

STAMPIN' *Success*[®]

QUARTER 4 | 2017



STAMPIN'
UP!

Inspire. create. share.®

Sara's MESSAGE



Christmas is the largest card-sending season in the world—and creating Christmas cards is probably a favorite for many of you. But what about the rest of the year? Do you send out the cards that you so lovingly make? Do you share your gift for creating with others?

Creating cards is only a piece of what we do—and while it's a big piece and we love it!—the other piece is sharing those cards with others. When you take the time to send one of those gorgeous cards you've created, you're having a full circle moment: you designed the card, you created the card, you chose a person to send it to, you wrote a message in it just for them, and then you put a stamp on it and sent it! And think about the person who receives it: they'll get an envelope in the mail with their name on it—that's not a bill or junk mail—and they'll open it up and find a little piece of you inside. What a wonderful gift!

So next time you make a card, don't just let it gather dust—send it! Share the cards you're sending on social media using the hashtag #MakeACardSendACard, and, like the Statement of the Heart says, let's all make a difference in people's lives.

Until next time. 

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.



CLEAR-MOUNT



WOOD-MOUNT



PHOTOPOLYMER

A SIMPLE WAY TO SECURE YOUR DEMONSTRATORSHIP

So you're a demonstrator and you love it, right? Then make sure you proactively meet your 300 CSV minimum requirement every quarter!

The easiest way to do this is to hold one event per month—and when you sell at least 100 CSV at each event, your demonstratorship will be secure! Here are a few tips:

- Pick the type of event you like best and make a plan, whether you hold a monthly club, prepaid class, or a classic workshop.
- Plan out three months at a time and be consistent with the date you choose so your customers know what to expect.
- Make sure to invite plenty of people and encourage them to place orders while at your event. You'll want to display and demonstrate projects, let your customers make a project, and upsell at the event.

Take a couple minutes right now (really—don't turn the page!) and schedule your next three months of events. You'll be glad you did when the end of the quarter comes and you've already met your 300 CSV minimum!

Learn more about holding events on the demonstrator website. Just visit Stampin' University>I'm a New Demonstrator>Start Selling.

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CASEing

CASE (kāś) v. Copy And Share Everything

Coming up with new projects can sometimes feel a little daunting. CASEing projects—and giving credit to their original designers—can help. There is no shame in gaining inspiration from others.

The Good Tidings card copies the Happy Birthday card (page 27 of the 2017–2018 annual catalog) with layered banners and the sentiment layered on top of leafy images. There's also a bit of swirled thread on each card.

The main similarities between the Celebrate and Christmas Happiness cards can be seen in the sentiments on Whisper White Cardstock with stamped and die-cut elements springing out from behind. The Celebrate card was originally pictured on page 51 of the 2017 holiday catalog. ^①



Good Tidings Card (4-1/4" x 5-1/2")

Good Tidings (Bouquet de houx/Harmonische Feiertage) Stamp Set; Basic Black, Real Red, and Whisper White Cardstock; Merry Music Specialty Designer Series Paper; Cherry Cobbler, Old Olive, Real Red, and Soft Suede Classic Stampin' Pads[®]; VersaMark[®] Pad; Clear Wink of Stella[®] Glitter Brush; White Stampin' Emboss[®] Powder; 5/8" Burlap Ribbon; Stampin' Dimensionals[®]; Pattern Party Decorative Masks; Big Shot[™]; Stitched Shapes Framelits[™] Dies; Sponge Brayers

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

Label Me Pretty (Charmanes étiquettes/Quartett fürs Etikett) Stamp Set; Burlap Background Stamp; Pool Party and Shimmery White Cardstock; Petal Garden Designer Series Paper Stack; Basic Gray Archival Stampin' Pad; Calypso Coral, Fresh Fig, Old Olive, and Pool Party Classic Stampin' Pads; Gold Metallic Thread; Touches of Nature Elements; Stampin' Dimensionals; Aqua Painter[®]; Big Shot; Garden Trellis Textured Impressions[™] Embossing Folder; Pretty Label Punch

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

Labels to Love and Pick a Pumpkin Stamp Sets; Pear Pizzazz, Pool Party, Sweet Sugarplum, and Whisper White Cardstock; Fresh Fig, Old Olive, Pool Party, and Pumpkin Pie Classic Stampin' Pads; Pool Party Classic Stampin' Ink[™] Refill; Whisper White Solid Baker's Twine; Stampin' Dimensionals; Big Shot; Patterned Pumpkins Thinlits[™] Dies; Stampin' Spritzers

Christmas Happiness Card (3-1/2" x 5")

Christmas Happiness Stamp Set; Crumb Cake and Whisper White Cardstock; Crumb Cake, Garden Green, Old Olive, Real Red, and Soft Suede Classic Stampin' Pads; Linen Thread; Metallics Sequin Assortment; Mini Stampin' Dimensionals and Stampin' Dimensionals



Ink That Hits the Spot

Uninked Stampin' Spots® are a great tool to expand your crafting supplies and creativity. They are an ideal host gift, and they're perfect for customers who are building their collection of ink colors. To prepare for events, create several spots in the same color, or create a whole set of easily stacked mini ink pads ready to take with you on the go.

Hold a class or workshop to showcase all the fantastic features of Uninked Stampin' Spots. The small, felt ink pads are just the right size for smaller stamps like the cross-stitched heart on the Stitched Hearts card. You could also point out that the lids can be used as small stamp blocks for clear-mount and photopolymer stamps.

After covering the basics, demonstrate some fun techniques. You could ink one spot with two different colors for an ombre effect. Our artist used this technique on the Ink Spot gift bag by using Powder Pink in the center of the spot and Berry Burst around the edges, creating a nice shaded effect for the flowers. She created the leaves in a similar fashion using half Old Olive and half Lemon Lime Twist ink refills to create a gentle fade from one color to the next. You could also show customers how to use an entire ink spot as a square stamp to create backgrounds and accents.

With your imagination as the only boundary, Uninked Stampin' Spots are convenient and fun for every kind of stamper. Grab some today and work your magic! 🎨



Stitched Hearts Card (4-1/4" x 5-1/2")

Smitten Mittens (Bien au chaud/Festliche Fäustlinge) Stamp Set; Smoky Slate, Vellum, and Whisper White Cardstock; Basic Gray, Calypso Coral, Crushed Curry, and Soft Sky Classic Stampin' Ink Refills; Uninked Stampin' Spots; Whisper White Solid Baker's Twine; Year of Cheer Specialty Washi Tape; Stampin' Dimensionals; Big Shot; Many Mittens Framelits Dies

Ink Spot Gift Bag

Orange Blossom Stamp Set; Powder Pink and Whisper White Cardstock; Berry Burst, Lemon Lime Twist, Old Olive, and Powder Pink Classic Stampin' Ink Refills; Uninked Stampin' Spots; Silver Mini Sequin Trim; 3" x 6" Gusseted Cellophane Bags; Mini Stampin' Dimensionals



Tip: To ink larger images, like the mittens in the background, turn the ink spot upside down and tap it over the surface of the stamp until the stamp is fully inked.

HAVE YOURSELF A Merry Little Christmas

Want to meet one of the most versatile products in the 2017 holiday catalog? Meet the Merry Little Christmas Memories & More Card Pack. Let's talk about some of the ways you can use these festive cards.

POCKET PAGE SCRAPBOOKING


The Best Time page shows a conventional use for these cards: pocket page scrapbooking. Cards can frame a photo (as on bottom left), provide a home for the journaling (bottom right), or be cut apart to use as decorative accents (top photo). Make your pages simple or step them up by layering and adding embellishments. Show this to your customers and they'll see how simple it is to do their own memory keeping.

SCRAPBOOKING

Have any special photos you want to feature? Make them the focus of a scrapbook page and incorporate a card from the Merry Little Christmas Card Pack. Our artist used one to create the title on the Special Delivery page.

