paper Stack
144131 • 5-1/4" x 4"



Recruiting

Like getting paid? You're not alone.

When recruiting, emphasize the business opportunity along with all the other demonstrator perks. There are so many benefits when signing up to be a demonstrator, and one of the most talked about is the low-cost, high-value Starter Kit (which is an AMAZING deal). But we need to remember that there's so much more to gain by starting a Stampin' Up! business—and the chance to earn some extra money is a biggie that everybody can relate to. Read on for a reminder of some of the ways demonstrators are compensated as well as tips on how to share these benefits with potential recruits!

Benefits to Share

- Generous demonstrator discount on all products (20-25%).
- Chance to earn supplemental income for your household while setting your own hours, creating new friendships, and doing something fun.
- Opportunity to attend OnStage.

- Creative resources like a weekly email, quarterly magazine, training-filled demonstrator website, and an online community on Stampin' Connection.
- What you offer as their team leader such as an exclusive Facebook group or quarterly team meetings.

When you showcase this card at an event or on social media, you could use it as a chance to highlight how demonstrators are the first to see new products—like the brand-new stamp set, punch, and In Colors featured on this card!

Tips for Sharing

- Become familiar with the Compensation Plan so you can answer questions or highlight perks such as Quick Start, flex points, or the bronze elite bonus.
- Form a habit of regularly talking about Stampin' Up! so that no matter when somebody is ready for the opportunity, they're bound to hear you talking about the many benefits of being a demonstrator.
- Include a recruiting statement at every event—even your reoccurring clubs and classes. You never know when someone may be interested. It could go something like this: *"I love my job as a Stampin' Up! demonstrator. I've created lasting friendships and earned extra money for my family as well as some fun perks like free products. I would love for you to join my team!"*

Don't be afraid to share the opportunity. You love being a demonstrator, why hold back in spreading the joy? 📌

Happy Birthday Card (3-1/2" x 5")

Label Me Pretty (Charmantes etiquettes/Quartett fürs Etikett) Stamp Set; Tranquil Tide and Whisper White Cardstock; Fresh Florals Designer Series Paper Stack; Basic Black Archival Stampin' Pad; Berry Burst, Lemon Lime Twist, Powder Pink, and Tranquil Tide Classic Stampin' Pads; Powder Pink 1/2" Finely Woven Ribbon; Whisper White Solid Baker's Twine; Blender Pens; Stampin' Dimensionals; Pretty Label Punch



Visit the Recruiting section of Stampin' University on the demonstrator website for tons of resources and information to give you ideas on how to offer the demonstrator opportunity. Make sure to check out the Recruiting Checklist for five simple action-oriented steps to help you on your way.

Make It GLOSSY



You're at your crafting table, bursting with creativity, and want to try something new. So what do you do? Make it glossy! Use our Glossy White Cardstock (**item 144240**) and let your imagination take flight.

The thing that makes Glossy Cardstock different is right in its name. It has a beautiful, glossy finish on one side. Ink dries slowly on this cardstock, so it gives you time to try fun techniques with it. Demonstrating with Glossy Cardstock will help you wow beginning crafters, pros, and everyone in between. Make this product the focus of an advanced class. Here's how!

- Give your project a soft, multicolored look by using ink refills to add drops of color onto Glossy Cardstock. Next, spritz the drops with water and allow the color to spread. Blot off the excess ink with a paper towel.
- Create a speckled look such as the one on the Enjoy Today card. First, sponge ink onto the Glossy Cardstock. Fill a Stampin' Spritzer with water and lightly spray it into your hand. Then flick your hand to create droplets on the inked paper.
- Share the emboss resist technique, where you emboss first, then add ink however you wish. Showing this technique encourages customers to add embossing powder to their order.

It's that easy! These techniques are simple but so beautiful. Show them at your next party and watch the sales come in. ①

Thank You Very Much Card (4-1/4" x 5-1/2")

Bunch of Blossoms (Fleurs en tous genres/Das blühende Leben) Stamp Set; Glossy White and Peekaboo Peach Cardstock; Delicate White Doilies; Basic Black Archival Stampin' Pad; Calypso Coral, Melon Mambo, and Peekaboo Peach Classic Stampin' Ink™ Refills; Peekaboo Peach Baker's Twine; Stampin' Dimensionals; Stampin' Spritzer

Enjoy Today Card (5-1/2" x 4-1/4")

Climbing Orchid (Orchidée grimpante/Orchideenzweig) Stamp Set; Berry Burst, Glossy White, and Whisper White Cardstock; Early Espresso, Rich Razzleberry, and Sweet Sugarplum Classic Stampin' Pads; Whisper White Craft Stampin' Pad; Clear Stampin' Emboss Powder; Stampin' Dimensionals; Big Shot; Orchid Builder Framelits Dies; Stampin' Spritzer; Stamping Sponges



Step It Up

SIMPLE CHANGES. ANY PROJECT. ANY STAMPER.

New Crafters •

Keeping things simple for beginning stampers is always smart. This project keeps it simple with only one stamp set, a couple colors of ink and paper, and just a few embellishments. Show your customers that they can make a simple card.

You're Priceless Card (3-1/2" x 5")—New Crafter

You're Priceless Stamp Set; Berry Burst and Whisper White Cardstock; Pool Party and Smoky Slate Classic Stampin' Pads; Pool Party Solid Baker's Twine; Basics Pack 1 Washi Tape; Stampin' Dimensionals



Casual Crafters

When you add a couple of additional ink colors and some VersaMark and embossing powder, your card rises to a whole new level. The embossing makes the sentiment pop, and then adding the Sparkles Textured Impressions Embossing Folder adds even more. Texture offers so much character.

