

STAMPIN' Success[®]

QUARTER 1 • 2018



Sara's MESSAGE



I was so young when Stampin' Up!® first began. I remember watching my mom and aunt fill orders by pulling products from tables and shelves that filled our family's living room. When I was a bit older, I remember using the shrink-wrap machine to package cardstock I had counted by hand. I didn't really understand the gravity of what all of this activity meant. I just knew mom was working hard, driven to do something she felt would help others. I'd ask her why she worked so hard, and she would say, "Stampin' Up! is bigger than just you and me."

It still is! Over the past three decades, I have seen what it means to share what we love and make a difference in each other's lives. The friendships, creativity, and joy have touched countless hearts and lives in so many ways that may never be fully understood.

Stampin' Up! has become a worldwide family and we continue to live the Statement of the Heart, changing lives in small and large ways every day! Whether you've been part of Stampin' Up! for days or decades, we are grateful for who you are and what you do! We hope you have come to see what is so special about Stampin' Up! It's more than just stamps, ink, and paper. We are people working together, and truly making a difference!

Thank you so much for being part of the Stampin' Up! family! 🧡

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 for guests to create at events
 -  **DEMO IT**
Projects excellent for event demonstrations
 -  **HOST GIFT**
Projects that make perfect host gifts
 -  **ONLINE EXTRAS**
Resources on the demonstrator website (Stampin' University> Stampin' Success)
 -  **VIDEO**
Find a related video on youtube.com/stampinup
-
-  **CLEAR-MOUNT**
 -  **WOOD-MOUNT**
 -  **PHOTOPOLYMER**

SUITE COORDINATION

Stampin' Up! offers hundreds of amazing products—a veritable crafter's paradise! But when you're new, all that selection can also be a little overwhelming. Where should you start?

The good news is that we make it effortless with one strategy: product coordination. With 30 years in the crafting industry, Stampin' Up! has perfected pairing products to make shopping and crafting easy. Here are a few tips to maximize product coordination in your business:

- **Look for stamp and tool pairings in the catalog.** Stamp and punch pairings are especially helpful for brand-new stampers. Plus, they are often bundled together at a discount.
- **Use suites to maximize coordination.** Most suites have everything any new crafter needs to hit the ground running.
- **Utilize cross-coordination.** Things like ink pads, markers, adhesives, and ribbon coordinate with more than one product. Share these items with your customers.

Take advantage of coordination and enjoy a simpler way to do business. ❶

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CASEING

CASE (kāś) v. Copy And Share Everything

Imitation is the highest form of flattery so when a project strikes your fancy, why not copy your favorite parts and share your creation? Just be sure to give appropriate credit to the original creator.

The Loveliest People card and Friends card both feature tone-on-tone stamped backgrounds. The sentiments are each cut using the Banner Triple Punch and stitched to the focal images, which we've popped up using Stampin' Dimensionals®.

The next set of cards share the same basic layout, feature some similar accents and embellishments, and have a sentiment trimmed into word strips. Exciting differences like gold stickers or die-cut details set these projects apart. That's the beauty in a CASEing effort: once you start copying a few aspects, your creativity will take the concept to all new levels! ①



Loveliest People Card (4-1/4" x 5-1/2")

Hanging Garden (Jardin suspendu/Hängender Garten) Stamp Set; Shimmery White, Sweet Sugarplum, and Whisper White Cardstock; Basic Black Archival Stampin' Pad™; Calypso Coral, Daffodil Delight, Pear Pizzazz, Soft Suede, Sweet Sugarplum, and Tranquil Tide Classic Stampin' Pads; Neutrals Stampin' Write™ Markers; Stampin' Dimensionals; Aqua Painters™; Banner Triple Punch; sewing machine and thread

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

Waterfront (Au bord de l'eau/Am Ufer) Stamp Set; Pool Party and Whisper White Cardstock; Crumb Cake, Daffodil Delight, Dapper Denim, Lemon Lime Twist, Old Olive, and Pool Party Classic Stampin' Pads; Stampin' Dimensionals; Banner Triple Punch; sewing machine and thread

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

Sure Do Love You (Je t'aime si fort/Für Schatz-Karten) Stamp Set; Calypso Coral and Whisper White Cardstock; Painted with Love Specialty Designer Series Paper; Calypso Coral, Powder Pink, and Rich Razzleberry Classic Stampin' Pads; Calypso Coral 1/4" Ombre Ribbon; Iridescent Sequin Assortment; Painted with Love Gold Vinyl Stickers; Stampin' Dimensionals; Big Shot™; Lots to Love Box Framelits™ Dies

Hello Friend Card (4-1/4" x 5-1/2")

Oh So Eclectic (Si éctique/Bunt gemischt) Stamp Set; Thick Whisper White Cardstock; Naturally Eclectic Designer Series Paper; Gold Foil Sheets; Watercolor Paper; Emerald Envy, Fresh Fig, and Night of Navy Classic Stampin' Pads; VersaMark® Pad; Gold Stampin' Emboss® Powder; Night of Navy 5/8" Crinkled Seam Binding Ribbon; Gold Metallic Thread; Metallics Sequin Assortment; Naturally Eclectic Card Overlays; Stampin' Dimensionals; Big Shot; Eclectic Layers Thinlits™ Dies; Stampin' Spritzer

Leading

ON THE ROAD TO ROME

How can you help team members who don't want to hold traditional events reach their minimum each quarter? Well, as they say, all roads lead to Rome, so let's explore some alternative routes you can share.

STAMP WITH A FRIEND

Suggest a fun stamping afternoon. Encourage your team members to simply invite a friend, a family member, or a neighbor over for a fun crafting afternoon. They can decide whether it's just going to be one card or an entire kit, which the friend could choose and purchase beforehand. It's simple, fun, and a good way to boost self-confidence!

INITIATE A CARD SWAP GROUP

In a card swap group everyone stamps a set number of cards (based on the number of people in the group) and then gathers to swap them every month or two (based on the group's decision). This gives everyone a reason to stamp, which may inspire some to do more stamping outside of the swap. And when they do more stamping, they need more products. Remind your team members to hand out catalogs during this event.

HOST A VIRTUAL PARTY

Some of your team members might feel that they don't have enough space to hold events at their home and may not feel comfortable holding events elsewhere. A virtual party is a great solution. Show them how to create a Facebook event (see the Virtual Party Checklist in the Print Lab for more info); add pictures of the project(s) as well as links to the current catalog and their online store. At the end of the party they can ask who would like to host the next virtual party.

HOLD COMMUNITY STAMPING EVENTS

Demonstrators can also host community stamping events. They can stamp with residents of a retirement home or with patients at a hospital. Or they can stamp with their local church group or parents from

a nearby school and donate either the cards or the event fee. Any of these events are great opportunities to meet new contacts who may be interested in purchasing products.

These are just a few ideas you could suggest to your team members. No matter what they do, all types of events are equally (in)valuable and have the same purpose: to bring people together to craft and have fun. 🎉

Stamp the card shown here at a team meeting and encourage everyone to use it at some type of event.



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

Yay You Stamp Set; Calypso Coral, Pool Party, Vellum, and Whisper White Cardstock; Basic Black Archival Stampin' Pad; Lemon Lime Twist and Pool Party Classic Stampin' Pads; Picture Perfect Paper Ribbon; Iridescent Sequin Assortment; Stampin' Dimensionals; Big Shot; Stitched Shapes Framelits Dies; Oh My Stars Textured Impressions™ Embossing Folder



PICTURE PERFECT PAPER

Paper has been a staple for Stampin' Up! since the very beginning, but we didn't introduce our exclusive colors until the 1997–1998 annual catalog. And it wasn't until the 2002–2003 annual catalog that we released our Designer Series Paper. We've come a long way in 30 years—and now we've taken another step forward with the new Picture Perfect Birthday Designer Series Paper.

