

STAMPIN' *Success*

QUARTER 1 | 2017



Sara's MESSAGE



Sometimes when the excitement of the holiday season is over, we might feel a little let down—but when you're with Stampin' Up!® there's no time to wallow in the post-holiday blues! We've got stuff to do!

That's right—it's our most wonderful time of the year: the start of Sale-A-Bration and the occasions catalog!

Make the most of the new year by setting some goals for your business, and then use Sale-A-Bration and the occasions catalog to reach them. This year's Sale-A-Bration brochure and occasions catalog offer a bunch of coordinating products to choose from. And when I say coordinating, I mean Coordinating, with a capital C!

Take our Inside the Lines Designer Series Paper; this fantastic Sale-A-Bration reward coordinates perfectly with the Dragonfly Dreams Bundle and Watercolor Pencils from the occasions catalog. And the T-Shirt Builder Framelits™ from the occasions catalog make Sale-A-Bration's Designer Tee Stamp Set a real standout!

So take advantage of this special time of the Stampin' Up! year to meet some of your business goals. Hold an event . . . or two or three—in person or online. Use the fantastic products from the occasions catalog, as well as the annual catalog, to get your customers excited about earning free Sale-A-Bration rewards. Reach out to current and new hosts and customers and let them know that right now is the time to Sale-A-Brate! 🎉

*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.

Sara
CEO

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 Workshop of the Month projects and Make & Take flyers to take to your events. These are called Online Extras; be sure to check them out each quarter on the demonstrator website.

Enjoy your magazine—and your success!

icon GUIDE



MAKE & TAKE

Projects marked with this logo are excellent choices for event Make & Takes.



DEMO IT

Projects marked with this logo are excellent projects for event demonstrations.



HOST GIFT

Projects marked with this logo are excellent choices for host gifts.



ONLINE EXTRAS

You'll find all of our Online Extras in the *Stampin' Success* area of the demonstrator website.

C CLEAR-MOUNT

W WOOD-MOUNT

P PHOTOPOLYMER

SALE-A-BRATION + QUICK START = SUCCESS

Perhaps you participated in Sale-A-Bration before as a customer, but it's even more fun as a demonstrator! And as a new demonstrator, you can use Sale-A-Bration to meet your Quick Start goals.

Brief recap—with the Quick Start program, you can earn up to 15,000 flex points by meeting two sales goals: 900 CSV in your first full three months and 1,800 CSV in your first full six months.

Sale-A-Bration is an especially easy time to sell because customers get rewards for every \$50 USD/\$60 CAD they spend! How simple is it to talk to your friends, family, and neighbors about buying wonderful Stampin' Up! products when they can get even more products for FREE? And when they get close to a reward? Just mention that only \$10 or \$15 more will bump them up to more free products! And all those little bumps add up.

If you haven't already, take a minute to set some goals for Sale-A-Bration and get your business off to a Quick Start! 📌

Learn more about the Quick Start program on the demonstrator website: [Stampin' University > I'm a New Demonstrator > Getting Started](#).

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CASEing

CASE (kāś) v. Copy And Share Everything

In the world of papercrafting, there is no shame in copying; in fact, we encourage it! You can copy a project exactly, or you can change some of the elements to adapt it for different needs. Be sure to give credit where credit is due.

