



## The First Step - Discover Your 'Why'

By Dale Hampshire, Manager, Stampin' Up! Canada

### Why Make the Effort?

A single mother friend of mine has involved her son in competitive fencing for the last ten years. He has become quite good and regularly competes at national and even international competitions. But it has puzzled me why this little family, with very little income, participates so actively in such an exotic sport. Then I finally put two and two together. This mother has a goal for her son to someday go to university. They could never afford that cost, but if he is able to obtain a fencing scholarship, their dream will come true. That is why they sacrifice and persist in this effort.

Discovering your 'why' is the first step to realizing your goal; your dream; the change you desire. Our 'why' is what will keep us going when we hit those overwhelming obstacles - and we all hit them. Without knowing our 'why', life can become a never ending 'To Do List' of tasks. We are always busy with task after task, but never seem to accomplish what is truly important to us.

For most people, discovering your 'why' requires some effort. Let's start with this question, ask yourself why did you purchase the demonstrator starter kit? Many demonstrators have told me they first became a demonstrator 'for the discount', some have even told me all they wanted was the discount on the starter kit items. Whether you bought the kit to save money on product; earn a little money to buy stamping supplies and tools; earn a little extra income by gathering a group of friends to stamp each month, or to create a business that would add significant income to your budget, all of these make a good 'why'.

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### Sales Watch Report

View this month's [Sales Watch Report](#)

## Discover Your 'Why' (continued)

*(Continued from page 1)*

But your true 'why' is about more than just saving money, or earning money – and being a Stampin' Up! demonstrator does offer more than just money. Stamping with friends, making new friends, being part of a very creative community, and 'working' doing something you love, are all reasons demonstrators say why they do it.

Discovering what you value is an important part of discovering your true 'why'. I encourage you to take a few minutes and do the exercise attached to this article, the [Finding Your Why Is The First Step](#) exercise. It will help you identify what values are important to you. This short exercise will help you begin to see beyond the saving and earning money side of being a demonstrator. It will start you on the road to uncovering those deeper benefits you are searching for.

After you identify your value words, write them down – better still, craft a beautiful project displaying those words and place it in a prominent place to remind you. Then take some time to ponder, and write down your 'why' in a few sentences. Review it often, and maybe even edit it as you go along. Your written 'why' will be a guide and strength to you.

### How Will I Achieve My 'Why'?

T.E. Lawrence wrote (paraphrased), "All dream: but not equally. Those who dream by night ... wake ... to find that all was vanity: but the dreamers of the day are dangerous, for they may act their dream with open eyes, to make it possible."

Once you discover your 'why' you must now consider how you will achieve it. My friend and her son chose fencing to be their 'how'. Whatever your 'why', there is a 'how' to achieving it.



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You may be thinking, all I want is a discount on my Stampin' Up! products. Okay, to do that you will need to do a few things: obtain your demonstrator ID number, login to the website, and learn how to place your order – get set up. Not very difficult. You will also want to make sure you don't miss any sales promotions, and you will want to keep track of those sales rewards.

The best advice I can give you is to let your team leader know your 'why' – even if it is only to gain the discount. Your team leader (the person who recruited you) can be a great resource to you.

If your 'why' goes beyond the discount, it is very important to let your team leader know. She can encourage you and help open the door to important information and resources. She can teach you how to find customers and even build your own team. The benefits can be great, and it's not as scary as you might think.

Your 'how' involves learning and goal-setting. The more you learn, the greater will be your benefits. Setting smart goals is absolutely necessary to achieving your 'why'. Discuss your goals with your team leader.

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# Planning a Successful Event: Creative Day Get-a-Way

Written by Brenda Nelson, AB

Dale Hampshire recently attended an event that I have been co-hosting with 2 other demonstrators for several years. He remarked at the end of the event that if he could bottle up the energy in the room and send it to all other demonstrators, it would be an amazing gift. What a wonderful compliment! So -- after co-hosting 10 events, my friends and I wanted to share with all of you what we have learned along the way.