The level of detail in this new paper is like nothing we have done before. It's different and fresh—you can create eye-catching birthday projects that anyone would be thrilled to receive! One side of each sheet showcases large, photographed images. The other side features smaller patterns that you can use for many occasions. One of our concept artists designed the patterned

side and made a few birthday projects with those designs. Then we had those party hats, presents, and more photographed and added to the other side of the Designer Series Paper. It's the perfect combination of two kinds of design. And when you pair the paper with the coordinating stamp set, you'll create an unforgettable birthday experience! 🎉



TIP: The 6" x 6" paper is perfect for making small pouches as favors for all party guests.

Cue the Confetti Cards (5" x 3-1/2")

Picture Perfect Birthday (Anniversaire idéal/Perfekter Geburtstag) Stamp Set; Whisper White Cardstock; Picture Perfect Party Designer Series Paper; Whisper White Note Cards & Envelopes; Bermuda Bay Classic Stampin' Pad; Picture Perfect Paper Ribbon; Rhinestone Basic Jewels; Stampin' Dimensionals

Treat Yourself Pouch

Picture Perfect Birthday (Anniversaire idéal/Perfekter Geburtstag) Stamp Set; Bermuda Bay and Whisper White Cardstock; Picture Perfect Party Designer Series Paper; Bermuda Bay and Berry Burst Classic Stampin' Pads; Picture Perfect Paper Ribbon; Birthday Mini Binder Clips; Stampin' Dimensionals; Tailored Tag Punch

THE CONFIDENCE IS ALL!



Claudia Fuchs

GOLD
PARBASDORF,
AUSTRIA

Claudia Fuchs discovered Stampin' Up! when she was invited to a workshop by a friend; she was hooked immediately. However, during her first six months as a demonstrator, nothing much happened. She only managed to do one event, and customers seemed to be elusive. The day came when she had to make a decision: either continue and really get going or drop out. Her ambition kicked in, and all of a sudden, it worked! Her sales slowly but steadily increased.

To make her business work, she changed three essential things: First, she resolved to talk about her business in a conversational tone everywhere she went, just to make people curious, never in a hard-selling way.

Second, she realized that her passion about the products was contagious, so she worked to share it. "You're simply bubbling over with enthusiasm," is what she hears from her customers.

Third, she changed her mindset. No matter who she talks to, she is confident that something positive will come out of the conversation. And, guess what, it usually does!

This mindset also made Claudia aware of how important it is to stay in touch with her customers. She sends out emails about upcoming events, new catalogs, and promotions. And when she realizes someone hasn't hosted a workshop for a long time, she gets in touch. She also sends personal messages to customers for their birthdays and reminders via WhatsApp. Because of her light-hearted approach,

customers never get the impression that she is just trying to sell them something. She builds real friendships.

"Just talk about what you do in a casual way. If you are afraid of doing workshops, then just start with something small like inviting your friends over. Simply show your enthusiasm about the products."

Another tool Claudia uses to stay in touch is her blog; about once a week she posts a new project. She sometimes chooses stamp sets that customers might have overlooked in the catalog and shows what beautiful projects can be made with them. Sales visibly increase.

With three kids, finding time for all this is obviously a challenge. But Claudia sends emails out quickly and spontaneously, for example while cooking dinner. The same applies to her blog, she doesn't have a fixed routine, but adds a new project whenever she can. Because she has set her mind on moving forward, she manages to squeeze these things in irregularly but frequently. Thank you, Claudia, for these great tips! 🙌

Technique


COLOR BURST

For guaranteed oohs and aahs, hold a Brusho® Crystal Colour class. Just add water to Brusho's highly pigmented ink crystals, then watch them burst into spectacular color. Watercolor with Brusho like you would with ink, or sprinkle it over water washes or paper spritzed with water.

Let your customers try Brusho on a Make & Take. Follow these tips for a great experience:

- Like any pigment ink, Brusho can stain; use Grid Paper to keep things clean.
- Create a shaker top by piercing one or two holes in the lid of the Brusho pot with the Paper-Piercing Tool.

- Use Watercolor Paper or Shimmery White Cardstock. Provide scraps for customers to experiment on.
- Allow for drying time or dry with a Heat Tool.

Tell your customers, *"Brusho is a fun spin on watercoloring. You get five pots in basic colors, so you can mix them to create your own colors. A little bit goes a long way, so it lasts a long time."* Show off dazzling samples that you made ahead of time so they can see Brusho's potential. 

STEP 1

Using an Aqua Painter, apply water to the cardstock.



STEP 2

Sprinkle a few specks of Brusho on the water wash.



STEP 3

Blend the color with the Aqua Painter.





TIP: Sprinkle Brusho on a clear block; add water, mix, and apply with an Aqua Painter.

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

Floral Statements Stamp Set; Sahara Sand and Shimmery White Cardstock; Delicate White Doilies; Basic Black Archival Stampin' Pad; VersaMark Pad; Brusho Crystal Colour; Clear Stampin' Emboss Powder; Tutti-frutti Adhesive-Backed Sequins; Stampin' Dimensionals; Aqua Painters; Big Shot; Pinewood Planks Dynamic Textured Impressions Embossing Folder; Ticket Tear Border Punch; sewing machine and thread

Learn more about Brusho on
[YOUTUBE.COM/STAMPINUP](https://www.youtube.com/stampinup)



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

Birthday Wit Stamp Set; Shimmery White Cardstock; Tutti-frutti Designer Series Paper; Whisper White Narrow Note Cards & Envelopes; Basic Black Archival Stampin' Pad; Lemon Lime Twist Classic Stampin' Pad; Brusho Crystal Colour; Basic Black Solid Baker's Twine; Aqua Painters

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

Beautiful Peacock (Joli paon/Pfauengruß) Stamp Set; Lemon Lime Twist, Tranquil Tide, and Whisper White Cardstock; Vellum Cardstock; Watercolor Paper; Old Olive and Tranquil Tide Classic Stampin' Pads; VersaMark Pad; Brusho Crystal Colour; Gold and White Stampin' Emboss Powder; Gold 1/8" Ribbon; Metallics Sequin Assortment; Painted Love Gold Vinyl Stickers; Stampin' Dimensionals; Aqua Painters; Big Shot; Flourish Thinlits Dies; sewing machine and thread



TIP: Shake different colors of Brusho on water-washed paper, then blend with an Aqua Painter.

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. —

The joy of giving is what demonstrators live for. The sparkle you see in someone's eyes as they receive a handmade token of your affection can make you feel like you have magical powers. So help your customers unleash their own special abilities as they craft for the little (or not-so-little) heroes in their lives with the Magical Day Stamp Set and the Myths & Magic suite.