CARDMAKING

You're not limited to memory keeping when it comes to using card packs. Need a quick Christmas card or tag? With the Merry Little Christmas Card Pack, you're all set! The Fa la la la card is a perfect example. The components from the card pack plus a few additional embellishments will help your projects come together quickly.

These aren't the only options with the Merry Little Christmas Card Pack. Experiment to see what you can do; create décor or packaging or anything. After all, that's why it's called *Memories & More!* 

Many crafters document their December memories. The Merry Little Christmas Card Pack is perfect for that, so remember to mention it to your customers.



Fa la la la la Card (4-1/4" x 5-1/2")

Carols of Christmas (Cantiques de Noël/Wie ein Weihnachtslied) Stamp Set; Cherry Cobbler, Old Olive, and Vellum Cardstock; Merry Little Christmas Memories & More Card Pack; VersaMark Pad; Silver Stampin' Emboss Powder; Old Olive 1/8" Sheer Ribbon; Metallic Enamel Shapes; Stampin' Dimensionals; Banner Triple and Leaf Punches; Big Shot; Layering Ovals Framelits Dies

Show the Best Time page to your customers. Then say, *"If you're interested in memory keeping like this, get a group of friends together and I'll show you how easy it is to do."*



Special
DELIVERY
FROM THE NORTH POLE



Special Delivery Page (12" x 12")

Merry Little Labels (Joyeuses petites étiquettes/Weihnachtliche Etiketten/Decemberlabels) Stamp Set; Merry Little Christmas 12" x 12" Cardstock Pack; Merry Little Christmas Designer Series Paper; Merry Little Christmas Memories & More Card Pack; Basic Black Archival Stampin' Pad; Basic Black Stampin' Write® Marker; 5/8" Burlap Ribbon; Silver Metallic Thread; Foil Snowflakes; Metallics Sequin Assortment; Year of Cheer Embellishments; Stampin' Dimensionals; Banner Triple Punch

Best Time Page (6" x 8")

Carols of Christmas (Cantiques de Noël/Wie ein Weihnachtslied) Stamp Set; Old Olive Cardstock; Merry Little Christmas Memories & More Card Pack; Old Olive Classic Stampin' Pad; Basic Black Stampin' Write Marker; Old Olive Baker's Twine; Foil Snowflakes; Metallic Enamel Shapes; Stampin' Dimensionals; Banner Triple Punch

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. —

What do you associate with the word “crossover”? Your favorite TV dramas coming together for an epic episode? A mobile phone that can play the banjo? Two much-loved film monsters battling it out in the twenty-third sequel? Well, in the Stampin' Up! world, crossover involves finding new customers. We know it can be difficult when you feel that you have already approached everyone in the papercrafting world. Reaching out to new groups is the answer, and we're here to offer suggestions of how.

First, you need products that will resonate with the new group of customers. Then you determine what group the products will appeal to. Browse through the catalog for some inspiration!

Consider the Christmas Quilt Stamp Set. This set offers you a unique opportunity to reach out to quilters. As this craft is very popular at the moment, you will find an avid community out there. Why not hold an event where quilters can make cards with quilt imagery?

You could invite people to a class for a small fee to cover your supplies, and craft a project like the cards here. They don't all have to be Christmas cards; this versatile set lets you create beautiful cards for almost every occasion. And these projects offer you ample opportunity to upsell other products needed for creating them. And who knows? Your crossover event may result in meeting yet more people. So try it and have fun! ①



Pieced Star Card (4-1/4" x 5-1/2")

Weihnachtsquilt (Christmas Quilt/L'étoffe de Noël) Stamp Set; Real Red and Whisper White Cardstock; Quilted Christmas Designer Series Paper Stack; Delicate White Doilies; Garden Green, Pool Party, and Real Red Classic Stampin' Pads; Quilted Christmas 1/4" Ribbon; Stampin' Dimensionals; Big Shot; Layering Squares and Quilt Builder Framelits Dies

Christmas Treat Box

Weihnachtsquilt (Christmas Quilt/L'étoffe de Noël) Stamp Set; Whisper White Cardstock; Quilted Christmas Designer Series Paper Stack; Delicate White Doilies; Real Red Classic Stampin' Pad; Acetate Card Boxes; Gold Library Clips; Stitched Felt Embellishments; Mini Stampin' Dimensionals

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

Weihnachtsquilt (Christmas Quilt/L'étoffe de Noël) Stamp Set; Pool Party, Vellum, and Whisper White Cardstock; Blushing Bride, Lemon Lime Twist, and Pool Party Classic Stampin' Pads; VersaMark Pad; White Stampin' Emboss Powder; Whisper White Solid Baker's Twine; Iridescent Sequin Assortment; Stampin' Dimensionals; Big Shot; Quilt Builder Framelits Dies; Quilt Top Textured Impressions Embossing Folder

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

Instructions

1. Stamp the small flower image in Pool Party ink multiple times on the Pool Party card front.
2. Stamp the medium stitched-edge flower three times in VersaMark ink on the card front. Cover each with White Stampin' Emboss Powder and heat emboss.
3. Emboss the Vellum Cardstock with the Big Shot and the Quilt Top Textured Impressions Embossing Folder. Adhere the Vellum to the card front.
4. Stamp the other medium flower image in Blushing Bride ink twice on Whisper White Cardstock. Cut them both out using the Big Shot and the Quilt Builder Framelits Dies. Adhere the two flowers together (offset so that you can see both images) using Stampin' Dimensionals. Adhere the flower over the Vellum Cardstock.
5. Stamp the sentiment in Lemon Lime Twist ink on Whisper White Cardstock. Cut out the sentiment. Wrap a piece of Whisper White Solid Baker's Twine around the cardstock and tie in a bow. Adhere the sentiment to the flower using Stampin' Dimensionals.
6. Adhere three Iridescent Sequins to the card.

Big Shot
143263

Quilt Top Textured Impressions Embossing Folder
144687

Stampin' Dimensionals
104430

Quilt Builder Framelits Dies
144673

VersaMark Pad
102283

Christmas Quilt Stamp Set
144793 P

Vellum Cardstock
101856 • 3-1/8" x 1"

Pool Party Cardstock
122924 • 7" x 5"

Whisper White Cardstock
100730 • 4" x 4"

Whisper White Solid Baker's Twine
124262

Heat Tool
129053

Pool Party
Classic Stampin' Pad
126982

Lemon Lime Twist
Classic Stampin' Pad
144086

Blushing Bride
Classic Stampin' Pad
131172

Iridescent Sequin Assortment
144212

White Stampin' Emboss Powder
109132

Recruiting

MAKE IT A PARTY

Have you thought about recruiting? One way to simplify it is by holding an opportunity night. After all, who doesn't want to gather together over stamping? A casual setting makes it easier to talk about your experience and ask people if they want to sign up.

Creating an invite list is the first step. Invite everyone—friends, colleagues, and neighbors. People who have asked what you do. And of course, people you think would be interested in signing up. Then make it a party!

Demonstrate the For Your Kindness card and have everyone make the Thank You note card while you share your message. It's a great opportunity to show guests what a demonstrator does.

Your why is the most important recruiting statement you can share. It adds a personal touch and helps your customers relate to you. As you tell your story, share the benefits—not the features—of being a demonstrator. Things like having a flexible schedule, making new friends, earning extra money, receiving a discount on the products, and even the chance to go on an incentive trip. When you're finished, ask if they have any questions about the demonstrator opportunity.

This is a perfect time of year for a new demonstrator to sign up because the holidays are a great time to start selling. Your recruit's first full quarter will be during Sale-A-Bration, which does even more to get their business off to a strong start. You are setting them up for success. They win, you win. And it all starts with your party! 🍷

Tip: Adhere punched pieces with Stampin' Dimensionals to give them a slight pop.