Taking on the organization and planning of a large event can be stressful and a daunting task for any new or even experienced demonstrator, so we have benefitted from sharing tasks and roles with each other. Between the 3 of us we bring unique styles, strengths and interests to our event, and our reach to invite fellow demonstrators and customers grows. Our events are scheduled around new catalogue releases---this gets people excited early in the sales period and they want to attend our event for inspiration. We host our events in January, June and September. Sometimes it has even been in the same week as a catalogue launch!



Typically, one of us is responsible for securing our venue. When we began running these events we were all in agreement that our time was precious and we didn't want the burden of setting up and taking down tables and chairs before and after. For us, it is better to secure a venue at a hotel where this service is provided. This is a more costly route so we needed to factor that value into our event

and promote the benefits (table linens, comfy chairs, no expectations on our guests to set up/take down etc.) when developing our registration fee.

Our registration fee also includes the cost of a stamp set for each registrant, which is then used by our guests to create 4 Make'n Take projects. This is another amazing benefit of working with other demonstrators—different stamping and design talents! We each order the supplies for our individual Make'n Take projects and work closely with each other to ensure that they are similar in the level of ability required and time needed to create. Our guests move from station to station so we have learned it is imperative for each project to be similar in the number of steps needed to complete it. We budget \$1.50 per person per Make'n Take and work within that budget to

## Planning a Successful Event (continued)

create amazing projects. We try and focus on new products to help get people excited.

For our last few events we have also invited several of our attendees to create 'inspiration boards'. We ask them to create 8-10 samples featuring a specific suite and they are given a monetary thank you of \$25. The samples are theirs to keep after the event. Along this line, we also ask a guest demonstrator to attend our event and we include 4 demonstrations at our event. Typically we have our guests create 2 Make'n Takes, then visit 2 demonstrations for which we allot around 15 minutes each. We have demonstrated everything from Fun Folds, product highlights, Big Shot tips, how to use embossing folders, stamping techniques, and more. So far in our 10 events we have not repeated a single demonstration!

Our registration fee also covers the cost of an All Attendee Give-a-way. This prize is around the \$5.00 mark and is always new product of some sort. We believe 'it's all in the details' so we take time to create fun packaging for our door prizes and often have a specific theme for our event. We collect cards for Ronald McDonald House, offer two optional card swaps and also two optional morning classes. The morning classes are an additional fee and are an opportunity for people who want to take advantage of a full Stampin' day.



We have a minimum of four door prizes, one for each of our demonstrations. We have also had new attendee door prizes, best attendance door prizes (believe it or not, there are ladies who have not missed one of our events) and just random door prizes - for fun!

The three of us truly love hosting this event. We look forward to seeing our Stampin' friends on a regular basis and enjoy the challenge of making each event unique and special for our guests. And you must admit, the extra sales each quarter are an added perk!

# The Hidden Gem in our Product Line: Promoting Paper Pumpkin



Written by Jenn Tinline, ON

Paper Pumpkin is an amazing gem in our product line that we often forget to promote. Or, we only think to promote it as the 10th of the month (the deadline to get the monthly kit) comes around. There is so much amazing crafting power in that little low priced, all-inclusive box that is shipped right to your door! And although you might think it is only geared to new stampers, it definitely appeals to busy seasoned stampers too.

## Why is Paper Pumpkin Good for Demonstrators?

Paper Pumpkin subscriptions can give demonstrators a way to easily meet their minimums and/or give a boost to their sales. In fact, just seven subscribers a month, meets the quarterly requirements of 300 CSV. For a new demonstrator, over a year, this equals a Bronze Elite promotion (and a jump to 25% instant income)! For Bronze Elite demonstrators, that is \$140 in sales per month and over a year that is over \$400 earned in commissions. Getting those subscribers doesn't require anything more complicated than a consistent focus on promotion. Certainly it is a lot less effort than the time it takes to prepare and hold classes.