Bespelling customers will be child's play when you show the wonders they can accomplish with these products. Demonstrate the Knight & Dragon card—perfect for any casual crafter—to pique your attendees' interest. Then let them experience the magic on a Make & Take that even beginners can create in a flash. Finally, give your host the Mermaid bag as a gift. It's sure to strike the fancy of your avid crafters, so

tell them they can make it if they attend your next product-based class. Be sure to show them how they can color these projects with a wave of a wand, or rather the wave of our coloring tools, like the Aqua Painter, Watercolor Pencils, or even our new alcohol-based Stampin' Blends! With so many beautiful projects, you are sure to see wish lists magically fill up. ④



Mermaid Bag

Zauberhafter Tag (Magical Day/Journée magique) Stamp Set; Pool Party, Shimmery White, and Vellum Cardstock; Myths & Magic Specialty Designer Series Paper; Basic Black Archival Stampin' Pad; Berry Burst, Blushing Bride, Crushed Curry, Lemon Lime Twist, Old Olive, Pool Party, and Sahara Sand Classic Stampin' Pads; Pool Party Solid Baker's Twine; Metallics Sequin Assortment; Myths & Magic Washi Tape; Stampin' Dimensionals; Aqua Painters; Big Shot; Magical Mates Framelits Dies; Mini Treat Bag Thinlits Dies; 2" Circle and 2-1/4" Circle Punches

Knight & Dragon Card (4-1/4" x 4-1/4")

Zauberhafter Tag (Magical Day/Journée magique) Stamp Set; Old Olive, Shimmery White, Vellum, and Whisper White Cardstock; Myths & Magic Specialty Designer Series Paper; Basic Black Archival Stampin' Pad; Old Olive Classic Stampin' Pad; Watercolor Pencils; Old Olive 3/8" Mini Chevron Ribbon; Stampin' Dimensionals and Mini Stampin' Dimensionals; Aqua Painters; Big Shot; Magical Mates Framelits Dies

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

Zauberhafter Tag (Magical Day/Journée magique) Stamp Set; Whisper White Cardstock; Myths & Magic Specialty Designer Series Paper; Dapper Denim and Fresh Fig Classic Stampin' Pads; Tuxedo Black Memento Pad; Ivory, Old Olive, and Smoky Slate Stampin' Blends Combo Packs; Stampin' Dimensionals

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

Instructions

1. Fold the larger piece of Whisper White Cardstock in half to create the card. Adhere the larger piece of Designer Series Paper to the card front.
2. Stamp the sentiment in Dapper Denim ink, the wizard in Memento ink, and the magic dust in Fresh Fig ink on the smaller piece of Whisper White Cardstock.
3. Color the wizard with Ivory, Old Olive, and Smoky Slate Stampin' Blends.
4. Adhere the stamped cardstock to the smaller piece of Designer Series Paper. Adhere the paper to the card using Stampin' Dimensionals.

Whisper White Cardstock
100730 • 8-1/2" x 5-1/2"; 2-1/2" x 3-3/4"

Tuxedo Black
Memento Pad
132708

Magical Day Stamp Set
145854 @ 145857

Fresh Fig Classic Stampin' Pad • 144082
Dapper Denim Classic Stampin' Pad • 141394

Myths & Magic Specialty
Designer Series Paper
145600 • 4-1/4" x 5-1/2";
2-3/4" x 4-1/8"

Old Olive
Stampin' Blends
Combo Pack
144597

Smoky Slate
Stampin' Blends Combo Pack
145058

Stampin' Dimensionals
104430

Ivory Stampin' Blends
144606



STEP IT UP

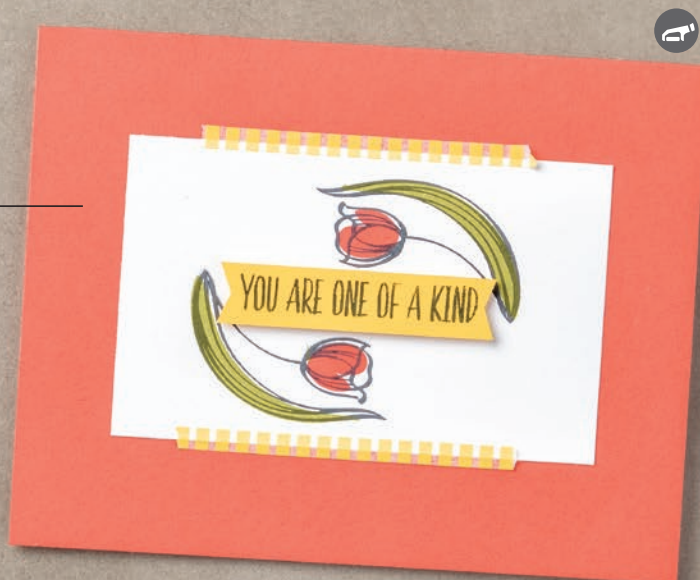
SIMPLE CHANGES. ANY PROJECT. ANY STAMPER.

BASIC

Fresh images in a spring-inspired color scheme really add to the sweet message of this card. And simple stamp images with a single sentiment can help you easily make a big impact. Embellish with a bit of washi tape on the top and bottom margins and pop that perfect sentiment up on Stampin' Dimensionals.

One of a Kind Card (5-1/2" x 4-1/4")—Basic

Lovely Wishes (Souhaits charmants/Wunderbare Wünsche) Stamp Set; Calypso Coral, Daffodil Delight, and Whisper White Cardstock; Basic Black Archival Stampin' Pad; Calypso Coral and Old Olive Classic Stampin' Pads; Tutti-frutti Washi Tape; Stampin' Dimensionals



CASUAL

Adding just a bit extra to each distinct layer of the card makes the whole card stand out even more. Sass up the background with some extra tone-on-tone stamping. Dress up the middle with some elegant ribbon and a dainty bow. Glam up the foreground by heat embossing the sentiment.

One of a Kind Card (5-1/2" x 4-1/4")—Casual

Lovely Wishes (Souhaits charmants/Wunderbare Wünsche) Stamp Set; Calypso Coral, Daffodil Delight, and Whisper White Cardstock; Basic Black Archival Stampin' Pad; Calypso Coral and Old Olive Classic Stampin' Pads; Whisper White Craft Stampin' Ink™; White Stampin' Emboss Powder; Old Olive 1/8" Sheer Ribbon; Tutti-frutti Washi Tape; Stampin' Dimensionals

- Whisper White Uninked Craft Pad & Refill (145406)
- Old Olive 1/8" Sheer Ribbon (144171)
- White Stampin' Emboss Powder (109132)



AVID

Time to pull out all the stops! Practice using your new Stampin' Blends on the floral images for extra depth in the colored images. Extend even more dimension into the card base with a Dynamic Textured Impressions Embossing Folder. The combinations of layers and techniques will truly be one of a kind! 🍷

One of a Kind Card (5-1/2" x 4-1/4")—Avid

Lovely Wishes (Souhaits charmants/Wunderbare Wünsche) Stamp Set; Calypso Coral, Daffodil Delight, and Whisper White Cardstock; Basic Black Archival Stampin' Pad; Calypso Coral and Old Olive Classic Stampin' Pads; Whisper White Craft Stampin' Pad; Calypso Coral and Old Olive Stampin' Blends Combo Packs; White Stampin' Emboss Powder; Old Olive 1/8" Sheer Ribbon; Tutti-frutti Washi Tape; Stampin' Dimensionals; Big Shot; Layered Leaves Dynamic Textured Impressions Embossing Folder

- Big Shot (143263)
- Layered Leaves Dynamic Textured Impressions Embossing Folder (143704)
- Calypso Coral Stampin' Blends Combo Pack (144045)
- Old Olive Stampin' Blends Combo Pack (144597)



Lead — & Help Your Team Succeed



Nancy Gauthier

GOLD ELITE
QUEBEC, CANADA

Nancy Gauthier runs her business online and has built a vibrant team of demonstrators with whom she connects through social media, email, and phone calls. Whether your demonstrator style is face-to-face or virtual, you'll want to take note of Nancy's helpful tips that work for any type of leader.

WALK THE WALK

"The biggest part of being a team leader is walking the demonstrator path yourself. Your team members need to see you working your business—getting sales, providing customer service, and reaching out to potential recruits. Do that first, and your team members will be inspired and motivated to try it for themselves!"

QUICK TIP FROM NANCY

"Stay aware of team members who are close to advancing in title by keeping tabs on your reports. Then, instead of letting them know how close they are to advancing and what they need to do, congratulate them on all of the hard work they put in to get where they are. They'll be inspired to reach that next level."

