



G.R.O.W. – A Step by Step Approach

By Dale Hampshire, Manager, Stampin' Up! Canada

A method for approaching challenges that I have found to be effective was created by Alan Fine, and published in his book, "You Already Know How to be Great". It is called the GROW method, and I will describe it in this month's article.

Most of the time, when we are faced with a problem, we take a general approach to solving it. We think about possible solutions, discuss the problem and its solution with friends and advisors, and eventually find what we believe to be the right thing to do. The reason approaching problems using a specific process is better than a general approach is because it helps us focus and moves us forward in an organized way. The GROW method takes us from setting a goal to discovering what to do to move forward and accomplish that goal.

G.R.O.W.

Each letter of the acronym GROW stands for a step in the process.

Goal. The first step is to identify your goal. Try to make the goal as specific as possible. This will help you complete the other steps. Don't just set a goal of 'making things better'. Even the goal, for example, of 'finding more customers' is not specific enough. How many customers do you need? By what date? Every detail you are able to include in the goal will help you find the way to achieve it.

Reality. The next step is to consider the reality of your situation with regard to your goal. Each of us has limited time, money, and energy. Sometimes work commitments and family responsibilities need to be considered before launching into a new adventure. At this step, you have an opportunity to examine your goal and how difficult it will be to achieve it. It may be that you should go back and rewrite your goal to better suit your reality.

(Continued on page 3)



Inside this issue

G.R.O.W.	1
A Demonstrator Like Me	2
Let People Know	5
Colour Me a Card	6
Dear Artsy Annie	6
Ink to Income	7



Sales Watch Report

View this month's [Sales Watch Report](#) and the [Occasions Catalogue Bundles](#)



A Demonstrator Like Me: Karen Duke

Written by Laurie LaRose, AB

I am so fortunate to be able to meet up with fellow Stampin' Up! demonstrators to interview them for these articles. They are all so nice! Doesn't matter what size of business they have, small medium or large...and even if they have the biggest Canadian business title! Karen Duke has just that! She is the first and only Canadian to reach the Platinum level and Platinum Elite level ever, and she is such a wonderful lady!

Karen met her husband, Robin, riding the school bus to High School. They dated for 4 years while Karen went to University to earn her BSC in Home Economics and Robin went to NAIT to become an electrician. After graduating, they were married in 1970. As a young newlywed, she worked for Woodward's in the advertising department for a few years and when her children were born she was a stay-at-home Mom. After her daughter and son were grown up, Karen discovered the world of Miniatures. She joined the Edmonton Miniature club and enjoyed the friendships and the satisfaction of building dollhouses. As her business picked up, this hobby has taken a bit of a back seat. She still has a love for her Miniatures but the current project is on hold. She is now at a different phase of her life with her current goal this year of hitting the one million CSV mark (over a million dollars in sales!) Her energy is in her love of stamping.



I asked Karen what advice she would give a new demonstrator: "Love people. Love what you do"

It's how she has built her business, that and "being consistent". Sticking around helps, too, she'd tell you! Karen has been in the business for nearly 15 years. She has stamps that she bought from across the border before Stampin' Up! came to Canada. When Stampin' Up! started in Canada, she decided to join, in order to continue to buy the product and as a bit of a hobby. She had no background in sales and no idea about Direct Sales businesses and how they worked. She can always remember her anniversary because she became a grandma the same time; in fact, when her starter kit arrived, it just sat for about a month before she got around to opening it!

She has a craft area that has evolved over the years, as it needed, to suit her business. It's nothing fancy but is welcoming and inspiring, with lots of card samples and ideas, good lighting and tables to gather around to craft and converse. Karen has long time loyal customers that trust that class after class is worth attending. She might wish she would be organized with a series of classes planned for the upcoming quarter, but the truth is she decides about a week ahead and gets busy preparing about the same time. She's honest with her customers when they ask what they are making next class. She smiles and says, "I haven't figured it out." Her customers might not know exactly what they will be making but it doesn't sway their decision to book themselves in.

She credits this to the fact that they trust that whatever she designs and comes up with, they'll love and have a great time at the class. Her customers trust that she'll give them value for their time and money, as she consistently sends them home happy after another great class. Long lasting success is one of the by-products of building this relationship of trust.

A Demonstrator Like Me (continued)

I know the question is often asked whether recruiting is worth it. When I asked Karen she replied, "Absolutely - it would be nearly impossible to earn the benefits by selling alone. Building a team strengthens your business." Karen loves every member of her team, they're like family and her team meetings are not only informative but fun. They enjoy each other's company and share freely. Building a team truly enriches her life, not only monetarily, but by sharing each other's ups and downs, joys and sorrows and encouraging each other in this business.