## Ten Tips to Promote Paper Pumpkin

1. **Be a subscriber yourself.** You will understand the client's experience and you'll have cards to use to promote Paper Pumpkin.
2. **Use a Paper Pumpkin kit to hold a class.** New demonstrators can use their kit to for a stress free no-prep class. Offer a *Paper Pumpkin Playdate* to your clients. Hold a *Coffee & Card* event at a coffee shop and use the kit for make and takes. For experienced stampers, swap out one project at your classes for a Paper Pumpkin card.
3. **Take a Paper Pumpkin kit with you.** Show a kit at your classes, girls weekend away, cottage trips, kids events etc. Or if you have to be in a public place, where you are waiting, then PLAY with it. Chances are someone will ask you about it. Be sure to collect their contact information and send them a Paper Pumpkin card with details on how to subscribe.
4. **Give away Paper Pumpkin cards.** Make up your kits! Send a card to new subscribers and include this note: *"Thank you for trying out Paper Pumpkin. I've made this card using a past paper pumpkin kit. As a subscriber, you have the exclusive perk of being able to buy past paper pumpkin kits. You can*

### New French Canadian Facebook Group!

We are excited to announce the launch of our new Facebook group for French-speaking demonstrators in Canada. The launch will take place on **March 17, 2017** and will be reserved exclusively for active demonstrators. Here's the link to join on **Friday, March 17<sup>th</sup>**.  
<https://www.facebook.com/groups/419158818427497/>

## Paper Pumpkin (continued)

view them all in my online store at [www.yourstore.com](http://www.yourstore.com)". Send thank you cards to clients and include: "This card was made with My Paper Pumpkin monthly subscription kit. To find out more....". Send your team PP cards to congratulate them on milestones etc.

- 5. Get testimonials.** If you don't have any clients, then ask some demonstrators to give you a "review". Thank these people with a small gift.
- 6. Every week post to social media.** Take pics of your kit when it arrives and the finished projects. Do a Facebook live video of you unboxing the kit. There are pictures on the Paper Pumpkin Product Page under "Marketing Toolkit". Use the pictures, sneak peaks and share the posts from the Stampin' Up! Paper Pumpkin Facebook page. Be sure to include links to your personal subscription link. Find your personalized link under Stampin' University > Products > Paper Pumpkin. And then scroll down to "Personalized Link".
- 7. Use your blog.** On your blog, make every 10th post about Paper Pumpkin. Change the post a little each time. Share your testimonials, the monthly Paper Pumpkin video and your personalized link. Make a page about Paper Pumpkin. Refer to this page in your posts and emails.
- 8. Talk about Paper Pumpkin in your newsletter.** EVERY time you send out a newsletter, write a new article about Paper Pumpkin. Clients have to see advertisements at least nine times before it even registers with them.
- 9. Create alternate projects with your Paper Pumpkin kit.** Show the versatility of the kits by showing what ELSE you can do with the kit. Share these alternate ideas online.
- 10. Reward the clients you have.** Send your clients a monthly email that includes the monthly video, links to past kits, Paper Pumpkin news, and alternative projects. Periodically, send current subscribers a thank you card. Consider giving long term subscribers a gift. You could send subscribers of one year or more, a Paper Pumpkin Scrap bin. You make \$48-\$60 in commission from each of those subscribers each year, so spending \$8 and the postage to mail it is a small price to get their continued subscription. There are other logo items you could gift including pens and shopping bags.



**With a little bit of consistent promotional effort, you'll make Paper Pumpkin shine for you and your clients.**



# Small Wedding Mail Box Favour



Written by Janice McIntyre, ON

This is a small rural mail box that I designed for my niece's wedding shower in April. She loves Victorian so it is done in gold and ivory. It could easily be done using different colors and DSP for all different occasions.

## Starting with the box:

1. 4 1/8" x 5 5/8" of cardstock
2. Starting with the 4 1/8" side score at 1-3/8" & 2-3/4"
3. Turn to the 5 5/8" side and score at 1-3/8" & 4-1/4"
4. Laying the piece flat in front of you horizontally, cut up to the score mark on each of the end pieces on both sides.
5. Fold all your score marks and put double sided tape on the back of the small squares and fold your box together.