For Your Kindness Card (4-1/4" x 5-1/2")

Daisy Delight (Adorable marguerite/Gänseblümchengruß) Stamp Set; Whisper White Cardstock; Delightful Daisy Cardstock Pack; Delightful Daisy Designer Series Paper; Daffodil Delight, Pear Pizzazz, and Tranquil Tide Classic Stampin' Pads; Linen Thread; Gold Faceted Gems; Stampin' Dimensionals; Daisy Punch

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

Daisy Delight (Adorable marguerite/Gänseblümchengruß) Stamp Set; Whisper White Cardstock; Delightful Daisy Cardstock Pack; Delightful Daisy Designer Series Paper; Whisper White Note Cards & Envelopes; Daffodil Delight, Pear Pizzazz, and Tranquil Tide Classic Stampin' Pads; Linen Thread; Gold Faceted Gems; Stampin' Dimensionals; Daisy Punch



A WHOLE NEW SIDE OF DESIGNER SERIES PAPER

You know that Stampin' Up!'s Designer Series Paper is two-sided. Each sheet of paper offers two unique patterns, so your customers will love the opportunities to stretch their purchases even further.

But did you know there's a strategy behind the two sides? Typically, for holiday paper, one side of the paper is patterned or seasonal, which speaks to your holiday projects while also pairing with product suites featured in the holiday catalog. The other side of each sheet is usually more neutral, with a subtle pattern. By drawing on the colors and patterns on the simpler side, your customers can find a whole myriad of new directions for Designer Series Paper.

For example, the Happy for You card uses two different pieces of the Painted Autumn Designer Series Paper to create a subtle, sunshine-inspired background. Coordinate the flower's most noticeable ink colors with the paper for a dazzling effect.

The motorcycle card uses the patterned side of the Spooky Night Designer Series Paper. This is just one way to stretch the Halloween-themed paper to reach new non-holiday-inspired heights. This card also relies on basic supplies—stamps, ink, and paper—which makes it perfect for first-time stampers, or those just beginning to build their craft cache.

Switch things up (and flip them over) to help your customers discover a whole new side of Designer Series Paper. ①



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

Grown with Love (Planté avec amour/Ans Herz gewachsen) Stamp Set; Whisper White Thick Cardstock; Painted Autumn Designer Series Paper; Pool Party Classic Stampin' Pad; 2016–2018 In Color*, 2017–2019 In Color, Basic Black, Brights, and Regals Stampin' Write Markers; Flirty Flamingo Baker's Twine; Metallics Sequin Assortment; Stampin' Dimensionals; Big Shot; Garden Grown Framelits Dies



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

One Wild Ride Stamp Set; Crumb Cake, Tangerine Tango, and Whisper White Cardstock; Spooky Night Designer Series Paper; Basic Black Archival Stampin' Pad; Smoky Slate and Tangerine Tango Classic Stampin' Pads; Stampin' Dimensionals

Step It Up

SIMPLE CHANGES. ANY PROJECT. ANY STAMPER.

New Crafters

This beautiful card focuses mostly on stamps, ink, and paper. It's a great place for new crafters to begin, especially if they want to send cards to multiple people this year. Get your new customers started and show them how much fun it is to create their own cards.

Lantern Card (5-1/2" x 4-1/4")—New Crafter

Seasonal Lantern (Lanterne de saison/Laternenzauber) Stamp Set; Crumb Cake, Garden Green, Real Red, and Whisper White Cardstock; Christmas Around the World Designer Series Paper; Basic Black Archival Stampin' Pad; Crumb Cake, Crushed Curry, and Garden Green Classic Stampin' Pads; Real Red 1/8" Solid Ribbon; Stampin' Dimensionals; Banner Triple Punch



Casual Crafters

In this next version of the card we really stepped things up. Adding the Big Shot and dies always makes a huge difference. One of our other changes actually replaced the Garden Green Cardstock with 5/8" Burlap and Garden Green 3/8" Stitched Satin Ribbon. And don't forget to demonstrate heat embossing.

Lantern Card (5-1/2" x 4-1/4")—Casual Crafter

Seasonal Lantern (Lanterne de saison/Laternenzauber) Stamp Set; Crumb Cake, Real Red, and Whisper White Cardstock; Christmas Around the World Designer Series Paper; Basic Black Archival Stampin' Pad; Crumb Cake, Crushed Curry, and Garden Green Classic Stampin' Pads; Whisper White Craft Stampin' Pad; Clear Wink of Stella Glitter Brush; White Stampin' Emboss Powder; 5/8" Burlap, Garden Green 3/8" Stitched Satin, and Real Red 1/8" Solid Ribbon; Metallics Sequin Assortment; Stampin' Dimensionals; Big Shot; Lantern Builder Framelits Dies; Banner Triple Punch

- Whisper White Craft Stampin' Ink (145406)
- Clear Wink of Stella Glitter Brush (141897)
- 5/8" Burlap Ribbon (141487)
- Garden Green 3/8" Stitched Satin Ribbon (144181)
- White Stampin' Emboss Powder (109132)
- Heat Tool (129053)
- Metallics Sequin Assortment (144214)
- Big Shot (143263)
- Lantern Builder Framelits Dies (144683)

Avid Crafters

For the final version we added some Garden Green Cardstock back in for leafy shapes to the side; there's a bit more stamping as well. Textured Impressions Embossing Folders always add so much texture and this case is no exception. Another ribbon option and a punch add the finishing touches. ①

Lantern Card (5-1/2" x 4-1/4")—Avid Crafter

Seasonal Lantern (Lanterne de saison/Laternenzauber) Stamp Set; Basic Black, Crumb Cake, Garden Green, Real Red, and Whisper White Cardstock; Christmas Around the World Designer Series Paper; Basic Black Archival Stampin' Pad; Crumb Cake, Crushed Curry, and Garden Green Classic Stampin' Pads; Whisper White Craft Stampin' Pad; Clear Wink of Stella Glitter Brush; White Stampin' Emboss Powder; 5/8" Burlap, Gold 1/8", Garden Green 3/8" Stitched Satin, and Real Red 1/8" Solid Ribbon; Metallics Sequin Assortment; Stampin' Dimensionals; Big Shot; Lantern Builder Framelits Dies; Quilt Top Textured Impressions Embossing Folder; Banner Triple and Decorative Ribbon Border Punches

- Basic Black Cardstock (121045)
- Garden Green Cardstock (102584)
- Gold 1/8" Ribbon (134583)
- Quilt Top Textured Impressions Embossing Folder (144687)
- Decorative Ribbon Border Punch (143721)



Teacher at Heart



Nadine Gosset

GOLD ELITE
SAINS EN AMIÉNOIS,
FRANCE

Nadine Gosset became a Stampin' Up! demonstrator in 2008, but she was a demonstrator at heart long before she discovered our products.

Before her team leader ever put a catalog in her hands, Nadine was already a crafting volunteer, offering scrapbooking classes in her community. When the opportunity arose to get a discount on all the items she was having a hard time coming by, she just couldn't say no.

After joining for the discount, Nadine progressively became the leader of a fantastic team, but she has no trouble admitting she had no master plan for world domination. She simply did what she knew best: lead by example. Having been an IT educator for teachers, Nadine definitely had great teaching skills. Furthermore, she put those IT skills to work with a blog, where she posted tutorial videos very early on in her Stampin' Up! business. Such exposure created natural demand, and Nadine's team grew.

However, recruiting is only the first step to becoming a great team leader. Nadine's philosophy is that demonstrators need to feel supported from the beginning, and their team leader must be a good listener who is available to answer questions and keep them up to date with what is happening at Stampin' Up! To achieve this, Nadine hosts team meetings for each catalog release and frequently gathers with demonstrators who live nearby for some fun crafting and training.

Aside from her monthly newsletter—where she recognizes title advancements and recruitment—and her blog hop, she keeps

her team motivated by getting in touch in person, on the phone, via email or on Facebook. To avoid overwhelming her team, Nadine sends bite-sized information via email when a topic is vast. This makes it easier to digest, and her team has reading material for a few days.

Team reports are also a great resource for Nadine: "I often check team reports; they tell a lot about the involvement of my team members. I reach out to those who struggle to meet their quarterly minimum; they are the ones who need it the most. I also analyze what some team members still need to do to reach their next title, and I motivate them to reach it."