Joining Stampin' Up! as grandparents-to-be and with Robin very near retiring, allows Karen to use the money she makes as she'd like. Right from the start Karen was successful, "in spite of herself" she likes to say. She has earned every incentive trip since signing up - something that she can't really believe! Nine years ago, she and Robin decided they wanted to bring the whole family along with them on the next trip. They surprised the families by giving it to them as a wonderful Christmas present. It is something they have done every year since. It's one of the best rewards of the business for Karen, enjoying making memories together as a family, experiencing things they would never have dreamed of, together with the money earned from Stampin' Up! Her two granddaughters, Rachael (14) and Savannah (12) have travelled the world. These two cousins love that Granny's business lets them see so many places together, sharing the fun and excitement of it all.



Success is the sum of small efforts - repeated day in and day out.

G.R.O.W.

(Continued from page 1)

However, don't let the difficulty of your goal diminish your ambition. Your goal must be as difficult as you can achieve. Often, when we start to think about achieving something, we start to doubt. You should doubt your doubts. Don't accept your doubts as true until you have tested them. Checking your reality is not about getting discouraged. It is about understanding your real situation so you can be better prepared to face it.

Options. Once the goal is set and you understand your reality, you must consider your options. How can you accomplish this goal? There are always several ways to approach a difficult challenge. Look for at least 3 different things you could do. If you discuss your goal with friends and give it enough thought, you will find you have many options.

Way Forward. Finally, after considering all of your options, choose what to do next. What is the next 'right' step? This could be a small step or a big step. Identify exactly what you will do and set a deadline.

It Is A Circle

This process is a circle that starts with setting the goal, and goes through reality, options and way forward – then returns to consider the goal you set. Was it accomplished? Do you need to set a new goal? Do you need to try that goal again, but take another option? Has your reality changed?

This method can be used to accomplish small goals that may take only a few hours or days. Or it can be used to achieve large and significant goals over a long period of time.

Wishing you all a Prosperous and happy New Year 2017!



G – Goal

R – Reality

O – Options

W – Way Forward

Dale does volunteer rural development work in remote villages in the South Pacific. Here is one of his projects.

In the village of Lafutialau on North West Ambae, the people wanted to build an oil mill to make coconut oil from copra. Lafutialau is a remote village with a very poor road, no electricity and no running water. How would this be possible? It has taken two years, but the goal has been accomplished.

The photo on the upper left side shows the cement foundation of an old church building that the villagers decided to use to build the oil mill. The photo below it shows the finished oil mill built on the old foundation.

This accomplishment required many hours of planning, organizing, cooperation, and hard work. Lafutialau is a poor village, and resources could not be wasted. No government or AID funding or assistance was provided.

The bottom photo shows some of the oil making equipment and several of the local workers who make the oil. The oil mill provides cash income jobs for several men and women. It has also increased copra production and earnings for the community.

Through discipline, optimism and by following a method of planning, and problem solving, the villagers were able to accomplish something that seemed impossible.





What is the best way to let people know you're a Stampin' Up! Demonstrator?

Written by Tara Keeney, NS

It is funny that I was asked to write this article, as one of my downlines and I just had this conversation a few months ago. She was telling me a story about how she was away at a camp and met a new friend. It was not until they were back home (one to NS and one to BC) that they realized they were both Stampin' Up! demonstrators. My response was "how does this even happen? Don't you talk about it all the time?"

When someone tells me they have no idea how I get my customers I tell them: I like to talk! I talk about my Stampin' Up! business at any opportunity I get. Within just a couple minutes you will know if the person you are talking to is actually interested or not (watch for the glazed over eye look, hehe). I believe that you should be passionate about the things you love in life and often by showing others you are passionate about your Stampin' Up! business - that is all it takes to spark someone's interest. I find often demonstrators don't like to talk about themselves and their interests but that is exactly what we need to do. If someone asks me what I do for a living, I always tell them I am a teacher and a Stampin' Up! demonstrator. Don't think of Stampin' Up! as your hobby but as your other career.



Another way I let people know is by sharing on social media. I have a personal page and business pages and often don't mix the two but every once in a while I will share something from my business page to my personal page. You never know who might be crafty on your friends list! I also share my posts often to local social media crafting groups that I am a member of. If there are none of these in your area, start one up. Just don't post too often and bug everyone in the group. Social media is a tool that is growing in popularity everyday but don't let it take away the personal aspect of being a Stampin' Up! demonstrator.

I also do giveaways on my Facebook page sometimes. While you can't demand that people share your post, you can nicely ask them to share if they would like to. The more they share, the more people will see it and become potential customers in the future.

Business cards are also a great way to spread your name around. Leave them behind where ever you go and make sure you give some to your crafty friends too! One of my best friends is my best customer recruiter. One day we were chatting on the phone and she piped up "I just happened to be talking to a group of ladies earlier today and it turns out they were all into paper crafting, so I gave them each one of your cards!" You've got to love friends/customers who help you build your business!

At my last Christmas event, I had a ton of extra Holiday Catalogues left, so I placed one on each person's 'placemat'. A few customers commented they already had it at home to which I replied back "well, feel free to take this one along with you and give it to a friend since I have extra." It was like I was giving them gold to share LOL! Only 1 out of 10 were left on the table at the end of the day and 3 people emailed me the following week saying "I got your catalogue from a friend."