BUILD RELATIONSHIPS

"Focus on building genuine relationships with your team members by interacting with them on a personal level. You'll both gain a friendship and in the process you'll find that you've earned their trust. When they trust you and have an emotional connection, motivation follows."

ENCOURAGE THEIR BUSINESS STYLE

"Even though I conduct my business 100% online, I know it's not for everyone. Most of my team members hold in-person events and I think that's great! I encourage each of them to run their business in the way that fits their life, their style, and their personality. I share all kinds of demonstrator success stories from my team and showcase all types of demonstrator paths. It helps each person find the way that works best for them."

COACH INDIVIDUALLY

"I broadcast on Facebook Live for my team every week and give them a business tip and challenge. I notice who is viewing the videos and commenting or asking questions and I contact them to see if they'd like individual coaching. Since they're interested in growing their business, I guide them with personalized coaching emails and calls."

RECOGNIZE ACHIEVEMENTS

"Recognize your team like crazy! Make cards and send them for all sorts of reasons—meeting their 300 CSV minimum in the first quarter, getting their first recruit, or achieving a title advancement. I also stay engaged on Facebook and via email to connect with them and congratulate them on their achievements."

Try some of these ideas with your team and see what happens! 📌

30 YEARS

to Love it. Live it. Share it.

AN IDEA

In 1988, two sisters began a journey that would change the lives of many for decades to come. While looking for an opportunity to add to her family's income but also stay home with her children, LaVonne discovered rubber stamps. She couldn't wait to share her discovery with Shelli. The sisters began searching for the perfect home-based business selling this exciting new craft medium. They knew that everything would come together when they found the right company—they could meet new people and earn money just by sharing something they loved; they were so excited.

However, there was one big problem with their plan—they couldn't find the prospect they were looking for. After searching with no luck, they decided to create the opportunity themselves and share it with others. Shelli took the money she and her husband had been saving for a home and invested it into a new company—Stampin' Up!



FAMILY PHOTO, 1990

Front: Sara and Shalae Gardner, Chelsea Crosby, Sage and Shanna Gardner
Back: Brie, Sean, Cierra, and LaVonne Crosby, and Shelli and Sterling Gardner

THE START OF SOMETHING NEW

Toward the end of 1988, Shelli and LaVonne published their first catalog. It was 64 pages and included mostly single stamps from artists such as Mary Engelbreit and Sandra Boynton. It would be four years before the company would sell stamp sets created by Stampin' Up! and an additional five years before they would publish the first catalog that offered only artwork that was exclusive to Stampin' Up! In that first catalog, there was also a limited number of tools, punches, and generic colors of ink. It was nothing like today's catalogs.

Stampin' Up!'s first catalog was published in 1988



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!

STATEMENT OF THE HEART

BUILDING MORE THAN A BUSINESS

In the beginning, the sisters filled stamp orders in Shelli's living room while their children played. Their business started out small, but they invited others to join them on their journey—and some of those demonstrators are still a part of Stampin' Up! today.

After outgrowing several facilities, Stampin' Up! put down roots in Kanab, Utah, Shelli's hometown. It became one of the town's primary employers, and it still remains one of the largest private employers in the small rural community. Keeping the manufacturing facility in Kanab is an important choice Shelli made years ago in order to give back to her community and make a difference in the lives of those who live there.



KANAB FACILITY, 2003

One of Stampin' Up!'s first meetings in 1988



RELATIONSHIPS

All along, the company has been about building relationships. Shelli and LaVonne wanted to connect with others, and they built Stampin' Up! to create a community for people who shared their passion for stamping and creativity. Today, the small company that began with just a handful of people has tens of thousands of demonstrators across 10 countries. In addition, all of those wonderful people share what they love with others in the form of products, cards, memory keeping, or whatever it is they love most.

"At Stampin' Up!, our focus is on making a difference. Over the years, I've seen the difference Stampin' Up! has made in the lives of so many, and we've grown beyond anything I imagined. I am so grateful to the demonstrators, employees, and customers who embrace the Statement of the Heart—together, we truly make a difference."

Shelli

MAKING A DIFFERENCE

Along with building relationships, one of the main goals the sisters had when they started out was to make a difference in some small way. As a company, we still believe that by sharing our talents and offering friendship to others, every one of us can make a difference at home, in our communities, and around the world. We've seen it for the last 30 years. Let's keep it going for another 30+ years. ①



Narrow & New

When you need one card in a hurry or bunches of cards all at once, precut and prescored cards are your best friend; you can skip the tedious, time-consuming tasks and get right to creating!

We have a new addition to our note card family: Whisper White Narrow Note Cards & Envelopes. They're a fun-size version of our standard Note Cards & Envelopes. At 2-1/2" x 4-1/2", they're small enough to be different but still big enough to hold your best wishes.

Sure, they're just blank cards and envelopes, but there's so much to love.

- They're a great value—just \$8.00 USD/\$10.75 CAD for 20 note cards and 20 envelopes. Plus, there's no stress about finding coordinating envelopes.
- The cards are made with our high-quality Thick Whisper White Cardstock.

To get an ombre effect, use a Sponge Brayer to apply the ink.



Hello Spring Cards (2-1/2" x 4-1/2")

Hello Easter Stamp Set; Crumb Cake, Powder Pink, and Whisper White Cardstock; Whole Lot of Lovely Designer Series Paper; Whisper White Narrow Note Cards & Envelopes; Pool Party, Powder Pink, So Saffron, Soft Suede, and Tranquil Tide Classic Stampin' Pads; VersaMark Pad; White Stampin' Emboss Powder; Rhinestone Basic Jewels; Stampin' Dimensionals; Duet Banner and 2" Circle Punches; Sponge Brayers

- Because they're already cut and scored, they're perfect for Make & Take projects. They save you time and money, and you can pass the savings on to your customers.
- They're great for customers who lack confidence in their measuring and cutting skills.

Feature these cards in an upcoming class. You'll love how they make your prep easier, and your customers will love how they simplify their crafting. ④



The cards fit nicely inside boxes made with the Lots to Love Box Framelits Dies. We've filled our box with candy, but you could easily stamp a stack of cards, put them in the box, and give them as a host gift.

Happy Easter Box

Hello Easter Stamp Set; Pool Party and Whisper White Cardstock; Whole Lot of Lovely Designer Series Paper; Whisper White Narrow Note Cards & Envelopes; Crumb Cake, Powder Pink, So Saffron, and Tranquil Tide Classic Stampin' Pads; Tranquil Tide 1/2" Finely Woven Ribbon; Silver Metallic Thread; Metallic Foil Doilies; Subtles Enamel Shapes; Stampin' Dimensionals; Big Shot; Lots to Love Box Framelits Dies

MAKE A DIFFERENCE WITH A CARD

With every card you send, you are making a difference. And every time you teach someone to make their own cards, your impact spreads. Some demonstrators have found ways to take this reach even further.

Michelle Montroy, a bronze elite from California, United States, wanted to do something special for her nephew and his military unit when he was deployed overseas. Michelle approached her team leader, Jamie Albanese, and they decided to get together with their Gettin' Crafty Gang every month to make ready-to-send cards for soldiers. Her nephew would place the cards in a special box and leave them out for soldiers to choose from. Within a few hours most of the cards were gone. Michelle shares, "He said that they loved getting the cards and it gave them a special way to write home."

There are many ways you can make a difference by getting together with others for a collective cardmaking cause. Here are a few ideas you can try:

- **Encourage your customers to send a card.** We often focus on the creating part; try focusing on the sending part as well. Remind your customers how delightful it is to get a card in the mail, then make it easy for them to send one. Provide Stampin' Write Markers and postage stamps at your event so they can write their message and drop their card in the mail that day!
- **Hold a Making a Difference event.** Have attendees make one thank you card to send to a loved one, another card to send to a charity, and a third card for

them to have on-hand. Include envelopes and postage stamps as part of the event fee.