You're Priceless Card (3-1/2" x 5")—Casual Crafter

You're Priceless Stamp Set; Berry Burst, Pool Party, and Whisper White, Cardstock; Berry Burst, Flirty Flamingo, and Pool Party Classic Stampin' Pads; VersaMark Pad; Silver Stampin' Emboss Powder; Pool Party Solid Baker's Twine; Basics Pack 1 Washi Tape; Stampin' Dimensionals; Big Shot; Sparkle Textured Impressions Embossing Folder

- Pool Party Cardstock (122924)
- Berry Burst Classic Stampin' Pad (144083)
- Flirty Flamingo Classic Stampin' Pad (141397)
- VersaMark Pad (102283)
- Silver Stampin' Emboss Powder (109131)
- Big Shot (143263)
- Sparkle Textured Impressions Embossing Folder (141468)



Avid Crafters •

Well, it's time to step it up one more time. So pull out the Thinlits and sequin trim because we are about to make this card shine bright like a diamond for sure. Use the Eclectic Layers Thinlits Dies, foil sheets, and some Silver Mini Sequin Trim to put a smile on every avid crafter's face. ①

You're Priceless Card (3-1/2" x 5")—Avid Crafter

You're Priceless Stamp Set; Berry Burst, Pool Party, and Whisper White Cardstock; Silver Foil Sheets; Berry Burst, Flirty Flamingo, and Pool Party Classic Stampin' Pads; VersaMark Pad; Silver Stampin' Emboss Powder; Silver Mini Sequin Trim; Pool Party Solid Baker's Twine; Basics Pack 1 Washi Tape; Stampin' Dimensionals; Big Shot; Sparkle Textured Impressions Embossing Folder; Eclectic Layers Thinlits Dies

- Silver Foil Sheets (132178)
- Silver Mini Sequin Trim (144230)
- Eclectic Layers Thinlits Dies (143774)



Do What You Want



**Mariska
van der Linde**

**SILVER ELITE
SIMONSHAVEN,
NETHERLANDS**

Mariska's most important tip:

"Don't assume anything. Don't think that this person won't become a demonstrator because they have so much on their hands already. That might be their reason for joining."

In a rural area south of Rotterdam, Mariska van der Linde has a part-time job, is raising two kids, helps out on her husband's farm, and on top of all that, she is also a highly dedicated Stampin' Up! demonstrator who would like to share a few recruiting tips with you.

Mariska was the second person to register as a demonstrator on the day Stampin' Up! opened in the Netherlands. She planned from the very beginning to offer workshops so she could enjoy crafting with others and finance her hobby at the same time. But apart from conventional workshops, Mariska also offers a monthly "koffie & kaart" event: a mini-workshop with coffee, cookies, and one card. It's very popular with people who are curious about Stampin' Up! workshops but who want to enjoy a "light" experience before committing to a longer one. The advantage is that during this short event she can talk about Stampin' Up! in more detail and thus remove concerns for people interested in joining straight away.

"You shouldn't pressure people; that doesn't work," Mariska explains. But she mentions the demonstrator opportunity at every event. And when people show interest, she always follows up a few days later with a personal message. Personal and direct contact with people is very important in helping them feel valued.

Becoming a demonstrator is often the most plausible thing to do. For example, Mariska had a group who held a workshop every two weeks. After a while, she explained to the host that it would make much more sense for her to join Stampin' Up! so that she could benefit from the many advantages that being a demonstrator entails. Furthermore, she meets reactions such as "My spouse doesn't want me to join," with the counterargument that their

friends are already buying the products and as a demonstrator they'll be able to get the products at a lower price. And no one could have anything against spending less.

She also always explains that being a Stampin' Up! demonstrator means that you can do as much or as little as you want (as long as you meet the quarterly minimum). This helps people who are not quite sure whether or not a demonstratorship is for them. "Don't be afraid to recruit a customer—if you don't, someone else will and you will have lost a customer and a new team member," she adds.

Another important tip for recruiting is to network with crafters outside the Stampin' Up! community by going to fairs, doing courses at crafting shops, and creating contacts via social media. That way people who may not have heard of Stampin' Up! can find you and become customers or even new team members.

Recruiting is also a team effort. Mariska invites her customers and her team and their customers to a kick-off party for every new catalog. There she explains the advantages of being a demonstrator and people can ask her team members about their experiences. The bottom line is that you can be any kind of demonstrator you want to be, and making people aware of that helps them feel more comfortable and more inclined to join. 

Background GLORY

Imagine vacation selfies from a closet, or Gospel music without a choir. Seems incomplete, right? Your picture is better in front of the Grand Canyon, and a song more intense if the lead is supported by enthusiastic voices. Same with your projects: the background is key. Our background stamps will do a fabulous job at that, but they can also do so much more! Re-create each of our samples and show them off at your upcoming events. We've even provided you with scripting for three of the cards.

"The pattern on the Burlap card looks like frayed edges of real burlap and gives this card the texture it needs to reinforce its rustic look. No embossing folder required!"

"The marbled background makes this Coffee card come to life with a barista touch." Show off this sample and ask your guests what technique they think you used, then reveal it was simply a stamp!

"See how the pattern on the Tree Rings card makes it look like you used Designer Series Paper, giving it a casual and elegant look. And you get to adjust the colors on each one you make!"

● Burlap Background Card (3-1/2" x 3-1/2")

Adorable marguerite (Gänseblümchengruß/Daisy Delight) Stamp Set; Burlap Background Stamp; Crumb Cake and Peekaboo Peach Cardstock; Gold Foil Sheets; Peekaboo Peach Classic Stampin' Pad; VersaMark Pad; White Stampin' Emboss Powder; Linen Thread; Stampin' Dimensionals; Big Shot; Lovely Laurel Thinlits Dies



Background stamps don't even have to stay in the background! Use punches or snips to cut out images from the background stamp and turn them into embellishments, like the collage on the Post Script card. Simply add color using a Blender Pen and you've got much more than a background.