Local bulletin boards are another great way to post about your events, specials, etc. and they let members of your community who might not be connected to your inner group of acquaintances know who and where you are. No matter where they got your contact information from, once they contact you, start talking Stampin' Up!

Title Advancements



[View the Demonstrator Title Advances for December!](#)



Colour Me A Card!

Written by Judy Wolfe, AB

Colouring for adults has become very popular. Adult colouring books are everywhere. I saw something online and decided to try colouring on some stamps. Here is what I mean.

Some of the larger, solid stamps work perfectly for this idea. I used the Pop of Paradise Stamp Set.

Ink one of the stamps using the Whisper White Stamp Pad and stamp it onto Basic Black Card Stock. Make sure it is really dry. Then using pencil crayons, colour on the white.

You can shade, colour and be as creative as you like.

Then to finish it off, use the White Stampin' Chalk Marker and put some dots here and there just for emphasis. I also use some of the Enamel Shapes in strategic spots as well.



Dear Artsy Annie



How do I find new customers?

Finding new customers isn't always easy. That's why we need to be on the lookout, no matter where we are. We can find them in the most unexpected places, such as garage sales, craft shows, on the bus, at our children's school and, of course, on social media platforms.

Everyone should have a Facebook page dedicated to their Stampin' Up! business, in addition to a personal page to connect with friends and family. Use it to post projects, events and videos and invite your friends to share them.

When hosting a workshop or a class, create an event page on Facebook and invite as many people as you possibly can. Friends and friends of these friends will have access to the invitation. Social media is being used by more and more people every day. Use every available tool to actively promote your business and build your brand.

Why not talk about what you do at work and show your beautiful projects to your colleagues. You might find out that they would love to attend a workshop or a class.

Last but not least, word of mouth is still one of the most effective ways of gaining new customers. Ask your customers to bring a friend and reward them with a little surprise when they do.



From Ink to Income – You Can Make It

Written by Tracy Elsom, NS

Now that Christmas and the New Year is behind us, thoughts turn to the Occasions Catalogue and Sale-A-Bration. Your customers have probably sent out their thank you cards and are now looking for new inspiration for their next craft projects. There are so many lovely things in the new catalogue that your customers (or potential customers) may have a hard time deciding what to get, and when people are overwhelmed by too many choices they may end up getting nothing, and this is when focussing on just a part of the catalogue can be helpful.

This month's Ink to Income article, looks at the projects at the bottom of page 4 of the Occasions Catalogue. The birthday card is ideal for a make and take; quick to prepare, demonstrate and complete. The four tags are a little more involved and would be great as your workshop demonstration or for a class. At the end of the workshop you could also present the 4 tags to your hostess as a thank you gift.

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 card and four tags.

This project features the 'Balloon Adventures' Bundle and Party Animal Designer Series Paper Pack and embellishments.



Length of Time Required:

- Prep Time: You should be able to cut the card and twine in less than an hour.
- Class Time: The class time should be about 1½ hours for a class of 7 people making the card and gift tags shown. 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. You will probably find that you already have many of the non-consumables / tools listed and so your outlay will be considerably less than the total quoted.

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.

At this time of year you'll also want to explain about Sale-A-Bration and one way to do this is to present a 'here's everything you need' list that meets the threshold for earning one or more Sale-A-Bration items (the Balloon Adventures Bundle qualifies by itself). You could also suggest Sale-A-Bration items that complement their purchase, although you'll do make it clear that they can actually select any Sale-A-Bration items they wish.

From Ink to Income (continued)

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.

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 individual project. 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 these 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 1 card and 4 tags is \$5.93. The total material cost for 8 sets (7 customers plus one sample set) is \$47.44. You can charge \$12/person (\$84 total) and you will earn \$36.56 for this 1-1/2 hour class; if you charge \$15/person (\$105.00 total), you will earn \$57.56!

Additional notes:

- If you are doing these projects as a class you may decide to ask those attending to bring their own favourite adhesive. You will then earn more as you won't need to purchase SNAIL Adhesive for the projects.
- The catalogue does not show an envelope for the birthday card however it is always a good idea to include envelopes with card projects and to remind customers to add them to their order.
- I decorated the Whisper White piece for the inside of the card and the front of the envelope by stamping the streamer image using Emerald Envy ink.
- For the first 3 tags I have allowed for the DSP to be backed with a piece of Whisper White Card of identical size and shape.
- If you don't have the 1/8" Circle Handheld Punch you could punch the hole in the 'let's celebrate' banner using the tag top die from the Balloon Pop-Up Thinlits.
- Tags 1 and 3 use the same piece of DSP (balloons on one side and stripes on the other). This means that you will need a second pack of DSP if you want to have more than 12 people take this class. You could save by using a different DSP design for some of the tags.
- When cutting your DSP remember to take note of patterns that have a definite direction.

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



Stampin' Up!
Canada
[@stampinupcanada](#)

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

Notice Board

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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