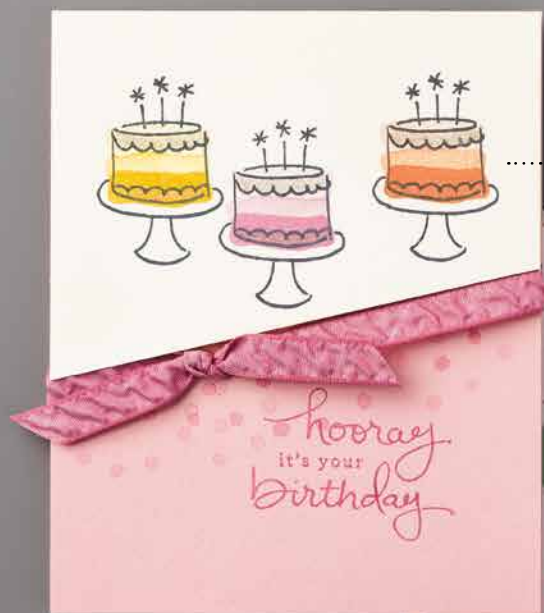
The Hot Air Balloon card is modeled from the Cake card on page 22 of the annual catalog. Our artist took the shape of the Cake card and created a pocket card instead. How clever! There are also three main stamped images, ribbon/twine tied at the same angle, and a sentiment stamped in the same spot.

Our beautiful peek-through Dragonfly card was inspired by the peek-through Flower card from page 43 of the occasions catalog. Both cards have watercolor magic peeking through the die-cut shapes on the front. They also have splattered ink, small embellishments, and a greeting stamped on a small strip of cardstock.

Have you tried CASEing yet? 

Hot Air Balloon Card (4-1/4" x 5-1/2") •
Lift Me Up (Gentil remontant/Abgehoben) Stamp Set; Mint Macaron, Peekaboo Peach, and Whisper White Cardstock; Carried Away Designer Series Paper; Calypso Coral and Mint Macaron Classic Stampin' Pads[®]; 2015-2017 In Color[®] and Regals Stampin' Write[®] Markers; Night of Navy Solid Baker's Twine; Stampin' Dimensionals[®]; Big Shot[™]; Up & Away Thinlits[™] Dies

Peek-through Dragonfly Card (5-1/2" x 4-1/4") •
Dragonfly Dreams (Songes de libellule/Li(e)belleien) Stamp Set; Dapper Denim, Soft Sky, and Whisper White Cardstock; Watercolor Paper; Cajun Craze, Dapper Denim, Peekaboo Peach, and Soft Sky Classic Stampin' Pads; 2016-2018 In Color and Regals Enamel Shapes; Stampin' Dimensionals; Aqua Painters[®]; Big Shot; Detailed Dragonfly Thinlits Dies



• **Cake Card (4-1/4" x 5-1/2")**
Endless Birthday Wishes (Voeux d'anniversaire sans fin/Geburtstagspuzzle) Stamp Set; Playful Palette Cardstock Pack; Crushed Curry, Sweet Sugarplum, and Tangerine Tango Classic Stampin' Pads; Tuxedo Black Memento Pad; Clear Wink of Stella[™] Glitter Brush; Sweet Sugarplum 3/8" Ruched Ribbon; Stampin' Dimensionals

• **Peek-through Flower Card (4-1/4" x 5-1/2")**
Window Shopping (Lèche-vitrines/Fenster zum Glück) Stamp Set; Mint Macaron and Shimmery White Cardstock; Cucumber Crush, Flirty Flamingo, Mint Macaron, and Watermelon Wonder Classic Stampin' Pads; Gold Metallic Thread; Sprinkles Embellishments; Stampin' Dimensionals; Aqua Painters; Big Shot; Window Box Thinlits Dies