As you can see, background stamps can also take the forefront on your projects. They are as essential in craft rooms as white T-shirts and jeans in closets. ①



● Coffee Card (4-1/4" x 5-1/2")

Café à emporter (Kaffee, olé!/Coffee Café) Stamp Set; Marbled Background Stamp; Garden Green and Very Vanilla Cardstock; Coffee Break Cardstock Pack; Coffee Break Designer Series Paper; Crumb Cake, Garden Green, Pear Pizzazz, and Soft Suede Classic Stampin' Pads; Soft Sky 3/8" Classic Weave Ribbon; Corrugated Elements; Stampin' Dimensionals; Big Shot; Coffee Cups Framelits Dies



Post Script Card (4-1/4" x 4-1/4")

Livraison d'anniversaire (Geburtstagskreation/Birthday Delivery) Stamp Set; Post Script Background Stamp; Crumb Cake, Dapper Denim, Vellum, and Whisper White Cardstock; Crumb Cake, Dapper Denim, and Tangerine Tango Classic Stampin' Pads; Linen Thread; Brights Enamel Shapes; Basics Pack 2 Washi Tape; Stampin' Dimensionals; Blender Pens; Ticket Tear Border, 1/2" Circle, and 3/4" Circle Punches



Tree Rings Card (4-1/4" x 5-1/2")

Ravissant bouquet (Blüten des Augenblicks/Beautiful Bouquet/Boeket vol goede wensen) Stamp Set; Tree Rings Background Stamp; Pear Pizzazz, Pool Party, and Whisper White Cardstock; Calypso Coral, Daffodil Delight, Peekaboo Peach, and Smoky Slate Classic Stampin' Pads; VersaMark Pad; White Stampin' Emboss Powder; Silver Metallic Thread; Stampin' Dimensionals; Big Shot; Bouquet Bunch Framelits Dies; 1-3/4" Circle Punch



— Embossing with — ATTITUDE


Embossing has a new attitude, thanks to Embossing Paste. Embossing Paste is a thick white paste that you spread on cardstock to give it an embossed look and feel. It's different from heat embossing: Instead of having the smooth, shiny, and uniform texture, it has a rough, matte, and irregular texture. And because you can tint the paste with Classic Stampin' Ink Refills, you have lots of color options.

This simple technique requires just a few products: Embossing Paste, Palette Knives, and a mask. Apply the paste over a mask with a palette knife, then remove the excess paste using the palette knife. We sell ready-to-use masks or you can make your own. Once the paste has dried, you're ready to assemble the project.

Feeling is believing, so help your customers experience Embossing Paste. Let them try it at your next event. Say, *"You'll love how easy it is to add dimension to projects with this paste. With a few swipes of the palette knife, you can take your crafting to a new level."*

Lots of Love Card (5-1/2" x 4-1/4")

Lots of Love (Tout mon amour/Ganz liebe Grüße) Stamp Set; Calypso Coral and Whisper White Cardstock; Delicate White Doilies; Window Sheets; Old Olive Classic Stampin' Pad; VersaMark Pad; Powder Pink Classic Stampin' Ink Refill; White Stampin' Emboss Powder; Powder Pink 3/8" Shimmer Ribbon; Old Olive Baker's Twine; Embossing Paste; Stampin' Dimensionals; Palette Knives; Big Shot; Eclectic Layers Thinlits Dies

You can also send cards to your customers that feature the paste so they can touch it. And have finished samples for customers to hold at all your events. Once they see and feel it for themselves, they'll be believers. 

- For easy cleanup, mix paste and ink on a Silicone Craft Sheet (**item 127853**).
- You can secure the mask and cardstock to your work surface with a piece of washi tape.
- Drying times vary depending on how thick the paste is.
- Clean paste from the knife, mask, and work surface immediately using warm soapy water.



We made a mask using the Eclectic Layers Thinlits Dies and a Window Sheet, and tinted the paste with a few drops of Powder Pink ink.



Birthday Card (3-1/2" x 5")

Quirky Critters Stamp Set; Crumb Cake and Soft Sky Cardstock; Basic Black Archival Stampin' Pad; Watercolor Pencils; Whisper White Solid Baker's Twine; Eclectic Shaped Paper Clips; Embossing Paste; Basics Pack 2 Washi Tape; Stampin' Dimensionals; Blender Pens; Pattern Party Decorative Masks; Palette Knives

Selling Made Simple



Susan Nygaard

SILVER ELITE
SOUTH DAKOTA,
UNITED STATES

“You get neither a yes or a no if you don’t ask.” Those are the words of silver elite demonstrator Susan Nygaard. Susan has a simple, yet effective way of getting people to host a party, “I ask every time if they would like to receive free products just by gathering a few friends together.”

Susan’s greatest success comes when she uses bundles in her presentation and includes them in the projects that customers create. It’s a simple idea, but it makes complete sense. Customers buy what you show them; we all know that. But what Susan does is smart: “Always show items that coordinate, such as product suites. The ease of showing a customer a few pages of perfectly coordinated items makes my job so much better. And my enthusiasm for our products translates into a desire on their part to place an order.”

Susan offers so many classes and other events that there is always something to appeal to everyone. “I offer four different classes monthly, a two-day open house, several workshops, quarterly Bingo events, and semi-annual retreats.”

During her kit classes Susan loves to tell her customers, “Look how easy these kits are to put together—everything you need is in this box. Imagine how your friends will feel when they receive such a gorgeous handmade card from you. They will definitely not throw this one away—they will keep it forever.” Letting customers make that gorgeous homemade card is always a way to grab their attention and make them want more.

Many of Susan’s customers have been around for so long that they know when new catalogs are coming out and they start badgering her at least two months ahead of time, “They know the dates better than I do,” she says,

laughing. But for her newer customers, Susan always has a catalog launch open house. At the event she has Make & Takes that only use new products and she also displays items she is not demonstrating that day.

By the time she is done with her workshop, Susan has convinced her customers that they simply cannot live without making homemade cards or gifts with stamps.

“Every time I get together with my customers, I know I am with my friends,” says Susan. What a great feeling to have as you prepare. “My mindset is to ascertain what someone needs, and then I try to fulfill that need.” At the end of the day it’s about creating a happy and light-hearted atmosphere. “I try to create an experience that will help them forget their problems, if only for a couple of hours.” ❖

Selling

Needs-Based Selling

One of the best ways to increase your sales is to practice needs-based selling. Your customers benefit by having a personal relationship with you, their demonstrator, and through friendly conversation, you can find out what is going on in their lives and recommend the right products to meet their needs.

Conversations don't need to be pushy. Just be friendly and ask simple things like, "What's keeping you busy these days?" Even questions like, "How is your family doing?" will help you find out what needs your customers have.