- **Focus on a personal cause.** People love to make a difference when it helps someone they know. Do any of your customers or team members have someone in their life battling cancer? Or a family member in the military? Find a cause that you and your customers are passionate about and build an event around it.

Stampin' Up! has been partnering with demonstrators for the past 30 years in making a difference with handmade cards—and we're looking forward to many more! ①

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

Petal Palette (Palette de pétales/Blütentraum/In de bloemetjes zetten) Stamp Set; Pool Party and Whisper White Cardstock; Emerald Envy, Night of Navy, and Pool Party Classic Stampin' Pads; Neutrals Stampin' Write Markers; Night of Navy 5/8" Crinkled Seam Binding Ribbon; Linen Thread; Stampin' Dimensionals



ALL YOU NEED IS Love

Have you ever wanted to show your love but wondered how? You're a stamper—you can express your love in an original way using your creative touch and some cuteness.

Meet the Apron of Love Stamp Set from the 2018 occasions catalog! It's perfect for showing love to the people in your life. Your customers will love it for its versatility and lovely details.

How can you introduce your customers to this set?

- Show different kinds of projects. Create a cute banner, a card, or treat packaging. It's a win-win with any of your creations!
- Share projects for a variety of occasions. This set has multiple uses that will be appreciated for Mother's Day, Father's Day, birthdays, bridal showers, or just to show how much you care about someone.

- Showcase it with the coordinating Apron Builder Framelits Dies and describe the features and benefits. *"Some of these dies feature multiple images on the same piece of metal; the benefit is you are less likely to lose them!"*

- Show how versatile this set is by combining different images. Mix different shapes and short phrases to make it yours, and add cut-outs to give your projects more dimension.

The Apron of Love Stamp Set gives you so many options. And remember: the stamp set, your creative skills, and love are all you need! ⑤



TIP: Make the apron more masculine or feminine by using different pocket shapes.

Apron Treat Box

Tablier d'amour (Apron of Love/Kittelkreationen) Stamp Set; Calypso Coral, Old Olive, and Whisper White Cardstock; Petal Garden Designer Series Paper Stack; Silver Foil Sheets; Old Olive Classic Stampin' Pad; Old Olive 1/8" Sheer Ribbon; Pearl Basic Jewels; Stampin' Dimensionals; Big Shot; Apron Builder Framelits Dies



Je pense à toi Card (3-1/2" x 5")

Tablier d'amour (Apron of Love/Kittelkreationen) Stamp Set; Hardwood Background Stamp; Basic Black and Crumb Cake Cardstock; Be Merry Designer Series Paper; Foil Frenzy Specialty Designer Series Paper; Silver Foil Sheets; Basic Black Archival Stampin' Pad; Crumb Cake Classic Stampin' Pad; VersaMark Pad; Clear Stampin' Emboss Powder; Stampin' Dimensionals; Foam Adhesive Strips; Big Shot; Apron Builder Framelits Dies

Guéris vite Note Card (4" x 4")

Tablier d'amour (Apron of Love/Kittelkreationen) Stamp Set; Crumb Cake, Shimmery White, and Whisper White Cardstock; Delicate White Doilies; Basic Black Archival Stampin' Pad; Bermuda Bay, Melon Mambo, Old Olive, Pool Party, and Tangerine Tango Classic Stampin' Pads; Linen Thread; Stampin' Dimensionals; Aqua Painters; Big Shot; Apron Builder Framelits Dies; sewing machine and thread



Créer Apron Banner

Tablier d'amour (Apron of Love/Kittelkreationen) Stamp Set; Soft Sky, Vellum, Whisper White, and Wild Wasabi Cardstock; Coffee Break Cardstock Pack; Coffee Break Designer Series Paper; Foil Frenzy Specialty Designer Series Paper; Early Espresso and Pear Pizzazz Classic Stampin' Pads; Linen Thread; Stampin' Dimensionals; Foam Adhesive Strips; Big Shot; Apron Builder and Large Letter Framelits Dies; 1/16" Circle Punch; sewing machine and thread

TIP: Create a banner by punching holes in the sides of the aprons.



APRON OF LOVE

145835 \$21.00 USD | \$26.00 CAD (suggested clear blocks: a, b, e, g)

24 Photopolymer Stamps • Available in French

Coordinates with Apron Builder Framelits Dies

BE A SALE • A • BRATION

Rock Star

It's Sale-A-Bration time! If you don't see yourself as a "recruiter" or a "team builder," Sale-A-Bration is the time to change your way of thinking. Not only are there great incentives for your new team members—like extra stamp sets in their Starter Kit—but there are also great incentives for YOU (check out the demonstrator rewards chart on the Sale-A-Bration page under Happening Now > Current Promotions).

Whether you usually recruit zero, one, two, or more new demonstrators during Sale-A-Bration, we've got four tips to increase your overall recruiting during this year's Sale-A-Bration.

1. Set a goal. How many new team members did you recruit last year? Make a goal to beat last year's record by at least ONE. Just one—that's it! If you didn't recruit last year, then this year's goal is just one new team member. If you recruited two last year, make it a goal to recruit three this year!
2. Decide what you're going to say—and be ready to modify it as Sale-A-Bration goes on. Pay attention to what piques people's

interests, then keep your invitation short and focused. For example, if you see that your potential team member likes making new friends, you might say, *"I love how many people I've met as a demonstrator; is that something you would be interested in?"*

3. Focus on the benefits of signing up during Sale-A-Bration. Make sure your potential recruits know that Sale-A-Bration is a prime time to become a demonstrator! Signing up during Sale-A-Bration means (1) two extra stamp sets when they sign up—freeing up Starter Kit dollars to use on other things; and (2) the opportunity to earn their own rewards for selling and recruiting during Sale-A-Bration! It's a great opportunity for new demonstrators to hit the ground running.
4. Talk up yourself and your team. Let your potential recruit know what you specifically have to offer! Don't be shy about selling yourself. Have a monthly team meeting? Let them know; invite them to come check it out! Introduce them to other team members and show them what a great team you have—and how they can be part of your Stampin' Up! family, too. People react positively to a feeling of being included and a part of something bigger than themselves.

If you've ever thought about building a team—or growing your team—Sale-A-Bration is the time to do it: set a goal, decide what you're going to say, focus on all the extra benefits, and talk yourself up. Make this your most successful Sale-A-Bration ever! 🌟

TIP: Find all kinds of helpful team-building resources on the demonstrator website under Stampin' University > Recruiting.



BLEND IT


HAVE YOU TRIED STAMPIN' BLENDS YET?

One of the biggest advantages to purchasing Stampin' Up! products is the color coordination, and now we have new markers to add to the mix. Stampin' Blends alcohol markers come in 12 exclusive Stampin' Up! colors—each with a light and dark shade—as well as a color lifter and single markers in ivory and bronze. They're all dual-tipped, so you can use the brush tip for larger images and the fine tip for details.

Plan a product-based class where customers purchase two sets of Stampin' Blends. At the end of the class, ask who would like to be part of a club where they purchase two more sets of Stampin' Blends each month until they have purchased them all; it's only \$18 USD/\$24 CAD per month. If you get a committed group of people, you could even reach your quarterly minimum this way.

Markers may be purchased individually or together (one light and one dark). This is perfect for when one marker runs out; you can just replace the color you need without having to purchase the set.