Her passion for stamping and her ability to share her knowledge with others helped Nadine grow a great team. She offers this message for demonstrators who are considering becoming a team leader: "Pamper your team, be available and positive, and create links between all team members to develop a true sense of belonging and cooperation."


Thank you, Nadine, for your wonderful work, and the inspiring tip! 📌

Brighten YOUR HOLIDAYS

Isn't the holiday season the best time to give loved ones great handmade projects? It's also a wonderful time to show your customers all the options our bundles have to offer! The Brightly Lit Christmas bundle is one of them: it's perfect for making cards, gift packaging, tags, and it offers many design opportunities whether your customers are casual or avid crafters!

Stamp set: Made of photopolymer, the Brightly Lit Christmas images easily line up and you will love how detailed they are. The line art provides a variety of design choices. Show your customers the fun in using different techniques and tools such as the Sponge

Brayers or Sponge Daubers for texture and color effects that give your projects an artistic look.

Bundle: Get different styles when you pair the Brightly Lit Christmas Stamp Set with the Christmas Lamppost Thinlits Dies. You may notice that not all the pieces line up completely; this just leaves things open for even more creative possibilities. Also, make sure to promote the bundle by organizing an event and making projects to share. Engage your customers with visuals and tips and your savvy shoppers will not only enjoy the 10% discount but take their crafting to the next level. 

Tip: Lamppost too big? Create a taller card or a home décor piece (e.g. frame).



Tip: Punch small holes in a Window Sheet and use it as a stencil to apply Embossing Paste.

Noël Card (4-1/4" x 5-1/2")

Pleins feux sur Noël (Brightly Lit Christmas/Weihnachten im Lichterschein) Stamp Set; Basic Black, Glossy White, Soft Sky and Whisper White Cardstock; Merry Little Christmas Designer Series Paper; Window Sheets; Garden Green, So Saffron, and Soft Sky Classic Stampin' Pads; VersaMark Pad; Silver Stampin' Emboss Powder; Embossing Paste; Real Red 1/8" Solid Ribbon; Stampin' Dimensionals; Big Shot; Christmas Lamppost Thinlits Dies; Palette Knives; 1/16" Circle and 1/8" Circle Punches; Sponge Brayers; Sponge Daubers



Lamppost Card (3" x 6")

Pleins feux sur Noël (Brightly Lit Christmas/Weihnachten im Lichterschein) Stamp Set; Basic Black, Crumb Cake, Vellum, and Whisper White Cardstock; Crumb Cake and Old Olive Classic Stampin' Pads; VersaMark Pad; Gold Stampin' Emboss Powder; Christmas Around the World Embellishments; Mini Stampin' Dimensionals; Big Shot; Christmas Lamppost Thinlits Dies



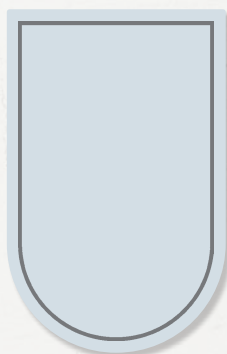
Joyeux Noël Card (3" x 3")

Pleins feux sur Noël (Brightly Lit Christmas/Weihnachten im Lichterschein) Stamp Set; Vellum and Whisper White Cardstock; Crumb Cake, Old Olive, and Real Red Classic Stampin' Pads; Tuxedo Black Memento Pad; Basic Black Baker's Twine; Year of Cheer Embellishments; Basics Pack 2 Washi Tape; Stampin' Dimensionals; Big Shot; Christmas Lamppost Thinlits Dies; Starburst Punch



Christmas Gift Packaging

Pleins feux sur Noël (Brightly Lit Christmas/Weihnachten im Lichterschein) Stamp Set; Soft Sky Cardstock; Be Merry Designer Series Paper; Garden Green and Soft Sky Classic Stampin' Pads; Soft Sky Classic Stampin' Ink Refill; Quilted Christmas 1/4" Ribbon; Mini Pizza Boxes; Gold Library Clips; Foil Snowflakes; Boxwood Wreath Embellishments; Big Shot; Christmas Lamppost Thinlits Dies; Stampin' Spritzers



Brightly Lit Christmas • 17 photopolymer stamps

144807 \$17.00 USD/\$21.00 CAD (suggested clear blocks: a, b, c, g, i)

Two-Step • Available in French • Coordinates with Christmas Lamppost Thinlits Dies

Sticky Business

One size fits all is a great concept for things like elastic belts, but not so much for adhesives. There's a reason Stampin' Up! offers nine different adhesives. Each adhesive has its own merits, and everyone has their favorites.

We have our favorites, too.

ADHESIVE	WHAT IT IS	WHY WE LIKE IT
Fast Fuse	Super strong double-sided tape	Secures even heavy layers of cardstock, paper, and accents. It holds strong and lasts long.
Fine-Tip Glue Pen	Liquid glue with a pin in the cap to keep the tip clear and flowing	The thin stream of glue is great for a strong hold on tiny accents.
Foam Adhesive Strips	9" long strips of double-sided adhesive foam	Perfect for shaker cards or spinner cards. Trim to the length you need.
Mini Glue Dots	Individual dots of adhesive	Sticky dots of glue provide strong hold for small elements.
Multipurpose Adhesive Sheets	Touch-and-peel adhesive	Press an element such as a die cut onto a sheet, pull it up, and adhere.
Multipurpose Liquid Glue	Liquid glue in a dual-tipped bottle: narrow and broad tips	Holds cardstock, large embellishments, small embellishments, and glitter.
SNAIL Adhesive	Double-sided tape in small case	Lightweight and portable adhesive can go with you anywhere.
Stampin' Dimensionals & Mini Stampin' Dimensionals	Double-sided adhesive foam dots	Add instant depth. Use Mini Stampin' Dimensionals on smaller pieces.
Tear & Tape Adhesive	Easy-to-tear double-sided tape	No measuring or cutting—just stick it to your project, then tear.

Each adhesive goes through our rigorous quality testing. However, adhesive performance can vary depending on temperature and humidity, which is why you are the expert for your customers. Try each adhesive so you can make informed recommendations. As you review orders, you can offer suggestions: *"I see you're ordering sequins. How will you adhere them to your projects? I like to use the Fine-Tip Glue Pen, but Multipurpose Liquid Glue also works well."*

Share your adhesives knowledge with your customers to help them create the best crafting experience possible. ①

Tip: See the chart on p. 203 of the annual catalog for more suggested uses for each adhesive.

Recruiting WITH HEART



Meg Loven

PLATINUM
ILLINOIS,
UNITED STATES

Meg Loven has been sharing the demonstrator opportunity with others for about 15 years and has figured out what works for her. Read on for some wise advice!

FIND THE RIGHT MOTIVATION

In my first six months as a demonstrator, I had excellent sales but no recruits. I remember discussing recruiting with my husband while on a road trip. I told him that I didn't feel good about asking someone to be a demonstrator so that I could make more money. Shortly after that, I went to a training where I was asked if I liked what I was doing and if yes, then why wouldn't I give someone else the chance to do what I love so much? Of course I love being a demonstrator, so that insight completely changed my mindset.

At my very next workshop, I used all the same recruiting statements I'd used before. But this time, a woman who had never stamped came to me at the end of the party and asked to sign up. I could hardly believe it! But I believe that when we have genuine feelings about why we are sharing the demonstrator opportunity, people see something they want to be part of.

DON'T RULE ANYONE OUT

I try not to make guesses about who wants to be a demonstrator. If a customer places a large order, then clearly that person loves our products and would be a great demonstrator. If a customer places a tiny order, he or she might not have the extra income to spend on the stamps they want. That person would love the demonstrator discount. Is the customer retiring soon? Then this is a great time to start something fun to provide a little extra

income or a chance to meet new people. Does the customer have a new baby? Little kids at home? New moms love getting together with other adults and having a creative outlet.

I do truly love what I do—and I love having the chance to share that opportunity with others!