Once you have discovered a need (birthday, holiday, shower, party, class favors, etc.), recommend to your customer items in the catalog that will help them. For instance, the Bundle of Love products are perfect for people with upcoming wedding or baby showers. The Designer Series Paper can be used for wedding- or baby-themed projects, depending on which side of the paper you use. Other benefits? It's a great value—and the gold foil is gorgeous.

The Designer Series Paper also has a coordinating Memories & More Card Pack, which will make it easy to preserve memories after the event, and the scrapbook will match the event décor! Memories & More can even be used on invitations, treat packaging, cards, etc.

Once you have pointed out the products that fit their needs, offer to help your customers design invitations, décor, etc. For example: "I'm so excited about your daughter's upcoming wedding. Have you figured out what to do for her shower yet? The Bundle of Love suite would be perfect! Cream and gold is so on-trend right now, and you can add accents in her wedding colors."

It's that simple! When your customers see all the amazing things they can do with both the Bundle of Love Designer Series Paper and the Memories & More Card Pack, they will need all of it for that special occasion. And you can enjoy the sales! 🎉



Baby Gift Bag

Born to Be Loved Stamp Set; Very Vanilla Cardstock; Bundle of Love Specialty Designer Series Paper; Bundle of Love Memories & More Card Pack; Basic Black Archival Stampin' Pad; Soft Sky Classic Stampin' Pad; Soft Sky 3/8" Classic Weave Ribbon; Gold Library Clips; Metallics Sequin Assortment; Gift Bag Punch Board; 1/8" Circle Punch



Happy for You Card (4" x 4")

Born to Be Loved Stamp Set; Fresh Fig and Very Vanilla Cardstock; Bundle of Love Specialty Designer Series Paper; Fresh Fig Classic Stampin' Pad; 2017-2019 In Color and Regals Stampin' Write® Markers; Gold Metallic Thread; Metallic Enamel Shapes; Stampin' Dimensionals; Big Shot; Sweet & Sassy Framelits Dies

PUT A *Ribbon* ON IT

When you peruse the catalog, notice how many samples use ribbon. Why is ribbon everywhere?

- **Versatility.** Think about what you can do with ribbon. Use it as a trim or accent on a card. Dress up gift packaging. Tie it around a ponytail (perfect for customers who, for some baffling reason, don't craft).
- **Value.** Ribbon is inexpensive. You get oodles of it for a great price, making it the perfect upsell item. When customers see what they can do with it and how much they get, it's an obvious add-on to any order.
- **Coordination.** Because our ribbon comes in Stampin' Up!'s exclusive colors, your customers will never have to guess whether a particular ribbon will go well with their paper, ink, or accessories. It delivers perfectly coordinated results, every time. Direct your customers to the suite pages of the annual catalog to see which products and colors are designed to work together.

At your next event, have your customers make the Thank You card so they can feel the quality of the ribbon. Point out how a piece of ribbon tied around a card and secured with a bit of baker's twine finishes the card perfectly.

Also show them the Party card and explain how they can use ribbon to create their own accents and focal points. Say, *"Ribbon isn't just for tying. You can use even the littlest pieces to create fun textured elements like this banner."*

Versatility, value, coordination—one spool of ribbon gives your customers so many options. ⑤



● Party Card (4-1/4" x 5-1/2")

Confetti Celebration (Pluie de confettis/Konfetti-Grüße) Stamp Set; Lemon Lime Twist, Peekaboo Peach and Whisper White Cardstock; Delicate White Doilies; Lemon Lime Twist, Peekaboo Peach, and Pool Party Classic Stampin' Pads; Lemon Lime Twist 1/4" Ombre, Pool Party 3/8" Shimmer, and Peekaboo Peach 3/8" Striped Grosgrain Ribbon; Linen Thread; Metallics Sequin Assortment; Stampin' Dimensionals

● Thank You Card (4-1/2" x 3-1/2")

Thankful Thoughts (Empreint de gratitude/Zum Dank) Stamp Set; Emerald Envy and Whisper White Cardstock; Pick a Pattern Designer Series Paper; Emerald Envy Classic Stampin' Pad; Emerald Envy 5/8" Crinkled Seam Binding Ribbon; Whisper White Solid Baker's Twine; Stampin' Dimensionals



Technique

Emboss Away

Embossing is the perfect technique to share with new stampers. It's fun. It looks fabulous. People can't resist. Plan an embossing event and share the love.

There will always be some customers who have never embossed. Find out who those customers are and plan an event specifically for them. The Hello Friend Heat Embossing Project Kit is a great way to get them started. It's also a great way to sell more products.

Use the kit for a class and plan a follow-up class for those who want to do even more embossing. The fee for the second class should include a stamp set (we used Orange Blossom)

and Clear and Gold Stampin' Emboss Powder. You can also recommend they purchase a VersaMark Pad and the Heat Tool so they can emboss at home.

In the class tell your customers, *"Embossing can be done by anyone. This technique will make your project pop, and the more you try it, the more you can do!"* Then show them the Friend card and say, *"Our Heat Tool has two settings, which means you can emboss not only on our paper but also on vellum."* Make sure they know to use the low setting with vellum for the best results. ①



Tip: You can use ink or water to emboss with a variety of stamp sets—bold images, line-art images, and especially greetings. There are so many possibilities with these products!

Do you have an Embossing Buddy? This terrific tool prevents powder from sticking to your project in all the wrong places. Just brush it across the paper before stamping. Then you can add the powder without worrying.