Watercolor Pencils

ARE HERE

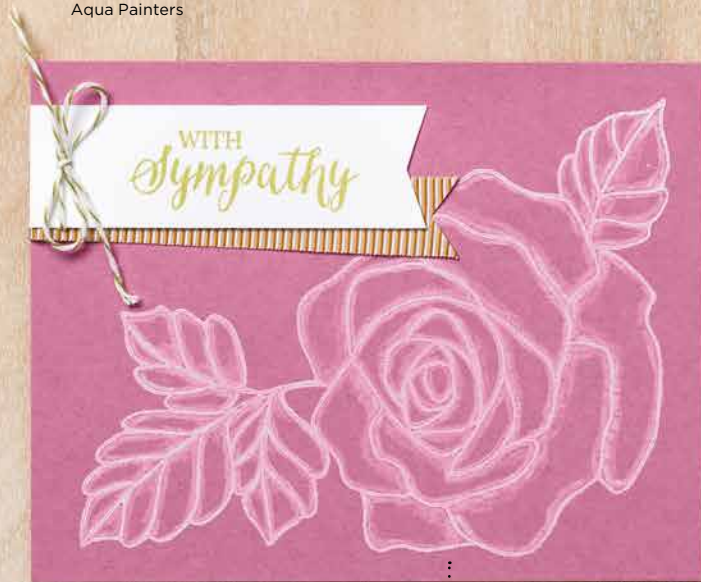
What's that? Did a huge group of demonstrators just say, "Please offer watercolor pencils in the 2017 occasions catalog"? Your wish has been granted with our brand-new 13-pack of Watercolor Pencils in Stampin' Up!'s exclusive colors. The color lays down smoothly, blends easily, and can be used with or without water to give you no-hassle, easy color.

Use a soft touch if you prefer a lighter shade or apply more pressure if you want saturated color, but that's just the beginning. When you add water, you're in for a whole new coloring experience and a super-easy way to watercolor. We recommend that you color your whole image before blending with water (but don't be afraid to leave a little white space if you'd like to create some depth).

Tip: If you just want a hint of color, use your Aqua Painter or Blender Pen to pick up color from the Watercolor Pencil tip. Hint: That means you can watercolor with these pencils just about anywhere!

Taco Truck Card (3-1/2" x 5") •

Tasty Trucks (Resto sur roulettes/Lecker-laster) Stamp Set; Shimmery White and Whisper White Cardstock; Whisper White Note Cards & Envelopes; Basic Black Archival Stampin' Pad; Rich Razzleberry Classic Stampin' Pad; Watercolor Pencils; Night of Navy Solid Baker's Twine; Stampin' Dimensionals; Aqua Painters



With Sympathy Card (5-1/2" x 4-1/4") •

Rose Wonder (Essence de rose/Rosenzauber) Stamp Set; Sweet Sugarplum and Whisper White Cardstock; Pear Pizzazz Classic Stampin' Pad; Whisper White Craft Stampin' Pad; Watercolor Pencils; Delightful Dijon 5/8" Mini Striped Ribbon; Old Olive Baker's Twine



Celebrate

SIMPLE THINGS

Our new Celebrate Everyday Project Life® products offer a bold color palette with fresh patterns that convey a different mood than the Project Life offering in the annual catalog. As the name suggests, it's excellent for capturing a variety of day-to-day memories. And like all Project Life products, Celebrate Everyday takes the fuss out of memory keeping. Use it for classes, and your preparation couldn't be easier!

For a Project Life class, have each customer purchase these items:

- Celebrate Everyday Project Life Card Collection (item 142030)
- Celebrate Everyday Project Life Accessory Pack (item 142696)
- Variety Pack 6" x 8" Project Life Photo Pocket Pages (item 135297 or item 142010)
- Clear Medium Envelopes (item 102619)

Make sure your customers know that the accessory pack includes a coordinating stamp set so they know the value they'll be getting. You can provide ink and adhesives or have customers purchase those in advance.

Spread the word about your upcoming class at all your events by saying, "Memory keeping with Project Life is fun and easy. One of the few creative challenges you might run into is when the pockets don't go the same direction as your photos. No worries! In my next class, I'll show you a couple of simple tricks that allow you to use vertical or horizontal photos on any page."

Here are those two tricks for making horizontal or vertical photos work on any Project Life page:

- Cut pictures and split them between two pockets. On the first page of our Hello spread, we used this trick to fit a horizontal photo into two vertical pockets.
- Use a Clear Medium Envelope to add an extra photo to any page. We used this trick to add a vertical photo to our Life Is Good page and a horizontal photo to the second page in our Hello spread. (For horizontal, trim a small strip off the envelope flap to make the envelope the same width as the page.)