## Top of mail box:

1. Cut a piece of cardstock to 6" x 2-7/8".
2. Score on the 6" side at 3/4" then turn and score again at 3/4".
3. Cut a piece of DSP to 4-1/4" x 2-3/4" and glue on the above piece between the 3/4" scores.
4. Cut two bottom pieces out of cardstock 1-1/2" x 2-7/8" and attach to each of the 3/4" ends up to the score lines putting only on the narrow pieces.
5. Fold at the score lines.
6. Using double sided tape allowing the pieces to overlap and join them together; you now have a cover similar to a covered wagon.
7. Now put your box inside the cover and fill with treats or trinkets.

## Flag and Flag Arm:

Cut a strip 1/4" x 5-3/4" of cardstock and fold and glue in half. Glue the flag 1" x 1/2" to the end of the stick and join to the mail box with a brad. I stamped "sent with love" on the flag.

Decorate however you wish. Great for baby showers, wedding showers, bridal favours etc.

## Title Advancements



View the [Demonstrator Title Advances for February](#)

## Discover Your 'Why' (continued)

(Continued from page 2)

To help you get to know the earning and rewards side of being a demonstrator, I have attached two Excel spreadsheets for you to play with. Both of these tools were created by Kristine Burns, a demonstrator in Alberta, and her husband, Pete.

The first is the '[Basic Income Planner](#)'. By entering your title, and your projected monthly sales, the planner does all the math for you, incorporates title perks and other factors, and gives you an estimate of what you earn - cash money - on your efforts. Have some fun, do some dreaming, and see the possibilities.

The second spreadsheet is the '[Flex Points Calculator](#)'. Flex points are the reward points you receive through sales, building your own team, and achieving various other goals. By inputting a few things, the Flex Point Calculator will tell you how many points you can earn through your efforts. I've also attached a chart of the rewards you get when you spend your Flex Points. Play with this spreadsheet and see what you can earn with your Flex Points. Note: you will need to have Excel on your computer (PC or Mac) to use these spreadsheets.

### What Must I Do Next?

Tony Robbins said, "Where Focus Goes Energy Flows". It's time to get that energy flowing.

No matter your 'why' I recommend you do a little exercise Winona Semler, an Alberta demonstrator, has created to introduce demonstrators to the Stampin' Up! website. It is attached as, "[Connect – 12 Simple Steps](#)". You will discover resources, information and benefits you never knew existed.

What you do next depends on your 'Why' – see how knowing your 'Why' is so helpful and necessary?

I've already mentioned some ideas if your 'Why' is to gain the benefit of the demonstrator discount; get set up for placing your orders, make yourself aware of how Stampin' Up! announces sales promotions, etc. Make sure to talk to your team leader about your 'Why' and benefit from her knowledge and experience.

If your 'Why' is to earn income and gain sales rewards, your team leader can help you. Discuss it with her and listen to her advice.



**Income Planner**

CSV Factor	0.7611
Payout Factor: Oct-Dec	1.3035
Payout Factor: Jan-Mar	1.3251
Payout Factor: Apr-Jun	1.3251
Payout Factor: Jul-Sep	1.3251

\*Hover your mouse over the cells with the red flag for an explanation.  
\* Values are required in all yellow cells.

Month	Title	Last Year Sales	Planned Sales	Instant Income	Volume Rebate	Total Income
October					\$ -	\$ -
November					\$ -	\$ -
December					\$ -	\$ -
January					\$ -	\$ -
February					\$ -	\$ -
March					\$ -	\$ -
April					\$ -	\$ -
May					\$ -	\$ -
June					\$ -	\$ -
July					\$ -	\$ -
August					\$ -	\$ -
September					\$ -	\$ -
Totals		\$ -	\$ -	\$ -	\$ -	\$ -
					Total Income	\$ -

I encourage you to make finding your 'Why' your first step, then determine your 'how' and decide what your action plan will be to make it all happen. And no matter your 'Why', I encourage you to learn, try new things, and take full advantage of the opportunities before you.





## From Ink to Income – You Can Make It

Written by Tracy Elsom, NS

One of the challenges for a Demonstrator is encouraging customers to try new products. They may only ever use basic Whisper White Card for their projects, or only use one type of adhesive and have never considered using anything else. Designer Series Paper (DSP), embellishments, ribbon and twine are also products that sell better when customers are able to see and use them, and including them in a class project is a great way to introduce customers to these products.