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

Orange Blossom Stamp Set; Old Olive and Whisper White Cardstock; Basic Black Archival Stampin' Pad; Lemon Lime Twist, Old Olive, and Tangerine Tango Classic Stampin' Pads; VersaMark Pad; Clear Stampin' Emboss Powder; Lemon Lime Twist 1/2" Finely Woven Ribbon; Pick a Pattern Washi Tape; Stampin' Dimensionals; Aqua Painters; 1/2" Circle Punch



- **Friend Card (5-1/2" x 4-1/4")**
Orange Blossom Stamp Set; Vellum and Whisper White Cardstock; Pool Party Classic Stampin' Pad; VersaMark Pad; Gold Stampin' Emboss Powder; Pool Party Solid Baker's Twine; Pick a Pattern Washi Tape

- **Hugs Card (4-1/4" x 5-1/2")**
Orange Blossom Stamp Set; Sahara Sand and Whisper White Cardstock; Calypso Coral, Peekaboo Peach, Powder Pink, Old Olive, Sahara Sand, and Soft Suede Classic Stampin' Pads; VersaMark Pad; Gold Stampin' Emboss Powder; Pick a Pattern Washi Tape; Pearl Basic Jewels; Big Shot; Lovely Words (Mots charmants/Liebevolle Worte) Thinlits Dies



Share Sweet Thoughts

Make a Difference

Making a difference has always been important to us, both on an individual level and on a community level. One of the ways that we make a difference in our communities is through our partnership with Ronald McDonald House Charities® (RMHC®).

How do we help RMHC?

- Each year, we contribute \$100,000 USD to RMHC's global program. To date, we have contributed \$1.5 million USD to RMHC and their network of RMHC Chapters.
- 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 help organize teams of demonstrators to conduct activities in local Houses (where possible).

We work hard to come up with a RMHC stamp set that will be appealing and sell well—the more we sell, the more we can donate to RMHC. We're excited about our set for this year: Sharing Sweet Thoughts.



Why should you be excited about this set?

- This 13-piece set plays off the mason jar trend, making it appealing for your customers.
- Customers can build an image, like in Two-Step Stamping, but since the images don't need to be aligned perfectly it's easier to get great results.
- It offers easy upsell opportunities, so you can increase your sales. It coordinates with the Everyday Jars Framelits Dies. And the open line art makes it a natural for watercoloring with our coloring products.
- It can entice new customers who haven't crafted much but are drawn by the idea of helping a charity.

Plan an event around the Sharing Sweet Thoughts set so your customers can try it for themselves—the sample shown is a perfect Make & Take. Bring a Big Shot and the Everyday Jars Framelits Dies plus coloring tools. As your customers make their cards, say, *"Don't you love this set? It's perfect for coloring, and there are coordinating Framelits Dies for easy cutting. Even better, when you buy this set, Stampin' Up! will donate \$3 to help keep families close to their hospitalized children."* Explain the mission of RMHC and how they help support families during difficult times.

Introduce your customers to Sharing Sweet Thoughts; we're sure they'll fall in love with it. After all, there's nothing better than a great stamp set for a great cause.

To learn how you can volunteer at your local Ronald McDonald House, visit the demonstrator website under Business Resources>Making a Difference.

Sharing Sweet Thoughts Card (4-1/4" x 5-1/2")

Sharing Sweet Thoughts (Doucees pensées à partager/Etwas Süßes) Stamp Set; Bermuda Bay and Shimmery White Cardstock; Basic Gray Archival Stampin' Pad; Bermuda Bay Classic Stampin' Pad; Watercolor Pencils; Linen Thread; Basics Pack 1 Washi Tape; Stampin' Dimensionals; Blender Pens; Big Shot; Everyday Jars Framelits Dies; 1/16" Circle Punch

TURN FREE INTO MONEY!

At every Stampin' Up! event, we give out free products—like stamp sets from the newest catalog—as a reward for attending. But these free gifts are more than just a reward—we want to provide you with the opportunity to feature (and sell) a range of products to your customers, so these free products are to help you promote your business.

Maybe the free product you got wasn't on your "to buy" list—it's just not your style. That's okay! Don't put the stamp set in storage just to gather dust. Use your special flair and creativity to turn it into something great. Ask yourself: What are its features and benefits? What products can I pair it with? Which of my customers can benefit most from this? What new customers can I attract with this? In order to build your business, you've got to sell and recruit. That means every product made by Stampin' Up! should be on your radar to promote and sell. After all, every dollar adds up!

Think about it this way. When you get a product for free and use it in your business, every one of those same products you sell to your customers is pure profit. You didn't spend any money on it but you still earn money on the sale of it.

Need some ideas? Take the Tabs for Everything Stamp Set we gave away at OnStage in April. This is a fantastic set with so many possibilities. Even if it wasn't on your top 10 favorites, it's okay—you got it for FREE so use it to make some money! Create a mini card class, invest in the coordinating punch and showcase it, or use it to create a host gift. There are countless options for you. So, take full advantage of these free products. We want you to use them as a beneficial tool in growing your business. 📌

Trio of Cards (3" x 3")

Tabs for Everything (Onglets pour tout/Kurz gefasst/Voor elke gelegenheid) Stamp Set; Crumb Cake, Soft Sky, and Whisper White Cardstock; Cherry Cobbler, Dapper Denim, Early Espresso, Old Olive, and Soft Sky Classic Stampin' Pads; Cherry Cobbler, Dapper Denim, and Old Olive Baker's Twine; Stampin' Dimensionals



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. —

We're not gonna lie. The new annual catalog is pretty awesome. And if you've never held a catalog launch party, now would be the perfect time!

Why not make it a customer appreciation event? Invite everyone who has purchased from you in the past and tell them to bring a friend. (If they do, surprise them with a little something—maybe a hand-stamped card or two!)

During the event, show off projects that highlight new catalog goodies; our fun and fast Lemon card or Orange card would be perfect choices. And if possible, consider giving a catalog to each attendee.

Don't forget to hand out wish lists (go to Business Resources>Print Lab on the demonstrator website), and make sure your guests know that they can use Stampin' Rewards to get their favorite products for FREE when they host their own event. You might even want to offer a small thank-you gift for everyone who signs up to host or places an order at the party. (Our adorable treat box would be perfect!)

Show your customers love at your catalog launch party and they will love you back—for reminding them how fabulous it feels to be creative. People are always looking for something to bring a little sparkle into their world, and with so many gorgeous new products to choose from—chances are good that they'll jump in with an order! 

Tip: To make the orange slice, simply cut the punched orange in half.