ASK THE QUESTION

After sharing demonstrator benefits throughout your event, make sure to actually ask the question and invite them to become a demonstrator. When someone is checking out with a large order, I might say, *"Did you know you could get this at a discount if we turn this into a Starter Kit order?"* Of course that person answers yes because I've already told them about the discount. Then I follow up with specifics on how to sign up: *"We can sign you up online right now, or you can work on your wish list and sign up through my website this evening."*

Give Meg's advice a try and see if her ideas work for you. 💡

Selling

Finding New Customers

Finding new customers can be an adventure, but sometimes we get stuck and keep trying to find “the new” the same old way. Utilize a little of that creativity you use every day to discover additional ways of finding new customers.

Demonstrator Alicia Graham has done just that. Alicia holds classes through her local community education system for the sole purpose of finding new customers. Her goal in teaching the classes is not to gather sales—in fact, she is prohibited from gathering any sales during the classes. She approaches the opportunity from an educational perspective. Alicia uses only Stampin’ Up! products, and if students ask, she will tell them about her other clubs/classes and offer them a catalog.

Her classes are held in the local high school. She is assigned a room where she teaches two three-hour classes once a month. To make things easier, she uses the same projects for both classes and prepares everything at the same time. Once the class is finished, she asks her class members if they would like to make more projects. If they say yes, she explains that she offers classes like this all the time and asks if they want to be invited to her next event.

Another way Alicia recently generated renewed interest was by contacting customers who hadn’t ordered or attended

a class in a while. She emailed them and said, “If you’d like a new occasions catalog and Sale-A-Bration brochure, let me know! I’ve got them and they are beautiful—and if you confirm your mailing address I’ll send you one.”

Alicia sent catalogs and handstamped cards featuring new products to the 19 people who responded—and got 1,100 CSV in orders from those customers alone!

Tip: Share the Thankful for You card with new potential customers and show them how stamping on Designer Series Paper can give a project that added bit of texture and color.

If you need a sales boost, try Alicia’s ideas of getting out in the community and contacting previous customers. The more you reach out, the more likely you are to find new customers. ⑤

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

Painted Harvest (Récolte au pinceau/Herbstanfang) Stamp Set; Sahara Sand and Very Vanilla Cardstock; Eastern Palace Specialty Designer Series Paper; Very Vanilla Note Cards & Envelopes; Dapper Denim, Fresh Fig, and Tranquil Tide Classic Stampin’ Pads; Linen Thread; Metallics Sequin Assortment; Stampin’ Dimensionals; Leaf Punch



Trim Your Stocking

We all have the best intentions to create a cozy, handmade Christmas. But sometimes good intentions clash with reality and we're left with less than what we hoped for.

But thanks to the Trim Your Stocking Thinlits Dies (item 144682), good intentions and reality can finally live in harmony! The dies are cute and easy to use with the Big Shot, so handcrafting multiple stockings is a cinch.

WHAT CAN YOU CREATE WITH THESE DIES?

- **Treat packaging.** Cut two stockings, adhere them together, and fill with treats. Accent them with decorative images you cut using the coordinating die pieces.
- **Small gift/gift card packaging.** The dies include a pillow box die. Instead of a solid stocking piece on the back, add a pillow box for holding gift cards or small gifts. A plus is that you can run the stocking front and pillow box back through the Big Shot at the same time.

Enjoy Stocking

Tags & Trimmings (Étiquettes et décorations/Gut geschmückt) Stamp Set; Crumb Cake and Whisper White Cardstock; Quilted Christmas 6" x 6" Designer Series Paper; Old Olive Classic Stampin' Pad; Brights Stampin' Write Markers; Linen Thread; Whisper White Solid Baker's Twine; Mini Stampin' Dimensionals; Big Shot; Trim Your Stocking Thinlits Dies

- **Home décor.** Create an advent calendar by making two-sided stockings and filling them with treats (see p. 15 of the holiday catalog for an example).

- **Use the pillow box year-round.** These dies aren't just for stockings. Cut two pillow box pieces to create a standalone pillow box.

Make a stocking-shaped host gift and bring it to your event. When you present it to your host, say, "It took me just minutes to make this cute thank-you gift using the Trim Your Stocking dies. Talk to me about hosting your own party and you could earn these dies free. Think of what you could do for Christmas treats and gift packaging!"

Handmade holidays don't have to be stressful or time consuming. Show these dies to your customers and help them see how easy it can be. ①



Celebrate the Season Stocking

Tags & Trimmings (Étiquettes et décorations/Gut geschmückt) Stamp Set; Old Olive Cardstock; Merry Little Christmas Designer Series Paper; Dazzling Diamonds Glimmer Paper; Basic Black Archival Stampin' Pad; Whisper White Solid Baker's Twine; Rhinestone Basic Jewels; Big Shot; Trim Your Stocking Thinlits Dies

Technique

Shine a Light on Stained Glass

Right around Christmastime, stained glass crafts pop up everywhere—from nativities to tissue paper window decorations to paper plate light catchers. You might even see (and eat!) some of those yummy stained glass cookies with transparent candy “windows” in the center.

Stampin’ Up! also has a stained glass craft you can make—and you’re going to want to send these creations to everyone you know. Here’s the best part: although they look incredibly fancy, the technique is super-simple.

What’s the secret? Just emboss the image on vellum (or stamp the image with Archival ink); when dry, turn the vellum over and color with Stampin’ Write Markers. So easy! This technique gives you such impressive results that you’re going to have trouble keeping it to yourself.

In fact, a stained glass stamping party would be a perfect way to ring in the Christmas season! Tell your customers: “Come to my stained glass card class—and bring your friends! You’ll spend the evening relaxing, chatting, and coloring, and you’ll go home with a beautiful card.”

Be sure to let your guests know that success lies in paying attention to the small things, like using the Embossing Buddy if you heat emboss the outline, smoothing out ink streaks with a Blender Pen, and allowing the ink to dry.

Your customers will try products that they might not have used before, like the Embossing Buddy and Vellum Cardstock. And meanwhile, you’ll be making happy Christmas memories that you can cherish for years to come. ①



Christmas Cheer Card (5" x 3-1/2")

Cheery Chirps and Seasonal Lantern (Lanterne de saison/Laternenzauber) Stamp Sets; Cherry Cobbler, Crumb Cake, Vellum, and Whisper White Cardstock; Be Merry Designer Series Paper; Delicate White Doilies; VersaMark Pad; 2017–2019 In Color and Regals Stampin’ Write Markers; Silver Stampin’ Emboss Powder; Clear Faceted Gems; Stampin’ Dimensionals

Peace on Earth Card (5-1/2" x 4-1/4")

Carols of Christmas (Cantiques de Noël/Wie ein Weihnachtslied) and Cheery Chirps Stamp Sets; Shimmery White and Vellum Cardstock; Metallic Foil Doilies; VersaMark Pad; 2017–2019 In Color and Subtles Stampin’ Write Markers; Gold Stampin’ Emboss Powder; Gold Metallic Thread; Stampin’ Dimensionals; Blender Pens; Big Shot; Lots of Labels Framelits Dies; Garden Trellis Textured Impressions Embossing Folder



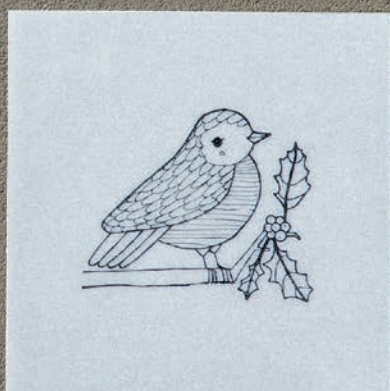


Peace Card (3" x 3")

Cheery Chirps and Musical Season Stamp Sets; Marina Mist, Vellum, and Whisper White Cardstock; Basic Black Archival Stampin' Pad; Subtles Stampin' Write Markers; Silver Metallic Thread; 2" Circle Punch

Tip: The ink takes a little longer to dry with this technique, so be careful not to smudge it.

Tip: Start with the lightest color first, then add darker colors.