For a win-win, hold a Project Life class this quarter. Your customers will love how it simplifies their memory keeping, and you'll love how it simplifies your event preparation! ①

Oh So Happy Page

Clear Medium Envelopes; Celebrate Everyday Project Life Card Collection; Variety Pack 6" x 8" Project Life Photo Pocket Pages; Project Life Journaling Pens; Celebrate Everyday Project Life Accessory Pack





Tip: Watch “How I Project Life” with Donna Griffith on the Stampin’ Up! YouTube channel to see these tricks and others in action!



Tip: Our new Emerald Envy 6" x 8" Project Life Album coordinates perfectly with the Celebrate Everyday Project Life products, making it an ideal cross-sell item. Give customers the option of purchasing the album before the class so they have somewhere to put their pages as they create.



Hello Spread

Whisper White Cardstock; Clear Medium Envelopes; Celebrate Everyday Project Life Card Collection; Variety Pack 6" x 8" Project Life Photo Pocket Pages; Emerald Envy and Mint Macaron Classic Stampin’ Pads; Project Life Journaling Pens; Celebrate Everyday Project Life Accessory Pack

Workshop

of the

Month

EVERY WORKSHOP OF THE MONTH article has a beautiful Make & Take flyer in the *Stampin' Success* section on the demonstrator website. Print it out, hand it out at your event, and each customer will have supplies and instructions for the project right in front of them while they create.

We have three fabulous samples for you here—and it's so easy to make them work at any kind of event. Here's how.

- At an open house: Use the Merci card as a Make & Take. Demonstrate the Bonne fête card. And put the Merci jar on display.
- At a product-based class: The class fee should cover the stamp set and supplies. Customers will get the supplies they need to make all three projects—plus they get to keep the stamp set!

- At a workshop: Demonstrate the tag, then show the finished jar—and give it to the host as a gift! Demonstrate the Bonne fête card. Use the Merci card as a Make & Take.
- At an online event: Show a photo of one project, make a video demonstrating a second, and share a tip sheet for the third.

Want a little help with scripting? We've got something for you to say about each project you show. When you demonstrate the Merci

card, say, "Stamp the lighter color first. That way, you can restamp with the darker ink without having to wash the stamp first." Here's what you can say about the Merci jar: "Little details can make a big impact. The drops of Wink of Stella tie in the tag with the gold on the ribbon." And with the Bonne fête card, you can say, "This card is useful, pretty, and so easy to create. Make a stack of them to have on hand." There's so much to share at your events (no matter what type of event you hold)! 



Bonne fête Card (3-1/2" x 5")

Occasions pour tout (Any Occasion/Aus freudigem Anlass) Stamp Set; Whisper White Cardstock; Crumb Cake Note Cards & Envelopes; Rich Razzleberry and Soft Sky Classic Stampin' Pads; VersaMark® Pad; White Stampin' Emboss® Powder; Rhinestone Basic Jewels; Linen Thread; Stampin' Dimensionals; Big Shot; Layering Circles Framelits Dies

Merci Jar

Jard'incroyable (Avant Garden/Gartengröße) Stamp Set; Pool Party Cardstock; Watercolor Paper; Basic Gray Archival Stampin' Pad; Bermuda Bay, Old Olive, Rich Razzleberry, and Sweet Sugarplum Classic Stampin' Pads; Gold 1/4" Natural Trim; Very Vanilla 1/2" Lace Trim; Linen Thread; Urban Underground Designer Washi Tape; Clear Wink of Stella Glitter Brush; Aqua Painters; 1/8" Circle and 1-1/4" Circle Punches; jar