Lime Treat Box

Lemon Zest Stamp Set; Whisper White Cardstock; Pick a Pattern Designer Series Paper; Basic Black Archival Stampin' Pad; Emerald Envy and Lemon Lime Twist Classic Stampin' Pads; Peekaboo Peach Baker's Twine; Clear Tiny Treat Boxes; Stampin' Dimensionals; Banner Triple and Lemon Builder Punches

Orange Card (3-1/2" x 5")

Lemon Zest Stamp Set; Hardwood Background Stamp; Crumb Cake and Whisper White Cardstock; Basic Black Archival Stampin' Pad; Crumb Cake, Emerald Envy, and Tangerine Tango Classic Stampin' Pads; Linen Thread; Stampin' Dimensionals; Lemon Builder and 1-3/4" Circle Punches

Lemon Card (5" x 3-1/2")

Lemon Zest Stamp Set; Whisper White Cardstock; Whisper White Note Cards & Envelopes; Basic Black Archival Stampin' Pad; Daffodil Delight and Emerald Envy Classic Stampin' Pads; Pick a Pattern Washi Tape; Stampin' Dimensionals; Lemon Builder Punch

Tip: Encourage purchases by offering retired products (maybe for every \$50, \$75, and \$100 order).

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

Instructions

1. Stamp the first part of the sentiment in Basic Black Archival ink on the card front.
2. Stamp the second part of the sentiment and the lemon in Daffodil Delight ink on the card front.
3. Stamp a second lemon in Daffodil Delight ink and two leaves in Emerald Envy ink on a separate piece of Whisper White Cardstock. Punch out the lemon and the leaves using the Lemon Builder Punch. Adhere one leaf to the lemon and adhere the lemon to the card using Stampin' Dimensionals. Adhere the second leaf to the card.
4. Add a strip of Pick a Pattern Washi Tape to the right side of the card, next to the edge.



Lemon Builder Punch
143712



Lemon Zest Stamp Set
143805 ■ • 143808 ©

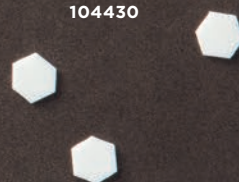


Pick a Pattern
Washi Tape
144166

Whisper White Cardstock
100730 • 4" x 4"



Stampin' Dimensionals
104430



Daffodil Delight
Classic Stampin' Pad
126944



Emerald Envy
Classic Stampin' Pad
141396



Basic Black
Archival Stampin' Pad
140931



Whisper White Note Cards & Envelopes
131527



Beyond Your DASHBOARD

Your reports are designed to provide helpful information about you and your team. You can see how you are performing and how close you are to certain achievements such as advancing in title or reaching the next level of volume rebate. And you can track your team members' progress too. While many of you are familiar with your dashboard—or home screen—we want to go beyond your dashboard and look at your Activity Reports and your Team Reports.

To view your reports, click the drop-down arrow by your name in the top right corner of the demonstrator website and select My Reports or go to Business Resources>My Reports.

Activity Reports: Information about You

To track your activity and your progress toward titles, bonuses, and more, go to your Activity Reports. When you click on the Activity Reports tab, it takes you to your Activity Summary. This shows your income broken down into the following categories: volume rebate, team commission, instant income, and performance bonuses. From this page you can click on any of the detail links discussed here.

The Title Detail link gives you a little more in-depth look than your dashboard does. It shows your progress toward maintaining your title or your progress toward advancement or reinstatement, depending on where you stand at the time.

The Activity Detail link shows your month-to-date, quarter-to-date, year-to-date, career-to-date, and rolling 12-month sales. It also breaks your rolling 12-month sales out by month. This helps you track your progress toward meeting the sales requirement for your current title and for title advancement because you see what portion of your rolling 12-month sales will drop off next month.

The Bonus Detail link shows your progress toward earning Performance Bonuses. TIP: On the Year-to-Date Performance Bonus Detail chart, the number shown on the Direct Bronze Elite and Above Advancements line includes the number shown on the Direct Silver Elite and Above Advancements line (see visual). So if you have 7 Direct Bronze Elite and Above Advancements and 3 Direct Silver Elite and Above Advancements, you have 7 total advancements in your team, not 10.

Home	Activity Reports	Team Reports	Flex Reports	Additional Reports		Go
Finalized Bonus Detail <small>Uploaded as of 02-Feb-2017 10:00 a.m. Stampin' Up!</small>						
Activity Summary	Title Detail	Activity Detail	Bonus Detail	Personal Sales Detail	Team Sales Commission Detail	
Year-to-Date Performance Bonus Detail						
	Quarter-to-Date	Year-to-Date	Career-to-Date	Initial Bonus	Additional Bonus	Year-to-Date Total Bonus Amount
Quarter-to-Date Sales	CSV 2,377.64 \$2,377.64			\$0.00	\$0.00	\$0.00
Direct Qualified Recruits		1		\$0.00	\$0.00	\$0.00
Direct Bronze Elite and above advancements		7		\$0.00	\$0.00	\$0.00
Direct Silver Elite and above advancements		3			\$0.00	\$0.00
Career-to-Date Sales Milestone			CSV 672,341.55			\$0.00

▼ Filter ?

Team Members

- Who is in my actual level 1?
- Who are my directs?
- Who is in my commission level 2?
- Who is in my commission level 3?
- Display entire team

Status & Title

- Who is in pending?
- View by title
- Who has advanced in title?
- Who is one requirement away from title advancement or reinstatement?
- Who is not meeting current title requirements?

Sales

- View by CSV
- Who is not meeting the quarterly minimum?
- Who became a qualified recruit?

New Team Members

- Who is new to my team?

Quick Start ?

- Who is Quick Start eligible?
- Who has achieved 3 month Quick Start (CSV 900)?
- Who has achieved 6 month Quick Start (CSV 1,800)?
- Who has not achieved 3 month Quick Start this month (CSV 900)?
- Who has not achieved 6 month Quick Start this month (CSV 1,800)?

Cheers to the Years

- View by Stampin' Up! Anniversary
- View by Birthday

If you are gold elite or above, the Bonus Detail page will also track your Gold Elite Bonus amount as it grows throughout the quarter.

The Personal Sales Detail page splits your monthly sales into commissionable and non-commissionable and divides them by order type—customer, demonstrator, and workshop orders.