1. Stamp the image on Vellum Cardstock using Archival ink.



2. Turn the vellum over and color with Stampin' Write Markers.



3. For extra depth, add lots of color.



4. Punch out the image using the 2" Circle Punch.

The Fun of Fundraising

Sherri Peters, a gold elite demonstrator from Oklahoma, learned long ago that her papercrafting talents can be used to help others in many different ways. One way is to hold several fundraisers each year (she's been doing that since 2006).

Sherri's events have grown from about 75 attendees to include more than 300 people each time. Additionally, donations have more than tripled and now reach up to \$9,000 USD per event. After more than ten years of fundraising, the largest obstacles stem from having too many people asking to join her fundraising committee!

Interested in holding your own fundraisers? Begin by choosing an organization or cause you care about. After years of fundraising, Sherri's group has a list of people they want to help, so they now keep it close to home and find great joy in knowing they really are making a difference.

Set a goal of how much you want to donate in the end. Remember to account for expenses associated with the event, including costs for crafting supplies, door prizes, food or treats, venue rental fees, etc.


Sherri's formula for success includes creating a big card class. The cost to attend is typically \$25 USD, with just \$5 of that going to cover stamping supplies and the remaining \$20 is donated to the cause. At Sherri's fundraisers, participants have the opportunity to make 14 cards (2 each of 7 designs), and at the end of the day they walk away with not only handmade cards, but also the good feeling that comes from helping an important cause.

One way to stay within budget is to rely on simple projects that don't require a lot of time or supplies. Use mostly basic supplies like just a few stamps, ink, and paper. The Best Day Ever card is a great example of a project attendees could make. You may also consider asking if the venue will waive or lower rental fees for fundraising events.

Decide ahead of time how your volunteers will help manage the event. Make a list of everything each of you will need to do and bring. Will you be providing food? Will you be selling additional cards or handcrafted projects? Are you planning to collect attendee contact information with door prize slips? The more prepared you are, the better things will go and the more you will be able to enjoy the event.

Get the word out in plenty of time. Many people find great excitement in helping to support a good cause, and you may be surprised who is willing to step up to volunteer or attend your

fundraising events. And you don't have to raise thousands of dollars to be successful. Really, the effort alone can benefit those you have in mind.

Give it a shot. After all, stamping could be the perfect way for you to put the fun into fundraising! 



Best Day Ever Card (3-1/2" x 5")

Flirty Flowers Stamp Set; Crumb Cake, Pool Party, and Whisper White Cardstock; Crumb Cake, Pear Pizzazz, and Tranquil Tide Classic Stampin' Pads; Rhinestone Basic Jewels; Basics Pack 3 Washi Tape; Stampin' Dimensionals; 1-3/4" Circle Punch

A Grain of Rice

How to make wise choices when ordering products

Once upon a time in India, a local king challenged a wise man to a chess duel. If the wise man won, he would be allowed to choose any reward he could name. He won indeed and chose for one grain of rice to be placed on the first square of the chess board and then for the rice to be doubled on each subsequent square of the board. What seemed like a humble request turned out to be an amount that could cover the whole of India with a yard of rice. A wise choice, as you will agree.

Now of course, we would all be happy if we could double, quadruple, or centuple (yes, that's a word) our sales that easily. But at the core of this story is not only the magic (or rather, the mathematical concept) of exponential growth, but also the wisdom in choosing this reward in the first place. Instead of asking for gold coins or vast properties, the wise man picked something that turned out to be far more valuable than it first appeared.

Many of your team members face a similar dilemma when purchasing products from a new catalog. Of course it's okay to buy items just because you love them! Your enthusiasm will transfer to your customers. But what if you only have a limited amount to spend or are wondering what else to buy? As the legend above shows, it is worthwhile to thoroughly think through your choices. Jackie Bolhuis, a demonstrator from Zeeland, Michigan, uses six questions to determine whether a product is a good investment for her business.

1. **Is it demonstratable? (Can you make simple yet classy projects?)**
2. **Is it versatile? (Can you make at least five different-looking projects with the set?)**
3. **Is it technique friendly? (Can you demonstrate at least five different techniques with the set?)**

4. **Can you show several different accessories or embellishments with the set?**

5. **Can you use it for more than one season or occasion?**

6. **Will the set appeal to different types of people?**

Take the Festive Phrases Stamp Set from the current holiday catalog. This is a set with four straightforward sentiments that will appeal to customers immediately, so demonstrating it at workshops will be a piece of cake. The “Happy Holidays” and “Merry & Bright” sentiments make this set perfect for a holiday class, but the Halloween and romantic sentiments also allow you to create many projects for additional occasions. Use them to make labels, cards, or Halloween table decor.

You can also demonstrate a variety of techniques with this set. Combine it with the Everyday Label Punch for simple projects. Color the stamps with markers for multicolor fun or create Halloween presents with the Treat Tubes also featured in the holiday catalog. As you can see, Jackie's questions about this holiday catalog set can be answered with a resounding yes.

Apply this approach with every catalog. Show this method to your team, and, like a grain of rice on a chessboard, the right product in their hands will go a long way. ①

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. —

November is a great time to help customers start thinking about their Christmas gift packaging needs. Why not plan a workshop or a class at the beginning of the month and use the ideas in this article? Before the event, advertise by sending an email with pictures of the projects to all your customers. Post about the event on Facebook and create a custom flyer using your DBWS. There are so many simple ways to get the word out and build excitement. And encourage everyone you invite to bring a friend.

Offer instructions for each of the projects at your event. If you use the samples shown here, you can find instructions in the Online Extras under Stampin' University>Stampin' Success on the

demonstrator website. Have your guests make the Special box as a Make & Take and tell them, *"The Mini Pizza Boxes come in a package of eight for only \$6.00 USD/\$8.00 CAD. And they are food safe so you can even fill them with treats!"*

The Christmas Card box is more than just gift packaging, it's a gift itself when filled with handmade cards; you might even consider giving it to your host. And the Treat Tubes are perfect for all ages. There are so many ways your customers can embellish their gifts, and you can show them the possibilities while helping them get a jump on their holiday gift packaging this year. ❸



Treat Tubes

Darling Christmas (Noël chéri/Weihnachtstrio) Stamp Set; Real Red Cardstock; Quilted Christmas Designer Series Paper Stack; VersaMark Pad; White Stampin' Emboss Powder; Mini Tinsel Trim Combo Pack; Rhinestone Basic Jewels; Treat Tubes; 1/8" Circle Punch

Christmas Card Box

Watercolor Christmas (Noël au pinceau/Malerische Weihnachten) Stamp Set; Whisper White Cardstock; Christmas Around the World Designer Series Paper; Garden Green and Real Red Classic Stampin' Pads; Basic Black 3/8" Shimmer and Real Red 1/8" Solid Ribbon; Acetate Card Boxes; Metallic Enamel Shapes; Green Sprigs; Stampin' Dimensionals; Big Shot; Stitched Shapes Framelits Dies; Blender Pens

Special Box

The Little Things Stamp Set; Whisper White Cardstock; VersaMark Pad; Gold Stampin' Emboss Powder; Gold Metallic Thread; Mini Pizza Boxes; Year of Cheer Specialty Washi Tape; Stampin' Dimensionals; 3/4" Circle Punch

Tip: Secure the four tubes together with a rubber band before adding the Designer Series Paper. These would be great to share at a craft fair.

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

Instructions

1. Stamp the sentiment in VersaMark ink on the top of the Mini Pizza Box. Cover with Gold Stampin' Emboss Powder and heat emboss.
2. Stamp the gingerbread man in VersaMark ink on a piece of Whisper White Cardstock. Cover with Gold Stampin' Emboss Powder and heat emboss.
3. Punch out the gingerbread man using the 3/4" Circle Punch. Tie a piece of Gold Metallic Thread in a bow and adhere it behind the circle. Adhere the circle to the box using Stampin' Dimensionals.
4. Adhere Year of Cheer Specialty Washi Tape to the sides of the box top.