This month's Ink to Income article, looks at the 'Quick & Easy' projects at the top of page 34 of the Occasions Catalogue which have a simple layout and, like last month's projects, use only basic stamping and punching techniques. What's different this month is the inclusion of Kraft Cardstock which is often overlooked as a suitable base for a card (or 3D project) and Specialty Designer Series Paper with a high gloss finish.

By following the steps in this article, you'll find out what supplies you need to purchase ahead of time, how long the preparation will take and what your earning potential would be when you hold a class to make the two cards with coordinating envelopes.



This project features the All Things Thanks stamp set and Diagonal Stripe Background Stamp.

### Length of Time Required:

Prep Time: You should be able to cut the card in 10 to 15 minutes.

Class Time: The class time should be about 1 hour for a class of 7 people making the 2 cards.

This will allow for the demonstration, time to complete the projects and of course some social time.

### Products Needed:

I've broken down the products into two categories: consumables and non-consumables. The price/person doesn't take into consideration the costs of the non-consumables, but the cost of shipping and tax is included in the calculation.

The costs have been calculated using the highest HST rate in Canada and the lowest discount (Bronze Level – 20%). If you are in a province where the tax is lower than 15% and/or you are a Bronze Elite (or above) demonstrator and receive a higher discount, your costs will be lower and your earnings higher than those quoted below.

### Non-consumables / tools needed:

There is a list of the tools and non-consumables needed to complete the project and although the cost may appear high, you may well find that you have many of these already and not need to order them at all, so your outlay will be considerably less than the total quoted. You could also save money by substituting the wood-mount stamp sets with the less expensive clear-mount versions.

## From Ink to Income (continued)

Since your non-consumables cost doesn't change with the number of times you offer the class or with the number of attendees, the simplest way to increase your earnings is to offer the class multiple times.

### Consumable Products:

I have provided a list of all the consumables you will need to order, but to help determine how much you should charge for the class I've also broken down the quantities that you'll actually use and the cost per person for each card. Since you have to order consumables in full packages, it may seem like you'd have to charge a higher price for your class in order to re-coup your costs, but of course you will have extras leftover which you can then use for your next class. In fact you may find you already have many of the materials listed and not need to order more in order to run this class.

### Quantities Required:

[See the attached tables for measurements and quantities.](#)

### Costs

For our example class of 7 people making the cards, use the cost per person in the charts to set your class fee. The material cost per set of 2 cards and with envelopes is \$2.26 so the total for 8 sets (7 customers plus one sample set) is \$18.08. You can charge \$6/person (\$42 total) and you will earn just under \$24 for this simple 1 hour class; if you charge \$7.50/person (\$52.50 total), you will earn over \$34.00!

### Additional notes:

- Check the direction of the strawberry pattern before cutting the pieces.
- As there is only one sheet of the strawberry design in the Tasty Treats DSP pack you will need a second pack for the second class, however you could avoid this additional cost if you substitute the glossy ice cream design for the second class.
- If you punch the circle from the Kraft Cardstock before stamping the stripes you will be able stamp on both sides of the punched piece if a mistake is made.
- Place the Whisper White piece inside the Kraft Cardstock base and stamp through the hole before adhering it to the inside. That way if a mistake is made the piece can be flipped over and stamped on the reverse.
- Although the photograph in the Occasions Catalogue does not show envelopes, I have included these in your consumables costs and you should remind customers that they will want to order envelopes too.
- The All Things Thanks Stamp Set is available in French.

### Like us on Facebook!

Did you know Stampin' Up! Canada has a Facebook page?

You'll find fantastic projects, sneak peeks and more!



Stampin' Up!  
Canada  
@stampinupcanada

[Check it out](#) (and "Like" it) today!

### Notice Board

If you are holding a demonstrator focused get-together, and want to post your announcement to the [Notice Board](#), please [email a brief description](#) of your event, including the important information.

### Have an idea for an article?

[Send it to us!](#) We are continually looking for new ideas, tips and tricks to share with you. We look forward to hearing from you!