The Team Sales Commission Detail page shows you how much commission you are earning from each level of your team. It breaks the information down even further and shows you how much commission you are earning from each team member.

Team Reports: Information about Your Team

Team Reports provide a wealth of information about your team members. If you click on the down arrow to the far right of any team member, it will expand and show you their first level—your second level. You can then click down arrows for those demonstrators and see the next level—your third level. If you click on any one of your team member's names in any of your three levels, it will open a Team Member Report that includes all of the information from their Title Detail and Activity Detail.


You also have many filtering options. The filter visual here shows all the different options.

Use the Cheers to the Years filters to keep up on birthdays and anniversaries so you can send out cards to your team members and recognize them at your team meetings.



The Sales section has a filter for Who Became a Qualified Recruit. But what if you want to know who is close to becoming a qualified recruit? For that you would use the View by CSV filter. Once you click View by CSV, it lets you enter a filter period and a CSV range. You could select Career-to-Date for the filter period and enter 800 to 899 CSV for the CSV range to see who is within 100 CSV of becoming a qualified recruit.

Some filters can be applied simultaneously. For example, if you wanted to view demonstrators in your actual level 1 who

are not meeting the quarterly minimum, you could apply both of those filters at once. To reset the filters (or deselect all), simply click the refresh arrow at the top of the Filter section.

As you can see, your reports are full of information that can help you run your business. Take some time to look beyond your dashboard and explore all that your reports have to offer. 

General Tips:

- Reports are mobile friendly so you can view them on your phone or tablet.
- You can click email addresses within the reports to send emails to your team members and team leader. If you are viewing reports on your phone, you can also click their phone numbers to call them.
- Click question mark  icons throughout your reports for helpful information about the different sections.
- Most monetary amounts are shown in both CSV and local currency. One exception is payment information, which is only shown in your local currency.
- You can export Team Reports to spreadsheet programs such as Excel by clicking on the  icon in the top-right corner. Any filters you have applied will carry over to the spreadsheet; for example, if you have selected Who Are My Directs, the spreadsheet report will only include your direct-level demonstrators.



PAPER PUMPKIN IS A GREAT WAY TO ACHIEVE YOUR #SIXMONTHSTAMPINGGOALS FROM ONSTAGE!

- 1. KEEP IT CONSISTENT.** Remind your customers on the 10th that it's the last day to subscribe, host a Paper Pumpkin party each month (online or in-person), or regularly share your ideas on social media. Whatever you do, create a routine and stick to it so your customers always have something to look forward to and reasons to invite their friends to join the fun.
- 2. SHARE YOUR EXCITEMENT.** When that red box arrives in your mailbox, jump on it! Open it up, take pictures or videos, and then share that enthusiasm with your customers. When you find new people who love to craft, introduce them to Paper Pumpkin as an easy way to get their crafting fix every month!
- 3. GET ONE, GIVE ONE.** Some of the most successful Paper Pumpkin demonstrators are those who share the kits. Order one for yourself and a second one to create alternates, share projects with a friend, or use it as a giveaway for new subscribers. Take some projects with you to share at soccer games or the swimming pool. We hear from demonstrators all the time who find new customers when they're out and about.

Paper Pumpkin is a great way to introduce new customers to everything you have to offer as a Stampin' Up! demonstrator.

Inspire Your Team



Jackie Noble

SILVER ELITE
WHITBY, NEW ZEALAND

New Zealand demonstrator Jackie Noble believes “knowing who you are and being yourself” is crucial for any leader. Jackie also believes that demonstrators need to be inspired by their team leader—and not just from a crafting perspective.

Jackie has some great tips for new leaders, and the main key is to treat each team member as an individual. “People are motivated by different things, so I try to use a multi-prong approach,” she says. She strives to help each demonstrator feel like part of the team while also helping them set individual goals. In an effort to motivate her team, Jackie provides, “opportunities to craft together, monthly challenges (business and creative), regular team meetings, and a team Facebook group where everyone is encouraged to connect. I also hope to motivate my team by modeling behaviors they can imitate,” Jackie explains.

Jackie believes that people work toward what is expected of them. “So I have always expected the most from people—not unrealistic expectations, but I simply expect the most they can give,” Jackie adds. To encourage and engage new team members Jackie gives them a welcome packet and follows up with ongoing training at her monthly team meetings and via her team Facebook group.


Because all work and no play isn’t good for anyone, Jackie likes to hold a Christmas team high tea as well. It’s a fun event that includes crafting goody bags, socializing, festive cheer, and delicious food. She also recently started a preorder craft day; it’s an opportunity for her team to come together and craft with their preorder products to make samples for upcoming classes and events.

In this day and age when we are all short on time, it’s important to make the best use of the time we do have, and that means taking

advantage of existing resources. “I really encourage my team to use the resources provided by Stampin’ Up! There is so much available on the demonstrator website, in *Stampin’ Success*, and in *Succeed Weekly*.” She encourages them to follow the Stampin’ Up! YouTube channel and to regularly check a few crafty blogs—both Stampin’ Up! and others in order to be exposed to fresh ideas. “I also recommend team members have a business Facebook page and a blog/webpage if they wish to grow their business,” Jackie says.

Team reports are another tool Jackie uses to lead her team. “I look at my team reports regularly to help me in celebrating, communicating, and empowering.” By using team reports, Jackie is able to identify team members’ successes and milestones. And by celebrating these with the rest of the team, she hopes to inspire others as well. “By checking who is close to promoting or earning a higher income, I can help empower those team members by offering encouragement and advice individually,” Jackie explains.

Being a point of contact for her team is an important part of being a leader. “That can mean very different things for different demonstrators and leaders. But at the very least, a demonstrator needs to be able to reach out to their leader,” Jackie says.

Jackie has been inspired by her own team leader, who she says is a great example. “She challenges me, cares about me, and is definitely herself. I think a good leader needs to be all of that to inspire their team members.” 

OUT WITH THE OLD


New products are always worth shouting about, and savvy demonstrators know that putting just as much focus on retired products can lead to big gains.