Heat Tool
129053



Gold Stampin'
Emboss Powder
109129



The Little Things Stamp Set
144951 • 144954



VersaMark Pad
102283

Whisper White Cardstock
100730 • 2" x 2"



Stampin' Dimensionals
104430

3/4" Circle Punch
119873



Mini Pizza Boxes
144645

Year of Cheer Specialty
Washi Tape
144644



Gold Metallic Thread
138401

Plan for Success

The Flex Account lets you customize a path to the incentive trip that plays to your personal strengths. The 2017–2018 Stampin' Up! year (October 1, 2017–September 30, 2018) is the earning period for the 2019 Greek isles cruise. Go in with a plan and make every moment count. You'll need to redeem 160,000 flex points for the incentive trip. Most demonstrators get there through a combination of sales, recruiting, and leadership. Let's look at a possible earning scenario.

POINTS FOR SALES

Let's say your annual sales were around 21,000 CSV last year, but you think you can increase that to 25,000 CSV by holding a few additional events. Once you reach 10,000 CSV, the flex point accelerator will kick in and you'll earn five points instead of one point for every CSV unit sold. To find out how much you need to sell per month, divide 25,000 by 12:

25,000 CSV/12 months = 2,083.33 CSV per month

Next divide that by your average event sales; let's say you bring in about 350 CSV at each event:

2,083.33 CSV per month/350 CSV per event = 5.95

You'll need to hold six events per month to meet your sales goal.

With the flex point accelerator, 25,000 CSV in annual sales converts to roughly 85,000 flex points, leaving 75,000 flex points you'll need to earn through other business activities.

Use your team reports to see which direct team members are close to advancing or becoming qualified recruits, and use your Flex Report to track your flex point progress throughout the year.

POINTS FOR RECRUITING, LEADERSHIP, AND OTHER BUSINESS ACTIVITIES

How might you earn those other 75,000 flex points? Here's a possible scenario. You plan to recruit several demonstrators this year, and a few of your recruits from last year haven't qualified yet. You're sure if you work with all of them on Quick Start, you can help five direct demonstrators qualify (Quick Start goal 1) and at least two advance to bronze elite (Quick Start goal 2). You also have a few bronze elite demonstrators working hard to build their businesses, and you set a goal to help at least one advance to silver. You have a few direct silver demonstrators, and you think with some coaching, at least one of them can advance to silver elite during Sale-A-Bration. Once one of them advances, you will

meet all the requirements for your advancement to gold. In addition, it's your 10-year Stampin' Up! anniversary.

Here's how points for those activities would add up:

BUSINESS ACTIVITY/EVENT	POINTS EARNED
Five direct qualified recruits	25,000
Two direct title advancements to bronze elite	10,000
One direct title advancement to silver	7,500
One direct title advancement to silver elite	10,000
October ongoing title benefit—silver elite	4,000
Your own title advancement to gold	5,000
April ongoing title benefit—gold	7,500
Your own 10-year Stampin' Up! anniversary	7,500
TOTAL POINTS	76,500

BRINGING IT ALL TOGETHER

Combine your points from sales and other business activities, and you've exceeded the 160,000 points you'll need to redeem for the incentive trip:

BUSINESS ACTIVITY/EVENT	POINTS EARNED
Sales	85,000
Recruiting, Leadership, etc.	76,500
TOTAL POINTS	161,500

While your plan may look quite different from our example, you can use a similar process to design a plan that works for you. Download the Incentive Trip Tracker from the demonstrator website under Events>Incentive Trips and get started. Before you know it, you'll be exploring the stunning islands of Greece! 🇬🇷

Watch for special promotions during the year for additional opportunities to earn flex points.

PLAN YOUR FLEX POINTS

FLEX ACCOUNT EARNING		
Earning Categories	Primary Flex Points	
SALES		
Point(s) per CSV	9,999 CSV or less (YTD)	1 pt/1 CSV
	10,000 CSV or more (YTD)	5 pts/1 CSV
RECRUITING		
Qualified Recruit¹	5,000 (each qualified recruit in your direct level)	
LEADERSHIP		
Personal Title Advancement	Title Advancement 5,000 (each)	Ongoing Title Benefit²
		Bronze elite = 1,500
		Silver and silver elite = 4,000
		Gold and gold elite = 7,500
		Platinum and platinum elite = 10,000
Direct Team Member Title Advancement (Must be in your direct level)	Title Advancement Bronze elite and silver = 7,500 Silver elite and above = 10,000	
QUICK START PROGRAM		
Achieve 900 CSV within First Full Three Months	5,000	
Achieve 1,800 CSV within First Full Six Months	10,000	
ANNIVERSARIES		
Stampin' Up! Anniversary	1 year = 2,000	5 year = 5,000
	10 year = 7,500	15 year = 10,000
	20 year = 12,500	25 year = 15,000
	30 year = 17,500	
¹A qualified recruit is a new demonstrator who sells at least 900 CSV. The recruit must be a direct demonstrator. ²Ongoing title benefit is paid twice a year with October and April commissions		

● **SALES:** Earn one flex point for every CSV unit you sell during the Stampin' Up! year (October 1–September 30). Once you reach 10,000 CSV in year-to-date sales, the flex point accelerator kicks in and you earn FIVE flex points for every CSV unit you sell the rest of that year. You can actually earn the incentive trip on sales alone by selling 40,000 CSV in a single Stampin' Up! year.

● **RECRUITING:** Recruit early in the year so your recruits have time to become qualified by reaching 900 CSV in sales, and you'll get 5,000 flex points when they do. Also encourage recruits from last year who haven't yet qualified. Anyone you recruit before Sale-A-Bration will have more time to qualify during the year, and Sale-A-Bration can help them get there.

● **LEADERSHIP:** Don't underestimate the power of title advancements. You earn points for your own and for your direct team member advancements. Plus you get an ongoing title benefit twice a year—the higher your title, the more points you earn. These points can really add up.

● **QUICK START:** Helping your recruits achieve Quick Start will benefit them and you. Reaching their first Quick Start goal (900 CSV in sales) makes them a qualified recruit, earning each of you 5,000 flex points. Reaching their second Quick Start Goal (1,800 CSV in sales) advances them to bronze elite, earning them 10,000 flex points and you 7,500 flex points. Plus, they'll start earning the extra 5% instant income at bronze elite. Win-win!

● **ANNIVERSARIES:** Be sure to set a goal to earn the incentive trip during these milestone anniversary years. The extra points are a great boost to help you reach 160,000 points.

For more information about the Flex Account and earning the incentive trip, read the Compensation Plan Document under Business Resources>Compensation Plan on the demonstrator website.

Handmade

CHRISTMAS DINNER

Planning a dinner party this season? Look no further for your décor.

Christmas Tree: Adhere a piece of Merry Little Christmas Designer Series Paper around the Christmas tree base.

Candle Jar: Stamp the sentiment in Basic Black Archival ink on the front of the jar (we recommend setting the ink with the Heat Tool). Trim the edges from a piece of 7/8" Striped Ribbon and adhere it around the top of the jar. Adhere two Green Sprigs and an Old Olive 3/8" Mini Chevron bow to the jar. Tie a Mini Ornament to the bow with a piece of Linen Thread.

Reindeer: Score and fold a piece of Merry Music Specialty Designer Series Paper into a rosette and adhere a Metal Rimmed Pearl to the center. Adhere two Green Sprigs and the rosette to the deer.

Silverware Wrap: Sew Vintage Crochet Trim to the top and bottom edges of the Merry Little Christmas bellyband and adhere Green Sprigs to the front. Tie a Vintage Crochet Trim bow and a 7/8" Striped Ribbon bow and adhere them together. Stamp the sentiment in VersaMark ink on a piece of Basic Black Cardstock, cover with White Stampin' Emboss Powder and heat emboss. Cut out the sentiment using the Big Shot and the Layering Circles Framelits Dies. Punch a label from Kraft Cardstock using the Everyday Label Punch and stamp two small flourishes on the label. Adhere the stamped sentiment to the label and punch a hole using the 1/8" Circle Punch. Tie the whole piece to the stacked bows with a piece of Linen Thread. ④

The Merry Little Christmas suite is an elegant choice for any project. See other projects using this suite on the cover and page 6 of this issue.