Each month you'll hold a class and create a project where guests use the Stampin' Blends they have purchased for that month and the previous months. So if you use the samples we have here, the first month everyone would buy and use the Daffodil Delight and the Old Olive sets. The next month they would add Bermuda Bay and Smoky Slate to their collection. The samples could become more complex as new markers are added.

This is a great way for you to order Stampin' Blends as well... if you can resist buying the whole set at once. Happy blending! 

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

Southern Serenade Stamp Set; Berry Burst Cardstock; Whisper White Thick Cardstock; Coffee Break Designer Series Paper; Delicate White Doilies; Basic Black Archival Stampin' Pad; Berry Burst Classic Stampin' Pad; Daffodil Delight and Old Olive Stampin' Blends Combo Packs; 1/4" Copper Trim; Stampin' Dimensionals; 1-1/2" Circle Punch

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

Bird Banter (Drôles d'oiseaux/Grußgezwoitscher) Stamp Set; Bermuda Bay and Lemon Lime Twist Cardstock; Whisper White Thick Cardstock; Bubble & Fizz Designer Series Paper; Tuxedo Black Memento Pad; Bermuda Bay, Daffodil Delight, Old Olive, and Smoky Slate Stampin' Blends Combo Packs; Whisper White Solid Baker's Twine; Stampin' Dimensionals

Promote with confidence! As with all our products, Stampin' Blends have been thoroughly tested and exceeded all our strict requirements.



SWEET SUITE MEMORIES

There are so many things you can do with Memories & More Card Packs, that's why "more" is part of the name. Take a look at the projects here. While the framed piece is a form of memory keeping, it is different from a memory keeping album. This is a piece of décor you could hang on a wall in any room of your home. And it was made using pieces from a Memories & More card pack.

The other project has nothing to do with memory keeping, but the use of the Memories & More card makes a significant difference to the overall look of the box. Plan an event and use the box as the inspiration for your Make & Take. You can buy a pack of 12 Silver Mini Gable Boxes for just \$8.00 USD/\$10.75 CAD; purchase those and the Cake Soirée bundle and select the Sweet Soirée Memories & More Card Pack as your free Sale-A-Bration item. At the event, guests will stamp and cut out the flowers and choose the Memories & More card they want for their box.

Because Memories & More cards coordinate with other product suites, you can show customers how to plan a celebration (birthday, anniversary, baby, wedding, etc.) based around a card pack. They can make everything they need for the party and then create a memory album when it's over. Point out the Sweet Soirée Memories & More Card Pack that they're using on their Make & Take and say, *"This card pack coordinates perfectly with the Cake Soirée Suite. This means you don't need to search for invitations, thank you cards, décor pieces, and scrapbooking supplies all over town. Everything you need is included in this suite!"* And when they buy the items in the suite—or even just the bundle, they can get the Sweet Soirée Memories & More Card Pack for free!

Even if they don't have an event in mind, these products are a fantastic buy, and the Memories & More card pack is only available during Sale-A-Bration. Make sure your customers don't miss out. ⑤

Purchasing the Cake Soirée Bundle will enable your customers to select a Sale-A-Bration item. The Sweet Soirée Memories & More Card Pack is the perfect pick.



Birthday Box

Cake Soirée (Gâteau élégant/Tortentraum/Feesttaart) Stamp Set; Marina Mist, Old Olive, and Whisper White Cardstock; Sweet Soirée Memories & More Card Pack; Berry Burst, Flirty Flamingo, Marina Mist, Pear Pizzazz, and Powder Pink Classic Stampin' Pads; Berry Burst 3/8" Metallic-Edge Ribbon; Silver Mini Gable Boxes; Rhinestone Basic Jewels; Stampin' Dimensionals; Big Shot; Sweet Cake Framelits Dies



Tell your card makers that the Memories & More card packs are a fantastic value and can be used on all sorts of crafting projects.

Framed Memory

Cake Soirée (Gâteau élégant/Tortentraum/Feesttaart) Stamp Set; Berry Burst and Whisper White Cardstock; Sweet Soirée Memories & More Card Pack; Berry Burst, Flirty Flamingo, Pear Pizzazz, and Powder Pink Classic Stampin' Pads; Stampin' Dimensionals; Big Shot; Sweet Cake Framelits 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 Sale-A-Bration time, and love is in the air. This promotion offers benefits to customers, hosts, and demonstrators. And this year you can take the promotion one step further by encouraging customers to purchase 100 CSV, or in their terms \$100 USD/\$132 CAD. Sound challenging? It's really not—customers are already motivated to make a purchase, you just need to help them see how much they can get when they spend \$100 USD/\$132 CAD, especially since there are products in the Sale-A-Bration brochure that they can only get if they spend \$100 USD/\$120 CAD. You get more instant income and your customers more benefits. A win-win for you both.

Start by helping customers fall in love with the Sale-A-Bration offerings. True love can happen at first sight, but sometimes it needs a little help. Just as Cupid has his bow, you have tools (AKA products) that can help. That's where these projects come in. They combine items customers can purchase with Sale-A-Bration products they can earn. By ordering the supplies needed to create the project, the rewards are even greater!

Here are some specific statements you can make at your event to encourage a boost.

- While you demonstrate the Happy Birthday card: *"You will earn two Sale-A-Bration items*

or one even bigger reward by purchasing the items to make this card."

- As you take a customer's order: *"You're only \$20 away from getting another Sale-A-Bration item free! Would you like to add the stamp set I demonstrated to your order?"*

Share these projects with your customers and match them up with items for a happily ever after. Get 2018 off to a strong start—schedule your Sale-A-Bration events now. 📅



Celebrate Amazing You Bag

Playful Backgrounds Stamp Set; Whisper White Cardstock; Naturally Eclectic Cardstock Pack; Naturally Eclectic Designer Series Paper; Striped Treat Bags; Berry Burst Classic Stampin' Pad; Dapper Denim Baker's Twine; Gold Binder Clips; Sweet Soirée Ready Shreddie; Stampin' Dimensionals; Big Shot; Stitched Shapes Framelits Dies; Celebrate You Thinlits Dies

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

Happy Wishes (Souhaits sympas/Beste Wünsche/Beste wensen) and Petal Palette (Palette de pétales/Blütentraum/In de bloemetjes zetten) Stamp Sets; Berry Burst Cardstock; Petal Passion Designer Series Paper; Petal Passion Memories & More Card Pack; Whisper White Medium Envelopes; Berry Burst Classic Stampin' Pad; Basic Black Archival Stampin' Pad; Lemon Lime Twist and Soft Sky Classic Stampin' Ink Refills; Rhinestone Basic Jewels; Stampin' Dimensionals; Stampin' Spritzers

You Are Simply Amazing to Me Card (4-1/4" x 5-1/2")

Amazing You (Simplement formidable/Einfach wunderbar) Stamp Set; Fresh Fig and Whisper White Cardstock; Pick a Pattern Cardstock Pack; Gold Glimmer Paper; Whisper White Medium Envelopes; Crushed Curry, Emerald Envy, and Fresh Fig Classic Stampin' Pads; Whisper White Craft Stampin' Ink; Whisper White Solid Baker's Twine; Stampin' Dimensionals; Big Shot; Lots of Labels Framelits Dies; Celebrate You and Eclectic Layers Thinlits Dies; Hexagons Dynamic Textured Impressions Embossing Folder; Banner Triple Punch

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

Instructions

1. Cut a star pattern in the Sahara Sand Cardstock using the Big Shot and Eclectic Layers Thinlits Dies. Adhere it to a Sahara Sand card. Adhere a Whisper White Baker's Twine bow to the right side of the card front.
2. Run a piece of Fresh Fig Cardstock through the Big Shot using the Hexagons Dynamic Textured Impressions Embossing Folder. Cut the bottom with the Banner Triple Punch. Brush Whisper White Craft ink across the top. Adhere the banner to the Sahara Sand card using Stampin' Dimensionals.
3. Cut two pieces of foliage from the Emerald Envy Cardstock using the Big Shot and the Eclectic Layers Thinlits Dies. Adhere them to the card.
4. Cut a label from the Whisper White Cardstock using the Big Shot and Lots of Labels Framelits Dies. Stamp the rays in Crushed Curry ink and the sentiment in Emerald Envy and Fresh Fig Stampin' Dimensionals.
5. Cut "Amazing" from the Gold Glimmer Paper using the Big Shot and the Celebrate You Thinlits Dies and adhere it to the card.
6. Stamp a Whisper White Medium Envelope to coordinate with the card.