Linda Bauwin (a gold elite demonstrator from Ohio) has found a great way to not only clear out old inventory and guide purchases to a new catalog, but to build her stamping base as well. When Linda started her Rubber Stamp Sale almost a decade ago, her primary objective was to find new customers. The sale has evolved into

an event where current customers can sell their own retired products.

There are three components to Linda's event: **1)** A presale, during which participating current customers can set up the products they are selling and do a little shopping from Linda's stash.

2) The actual sale, during which anyone is free to shop. Linda offers a Make & Take, giving her a chance to interact with new customers. **3)** An event after the sale, which allows Linda to spoil current customers and introduce potential customers to the new catalog. (Looking for other ways to launch a new catalog? See page 24.)

Your own version of the Rubber Stamp Sale could be a great way to get rid of the old (products) and welcome in the new (customers)! 

Tip: Display a calendar of your upcoming events during the sale. And let people know what days you have open if they want to plan an event.



Happy Birthday Card (4-1/4" x 5-1/2")

Lemon Zest Stamp Set; Crumb Cake, Old Olive, and Whisper White Cardstock; Whole Lot of Lovely Designer Series Paper; Basic Black Archival Stampin' Pad; Daffodil Delight Classic Stampin' Pad; Whisper White Solid Baker's Twine; Stampin' Dimensionals; Lemon Builder Punch

Tip: Get the word out. Share the event details with everyone you meet.

Q & A

HOW DO YOU USE SOCIAL MEDIA TO PROMOTE YOUR BUSINESS?

Amanda Charlesworth

SILVER ELITE

WEST YORKSHIRE, UNITED KINGDOM

On my YouTube channel I upload information, new release product-focus videos, and most importantly, video tutorials on how to use Stampin' Up! products and to encourage new customers. I upload a minimum of three times a week. Careful checking of analytics can give great insight on the best times to upload. I also run two Facebook groups related to crafting and a Facebook group for my growing team where we communicate daily. I have a business page where I advertise Stampin' Up! offers and have a direct link to my Stampin' Up! web shop. I frequently post here and mix personal posts with business posts. I also upload regularly to Instagram, showing projects I have made and current offers. I carefully monitor and alternate posts between all my social media platforms and at staggered times during the day to ensure a good spread of promotion. I do intermingle with personal posts to avoid the appearance that I'm all about work and also to give customers and potential customers a little insight into me as a person so that hopefully they choose me as their demonstrator.

Melissa Tennison

SILVER

OREGON, UNITED STATES

I have a website, DBWS, Facebook, Twitter, Instagram, and Pinterest. I use a program called CinchShare to manage almost all of it. I can take one day to schedule a week's worth of content, and it will do all the work for me while I am engaging with my customers. I like to follow the 80/20 rule. I try to post 80% personal and 20% promotional. I will post a photo of my work space, a selfie of what I'm doing, or something else that's more personal to show my customers that I'm a real person, just like them. That's how I can relate with my audience. The other 20% is promotional, sharing a special, announcing a workshop or class, or promoting a specific product. I try to reach as many people as possible, and you need to keep it up to date and relate to your audience to gain followers. Oh, and don't forget about that hashtag! #stampinup #papercrafts #ilovewhatido

Sunny Skye DeWeez

SILVER

TENNESSEE, UNITED STATES

I use a great tip I learned from my team leader. We ask our club participants to post a photo of the projects they made on Facebook and tag us in it. When they do so, we include a free item with their next club order. Using the online clearance rack, we can get items for just a few dollars.

Nikki Miers

SILVER

QUEENSLAND, AUSTRALIA

Social media is my number one communication tool for my customers. As I work full time in another demanding job, I rely on social media to help me inform everyone of upcoming events, promotions and offers. I also use it to share any creations (to inspire) and generally communicate with followers. It's a mobile system that allows me to communicate from anywhere in Australia (as I travel in my other job). I also get inspired by other demonstrators who use social media. If we all share what we love, the word of mouth about how inspiring and great Stampin' Up! is will ripple across any country.

Filomena Green

BRONZE ELITE

NEW YORK, UNITED STATES

I have a stamping blog where I post ideas, samples, and promotional items for my Stampin' Up! business. I post daily and plan my posts at least 10 days in advance. I then post the same info and samples on Pinterest, Stampin' Connection, Facebook, etc. and link the photo back to my blog. So when someone clicks on the photo in Pinterest it will take them back to my blog and they can see more details. They can also go on my blog to shop online. I offer my customers loyalty rewards. Social media is the best way to quickly and easily communicate to a mass audience with little cost and it allows you to maximize your reach and share your content in multiple places.

Patricia Forward

SILVER

VICTORIA, AUSTRALIA

I use Facebook regularly to promote my Stampin' Up! business in a number of ways. I post my workshop and other event schedules with photos of the projects and my contact details. I post Stampin' Up! promotion pictures and details along with my contact information. I also do Facebook live videos regularly. I am constantly reaching out to new potential customers and recruits through social media.

Claudie Perazio

SILVER

SAINT MARTIN DE CRAU, FRANCE

I create projects, cards, or 3D items, with paper, dies, and other catalog products, and I post them on my blog, on my page, and on my Facebook wall to reach as many people as I can. And sometimes, after seeing these posts, new customers or existing customers ask me how they can buy our products.

Marie Savage

SILVER

QUEBEC, CANADA

I find it very important to post things on my personal Facebook page. I've been a demonstrator for less than a year, and I want to let everyone know about my business and that I host workshops at my house. I post about once a week, on various topics, and I include many pictures of projects.

Susanne Kalisch

SILVER

SCHÖNEBECK, GERMANY

I have been a Stampin' Up! demonstrator for several years but started using Facebook only about a year ago. My team leader advised me to give it a try and I was surprised by all the great feedback I received on Facebook from the first day on. Even though it reduces my crafting time, the time is definitely worth investing. Not only am I motivated by the kind messages I get, it has also helped me reach out to lovely new customers. 



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OnStage

STAMPIN' UP!®

OnStage Live
November 9–11, 2017
Salt Lake City, Utah

OnStage Local
November 11, 2017

— Love it. Live it. Share it. —

Registration dates: August 15–September 29

Visit [Events>OnStage](#) on the demonstrator website for all the details.