Table Setting and Decorations

Carols of Christmas (Cantiques de Noël/Wie ein Weihnachtslied) and Merry Little Labels (Joyeuses petites étiquettes/Weihnachtliche Etiketten/Decemberlabels) Stamp Sets; Basic Black Cardstock; Merry Little Christmas Cardstock Pack; Merry Little Christmas Designer Series Paper; Merry Music Specialty Designer Series Paper; Basic Black Archival Stampin' Pad; VersaMark Pad; White Stampin' Emboss Powder; Old Olive 3/8" Mini Chevron and 7/8" Striped Ribbon; Linen Thread; Vintage Crochet Trim; Mini Ornaments; Metal Rimmed Pearls; Green Sprigs; Stampin' Dimensionals; Big Shot; Layering Circles Framelits Dies; Everyday Label and 1/8" Circle Punches; sewing machine and thread

Reliable Rose



Rose Pelley

BRONZE ELITE
NEW SOUTH WALES,
AUSTRALIA

Rose Pelley has been a demonstrator since 2006. In the years since she joined, she has found the key to her own success. “Being reliable, accommodating, honest, flexible, and presenting choices to customers seems to work for me,” she says.

One of the things Rose really focuses on is making sure her customers feel comfortable and confident using Stampin’ Up! products. She demonstrates the products she wants to sell and makes sure everyone has a chance to use them and ask questions. Whenever there is a new catalog, Rose is sure to preorder the products she wants to share so she has them at her events. It’s very important to let people use products before they buy. They’ll feel more comfortable when they’re stamping on their own and be willing to return and buy more in the future.

Another great move Rose makes is sharing the catalogs. She orders plenty of copies and hands them out to all her customers. At her events Rose walks everyone through the pages and points out specific products and good buys. This is a great chance for her to share even more products she may not have at the event.

“Make sure you are passionate about crafting; this is very obvious in the presentations you give and the services you provide.”

Rose keeps things consistent by holding a workshop in the same location on the same day each month. A week before the event she emails her monthly newsletter to her mailing list; it’s a great reminder and helps her customers get excited for the new things they’ll learn.

Of course Rose holds more than just the one workshop. She usually has six or seven workshops per month and one or two shoebox swaps and stamp-a-stacks per year. She always features new products or new techniques at her events and makes sure to promptly deliver orders to her customers. They all know they can count on her.

Rose has a few goals for every event. One of those is to “Provide an atmosphere where people can come to enjoy making cards, socializing with friends, and learning some new skills.” Another goal is to “Allow the products to sell themselves, i.e. providing the opportunity for customers to experiment with, explore, and become proficient with the products.” She also makes the effort to personally welcome each customer and spends a few minutes catching up with those she already knows.

Take a few of Rose’s ideas and implement them into your business. You’ll be happy you did. ⑧

A FAIR TO REMEMBER

Looking for a way to meet new customers? Allison Okamitsu (a silver elite demonstrator from Alberta, Canada) has a suggestion: craft fairs. Allison's participation in craft fairs has allowed her to meet people, increase her customer pool, and build her team. How can others find similar success? Allison offers a few steps to setting up a fair with flair.

First: The preparation. Allison auditioned various types of fairs until she settled on a few she does every year. Choosing fairs known for a variety of vendors and high attendance was important as was location to make sure she was meeting people who could easily attend her future events. She sets a goal to hand out 40 packets (which include a business card, free class pass, class schedule, and a piece of candy) at each event.

Second: The wooing. Allison sells a variety of small crafty treats, just to get people to stop at her table. "You'd be amazed how many people will stop to see a little package of gum decorated like a snowman." She showcases the Starter Kit and adds other decorative

accoutrements (vintage suitcases; window frames). She displays items at three levels to keep visitors' eyes moving around the displays.

Third: The follow up. Allison posts information about and talks to attendees about upcoming events. She hosts a door prize drawing (forms can be found in the Print Lab on the demonstrator website), which allows her to collect contact information and send an email invitation to upcoming classes.

Give craft fairs a try and see what they do for your business. ❶

Tip: Like the treat bags featured here, eye-catching projects tend to draw people into your booth and provide great conversation starters. Check out the gift packaging article in this issue (page 24) for more ideas.



Treat Bags

Hug in a Mug Stamp Set; Whisper White Cardstock; Red Glimmer Paper; Basic Black and Basic Gray Archival Stampin' Pads; Dapper Denim, Early Espresso, Garden Green, Lemon Lime Twist, Pool Party, Powder Pink, Real Red, and Smoky Slate Classic Stampin' Pads; Mini Tinsel Trim Combo Pack; Whisper White Solid Baker's Twine; 2" x 8" and 6" x 8" Cellophane Bags; Stampin' Dimensionals; 1/16" Circle and 1-3/4" Circle Punches

Q & A

WHAT ARE YOUR CREATIVE METHODS FOR HANDING OUT CATALOGS?

Shannon Soenksen

SILVER

IOWA, UNITED STATES

I like to wear my Stampin' Up! apron everywhere and use my OnStage bag as my purse. I get asked about Stampin' Up! all the time. When someone asks, I thank them for asking and hand them a catalog. When they seem really interested I tell them to keep the book. Inside I also include a flyer listing all my upcoming events. I usually ask if I can add them to my Facebook page and I get their contact information so I can follow up. Since I started doing this I have one new recruit and two more potential recruits along with a few new customers and friends.

Kim Kurzynski

BRONZE ELITE

WISCONSIN, UNITED STATES

I have a tax and accounting business and I make cards and small gifts to show my appreciation for my clients and other business associates during the year (Paper Pumpkin is great for this). Of course these gifts start conversations about what I do in my ME time. I share a catalog and encourage people to look at it and enjoy the beautiful colors and creative projects. I let them know that with Stampin' Up! it is so easy and fun to make wonderful projects and that they can do this too. I invite them to an upcoming workshop or class and give them my contact information so we can get together or they can order if they would like to. I always encourage them to call with any questions.

Pip Todman

SILVER ELITE

SURREY, UNITED KINGDOM

I open a Pop-Up Shop in a bank, a soft play venue, a tea shop, and even Guildford Cathedral in Surrey. I do a Make & Take, demonstration, memory album, etc. and give out catalogs to anyone who's interested! I also leave baskets of catalogs and cards with order forms, contact forms, and class sheets in teacher's staff rooms, local businesses' break-out areas, etc. I tell the person I speak with that I'll be back in a week to collect any orders and contact forms.

Jennie Thompson

BRONZE ELITE

OHIO, UNITED STATES

Earlier this year I covered current catalogs in Designer Series Paper and embellishments, similar to the way we covered our textbooks with paper bag covers in school (but way more fun). I stacked one of each of the annual, Sale-A-Bration, and occasions catalogs together and tied them with ribbon, then tucked my business card under the bow. It's a great way to show off the actual products (plus I put some retired ribbons from my stash to good use). The response has been overwhelmingly positive!

Joni Daniel

SILVER ELITE

CALIFORNIA, UNITED STATES

I tend to hand out more catalogs electronically rather than in person. I will email the catalog and simply say something like "*Thought you would like to see what's new. Reply for your FREE gift!*" The gift is usually a card created with new products.

Kathleen McDonald

BRONZE ELITE


TASMANIA, AUSTRALIA

My creative method for handing out catalogs is to always carry all current catalogs. This has also come in handy when another demonstrator posts a question, I whip the catalog out and I can quickly reply. It makes me feel good knowing that I can help another demonstrator. After all, we are here as a team and team members work together.

Roxy Jones

SILVER

NEVADA, UNITED STATES

I carry catalogs with me all the time so if anyone asks, I have them handy. I do various craft shows and always have them along with a sign-up sheet and my business cards for anyone who wants information. If you don't have them with you, you can't give them out. 



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