Big Shot
143263

Hexagons Dynamic Textured
Impressions Embossing Folder
143231

Banner
Triple Punch
138292

Stampin' Dimensionals
104430



Whisper White
Solid Baker's Twine
124262

Whisper White Medium Envelopes
107301

Fresh Fig Cardstock
144242 • 2" x 5"

Pick a Pattern Cardstock Pack
144164 • 8-1/2" x 5-1/2";
4" x 5-1/4"; 2-1/2" x 4-1/2"

Gold Glimmer Paper
133719 • 4" x 2"



Eclectic Layers
Thinlits Dies
143774



Amazing You
Stamp Set
147212 & 147215

Whisper White Craft
Stampin' Ink • 145406

Emerald Envy Classic
Stampin' Pad • 141396

Crushed Curry Classic
Stampin' Pad • 131173

Fresh Fig Classic
Stampin' Pad • 144082

Lots of Labels
Framelits Dies
138281



Celebrate You
Thinlits Dies
146840



EVENT OF THE MONTH: FEBRUARY | 25

©1990-2017 Stampin' Up!
Water-based dye ink

Pop-Up MAGIC

Pop-up cards are magical. While the outside is cleverly disguised as a mild-mannered card, when you open it up—PRESTO! There's a surprise waiting inside! Pop-up dies cut the time it takes to create a pop-up card. But they're not limited to card insides—they also make great art on card fronts and other projects.

Case in point: our Thrill Ride Pop-Up Thinlits Dies. They cut out pop-up images for the inside of a card, complete with 3D tracks (see p. 7 of the occasions catalog for an example). But you can use

them for much more. Our samples give you two ideas; see what else you can come up with.

Pop-up dies are trickier to use than regular dies, but any crafter can become a pro with your coaching. Hold a class to teach your customers the basics of pop-up dies. Also explain how the dies can be used for other types of projects. Say, *"These dies make it easy to create pop-up cards, but you can use them for so much more. And you can only get them from Stampin' Up!"* Then let the magic begin! 🎁



TIP: Cut the roller coaster image, then cut off the tracks. Layer Foam Adhesive Strips behind the die cuts to create different levels.

TIP: Stamp and fussy cut the roller coaster. Plan your placement to leave enough space for all the layers.



Thrill Card (3-3/4" x 5")

Let the Good Times Roll (Vie trépidante/Hochgefühle) Stamp Set; Pacific Point and Whisper White Cardstock; Coffee Break Designer Series Paper; Silver Glimmer Paper; Daffodil Delight, Old Olive, Pacific Point, Pumpkin Pie, Real Red, and Soft Sky Classic Stampin' Pads; Dapper Denim Baker's Twine; Stampin' Dimensionals; Big Shot; Thrill Ride Pop-Up Thinlits Dies

Good Times Décor

Let the Good Times Roll (Vie trépidante/Hochgefühle) Stamp Set; Old Olive, Pear Pizzazz, Smoky Slate, and Whisper White Cardstock; Myths & Magic Specialty Designer Series Paper; Crushed Curry, Old Olive, Pacific Point, Pear Pizzazz, Pumpkin Pie, and Real Red Classic Stampin' Pads; Stampin' Dimensionals; Foam Adhesive Strips; Big Shot; Thrill Ride Pop-Up Thinlits Dies

THE *Ultimate Bundle*



Tracey Sully

SILVER ELITE
LOWER HUTT,
NEW ZEALAND

Tracey Sully found her way to Stampin' Up! via another creative pursuit. She was looking for cardstock to make boxes for the miniature mohair artist bears she made and sold. "I was a customer for a very short time as I quickly saw the potential of owning and running a business with consumable products that I loved and believed in. Buying those products at a discount was an added bonus," Tracey adds.

Many of Tracey's recruits have also become demonstrators to enjoy the benefit of buying products at a discount. "My goal is for all my recruits to craft for free by selling enough products to pay for their own goodies. To enable this, I hold monthly team meetings where I share business tips and class ideas to build their customer base, which in turn creates sales for them," says Tracey.

TRACEY'S BEST RECRUITING TIP

"I recruit my best customers. I always promote the Starter Kit as our best special ever—with free shipping, too. And there is also the added bonus of the 20–25% discount on all future purchases." Selling the opportunity to someone who is already purchasing regularly makes sense. And it is easy to do when you are just sharing something you are passionate about.

Tracey also looks for people who ask lots of questions. Questions offer ideal opportunities to encourage them to learn more about Stampin' Up! in general and about joining the Stampin' Up! family.

BEYOND THE HOBBY

Tracey has managed to recruit even customers on a tight budget by offering the Starter Kit as our "ultimate bundle." But she doesn't stop there. To help the

new demonstrator stay with us beyond their first full quarter, Tracey spends time encouraging them to hold a workshop. By helping with their first workshop and providing ideas for classes, she has helped recruits move from buying only for themselves to holding regular classes and making sales. The aim is that their quarterly minimum is met by customer orders.

LET DBWS FIND RECRUITS FOR YOU

One of Tracey's latest recruits found her via DBWS. She was someone Tracey had never met; she had just researched local demonstrators and decided Tracey was a good match for her. "That is one recruit I never would have gotten if I didn't have DBWS," Tracey says.

Just be yourself and share what you love with others. You'll attract the right kind of people for your team. 📌

Handmade

DESK CALENDAR


What day is it? Crafting day! These small display calendars are a dazzling way to get your customers started in their own creative experiences. They can be simple enough to put together all in one setting, or are great for monthly or quarterly classes. Take inspiration from these designs and see what else inspires you as you create calendars for the other 10 months of the year.

What's not to love about this valentine-themed February calendar? The simple stamped images layered over bright woven ribbon are complemented nicely with copper embossing. The copper design on the center heart was created by brushing the VersaMark pad directly onto the paper, adding embossing powder, and then our artist used her finger to brush off areas she didn't want embossed.

Ready to create your own? Find the printable PDF for this calendar in our Online Extras!



The March calendar features a watercolor wash in the background, with additional dimension from the vellum and cardstock clouds, the stamped and die-cut bird and branch, and some delicate wood flower accent pieces, inked in an accent color. Once you get that Big Shot going, you'll be amazed and delighted at how quickly this month's calendar comes together.

Create big impact with these small calendars. It's a perfect place to try new techniques and feature some of your favorite products. Plus, you'll love being able to proudly display your handiwork every day of the year! 



Handmade Calendars (4" x 6")

Heart Happiness, Petal Palette (Palette de pétales/Blütentraum/In de bloemetjes zetten), and Sure Do Love You (Je t'aime si fort/Für Schatz-Karten) Stamp Sets; Powder Pink, Shimmery White, Vellum, and Whisper White Cardstock; Chocolate Chip, Island Indigo, Marina Mist, Peekaboo Peach, Powder Pink, and Old Olive Classic Stampin' Pads; VersaMark Pad; Copper Stampin' Emboss Powder; Berry Burst 1/2" Finely Woven Ribbon; Touches of Nature Elements; Stampin' Dimensionals; Aqua Painters; Big Shot; Lots to Love Box and Rainbow Builder Framelits Dies; Petals & More Thinlits Dies

Selling

SALE • A • BRATE ACHIEVEMENTS

Sale-A-Bration offers rewards for your customers, your hosts, and you! With a win-win-win promotion like this, achieving goals is easier than ever. But first you have to decide what goal or goals you want to achieve. Dream big! More title advancements happen during Sale-A-Bration than any other time of year. Sales, recruiting, and finding hosts are all easier than usual because of the extra incentives Sale-A-Bration provides. And don't forget that you can make a lot of progress toward larger goals and milestones like earning the incentive trip. Whatever goal or goals you choose, Sale-A-Bration is your friend.

Projects like this Heartfelt card are great to demonstrate during Sale-A-Bration because if customers purchase the supplies for the project, they will earn a reward! See page 24 for 100 CSV project ideas.

Sale-A-Bration this year has two earning thresholds for customers—\$50 USD/\$60 CAD and \$100 USD/\$120 CAD—with bigger rewards at the higher threshold. This makes it easy to create a plan to reach your sales goals because many customers will aim for those thresholds to make sure they get a reward with their order. Let's say you set a goal to sell \$2,000 in the US or \$2,400 in Canada during Sale-A-Bration. If 20 customers each spend \$100 USD/\$120 CAD, you'll achieve your goal! How many events would you need to hold to get there? It might be five events with four customers. Or maybe for your business it makes more sense to aim

for 40 customers who each spend \$50 USD/\$60 CAD. Look at your typical events and plan accordingly. Breaking goals into smaller increments like this helps you create an action plan. Since customers buy what you show them, plan projects with supplies that add up to one of the Sale-A-Bration reward thresholds. That way if customers purchase the supplies for the project, they earn a reward.

Sale-A-Bration can also boost recruiting and team goals. How many recruits would you like this year? How many times will you need to share the opportunity in order to meet your goal? What progress do you want to see in your team this year? What do team members need help with? Share your goal and action plan with them as an example, then help them create their own. Before long, you can all Sale-A-Brate your accomplishments together! 🎯

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

Heartfelt Blooms (Fleurs sincères/Blumen von Herzen) Stamp Set; Basic Black, Powder Pink, and Shimmery White Cardstock; Petal Passion Designer Series Paper; Basic Black Archival Stampin' Pad; Crushed Curry, Old Olive, and Powder Pink Classic Stampin' Pads; 3/8" Shimmer Ribbon Pack; Old Olive Baker's Twine; Iridescent Sequin Assortment; Stampin' Dimensionals; Aqua Painters



SALE·A·BRATE

TOGETHER

Everyone loves Sale-A-Bration for the amazing, free products, but did you also know it's the perfect occasion for a kick-off event?

Many demonstrators look forward for months for their chance to Sale-A-Brate with their customers at a preplanned launch party. Some even collaborate with demonstrators in their area for a really BIG Sale-A-Bration celebration and have a blast!

And why not? With a group effort, prep is easy as demonstrators work together to design Make & Takes and giveaways, teach at the event, and more. Many hands make light work! And of course everyone invites their customers, giving demonstrators a chance to increase their sales and introduce their friends to a variety of stamping styles and techniques.

What about new demonstrators who want to participate but don't feel ready to take a more active part? They can play an important role, too, as they assist at the registration table, give out prizes, etc. This helps them gain experience and build their confidence so hopefully they can hold their own events!

Kathy Winter of Virginia, United States, asks members of her team to help organize an exciting, annual Sale-A-Bration bash. During the event, Kathy is always nearby to help them answer questions if the need arises—but for the most part they learn by doing, talking, helping, and meeting new people.

Kathy plans strategically for the event by asking her team to choose one or two products from the Sale-A-Bration brochure and/or the occasions catalog, then make samples

from those products so that customers can see why they need to buy them. Kathy also exclusively uses Sale-A-Bration sets for the Make & Takes (see our Happy Birthday card for inspiration). As she says, "That way customers will want to own them and will have to place a qualifying order to get them!"

With so many fun products to share and such great rewards, Sale-A-Bration really is the most wonderful time of the Stampin' Up! year. So be sure to share the excitement with a kick-off event of your own—by yourself or with other demonstrators. You'll make great memories while you set yourself up for even more Sale-A-Bration 2018 sales and events—and who knows, you may even find one or two new recruits for your team! [1](#)

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

Party Pandas (Pandas festifs/Party-Pandas) Stamp Set; Peekaboo Peach, Pool Party, and Whisper White Cardstock; Picture Perfect Party Designer Series Paper; Basic Black Archival Stampin' Pad; Pool Party and Tangerine Tango Classic Stampin' Pads; Iridescent Sequin Assortment; Stampin' Dimensionals



Q & A

HOW DO YOU MARKET AND PROMOTE THE OCCASIONS CATALOG AND SALE·A·BRATION?

Kylie Bertucci

GOLD ELITE
VICTORIA, AUSTRALIA

I get these catalogs into as many hands as possible. Yes, there is a postage cost but this is an investment into my business. I create a sign-up form through MailChimp or Google and this makes the sign-up process easy for my customers. I automatically send catalogs to any customers who have ordered recently. We are lovers of paper, so getting the paper copy of a catalog into customers' hands is the best way to promote these wonderful catalogs.

Mary Jane Wellington

SILVER
FLORIDA, UNITED STATES

I encourage my customers to place a qualifying order so they can benefit from Sale-A-Bration. Then I tell them that if they participate, I will give them a WIN...WIN event free. Last year's event was a Bingo Bash. We (one of my team members and myself) had 24 people qualify for the free event. We gave each customer a free decorated window box filled with goodies. They signed in, received their personalized nametag, and bought tickets for a jumbo raffle. We played Bingo games for prizes and had a box lunch. Then each customer made two cards that they took home, along with great memories of a spectacular free event.

Sarah Keerie

BRONZE ELITE
NORFOLK, UNITED KINGDOM

I arrange an online event through my business Facebook page and share the event on my personal page. Showing the preorder products is a great way to excite my customers! I also have projects to show and have sessions where I ask a question and one of the responders wins the project. For me, the online events are the best way to promote the new products and we have great fun in the group!

Gaynor Boyce

SILVER
WEST GLAMORGAN, UNITED KINGDOM

I promote new catalogs on my YouTube channel with video tutorials. I show the new catalogs and explain the rewards customers receive during each promotion. I demonstrate new items, explain how customers can get them, and show how simple they are to use. I also explain all the benefits of joining Stampin' Up! during the three months of Sale-A-Bration, the extras they will gain, and how they can choose their own kit with all the help they need—from Stampin' Up! and myself. I love Stampin' Up! products and the value of what we do.

Blythe Klipple

SILVER
CALIFORNIA, UNITED STATES

I've had a blog for about ten years now, so as soon as a new event or publication is coming our way, I start to publish little snippets about it on my blog, building the anticipation for my readers and customers. I also show what I can at my classes in the weeks and days preceding availability. Finally, I announce what's coming on my social media pages. I don't keep it a secret, that's for sure!

Kristie Haines

BRONZE ELITE
ARIZONA, UNITED STATES

For the Sale-A-Bration launch, I plan a workshop and create a project that incorporates a stamp set and other products from the annual catalog with a Sale-A-Bration item on the same project. I use a variety of products that, when totaled and ordered, qualify customers for the FREE Sale-A-Bration item that was used. When there is a suite of products offered in Sale-A-Bration, I use them all in one WOW project and I explain that everyone can earn these products FREE by either placing three qualifying orders over the three-month Sale-A-Bration timeframe, or better yet, placing a single large order. ⑨