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

Infiniment et plus (So Very Much/Gesagt, gedankt) Stamp Set; Whisper White Note Cards & Envelopes; Tasty Treats Specialty Designer Series Paper; Emerald Envy, Night of Navy, and Pool Party Classic Stampin' Pads; Whisper White Solid Baker's Twine

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

Instructions

1. Stamp the large sentiment in Pool Party ink on the Whisper White Note Card. Use the Stamp-a-ma-jig™ to stamp the same sentiment in Emerald Envy so that it's slightly offset.
2. Stamp the smaller sentiment in Night of Navy ink.
3. Cut a piece of Tasty Treats Designer Series Paper and adhere it to the bottom of the note card.
4. Wrap the Whisper White twine around the front of the card and tie a bow.

Whisper White Note
Cards & Envelopes
131527

Whisper White
Solid Baker's Twine
124262

Pool Party Classic Stampin' Pad 126982

Night of Navy Classic Stampin' Pad 126970

Emerald Envy Classic
Stampin' Pad 141396

So Very Much Stamp Set
143340 ■ 143343 ■

Tasty Treats Specialty Designer Series Paper
142770 • 5" x 1/2"

Handmade

FUN WITH FLORA AND FAUNA

Creativity is usually all about thinking outside the box, but sometimes it's just about changing the box—to an egg carton, for example. The new Mini Egg Cartons (item 142776) on page 18 of the occasions catalog are sure to bring some egg-citement to your spring décor and gift giving!

Here are a few tips to help you re-create this stunning floral egg carton and beautiful bunny treat holder.

- To create the eggshell candle, carefully crack an egg and clean out the shell. Use your Heat Tool to warm a tea light candle until you can lift it out. Then, place it in the eggshell and heat again until the wax melts and fills the egg shell. (Note: this is for decorative use only; we do not recommend lighting the candle once it is in the eggshell.)
- Use a toothbrush to flick paint on the eggs for a splattered effect.
- Cut out flowers with the Botanical Builder Framelits Dies and add touches of color with Sponge Daubers and ink pads.
- Add dirt inside the eggshell flower pot; an artificial hyacinth with a bulb, a mini wreath, and artificial moss to bring the project to life.
- Cut Kraft Cardstock with Fringe Scissors to create the grass.
- Do a quick search online for “origami bunny” to learn how to fold a furry little friend with the Falling in Love Designer Series Paper. ①

Egg Carton

Botanical Blooms, Brushwork Alphabet, Every Occasion, and Tin of Cards (Coffret de souhaits/Grußelemente) Stamp Sets; Blushing Bride, Kraft, Pear Pizzazz, Soft Sky, and So Saffron Cardstock; Falling in Love Designer Series Paper; Basic Black Archival Stampin' Pad; Daffodil Delight, Soft Sky, Pink Pirouette, Pear Pizzazz, Old Olive, and So Saffron Classic Stampin' Pads; Neutrals Stampin' Write Markers; Linen Thread; Mini Egg Carton; Heat Tool; Big Shot; Botanical Builder Framelits Dies; Fringe Scissors; Sponge Daubers; brown paint; dirt; egg shell; hot glue gun; hot glue; mini plastic eggs; mini wreath; moss; silk flower; tea light candle; wooden skewer



EVENT MODELS

YOUR VIRTUAL PARTY

When you can't gather together because of time, distance, or "life," the next best thing is a magical thing we call . . . the internet. Virtual parties offer a plethora of pros that make it the next best thing to being gathered around the same table.

Here are just a few benefits of hanging out online:

- Potential to reach a larger group of customers
- Prep work decreases and you can reuse your content
- Adding extra events is easier
- One word: pajamas!

Tip: Make it fun with raffle tickets for prizes. Each time they comment on a post, they earn another ticket.

There are so many ways to host a virtual party, but we recommend the Virtual Party Checklist on the demonstrator website (under Business Resources>Print Lab) as a starting point. This helpful guide walks you through each step from creating an online group to following up with customers.

Reach out to customers with a fun, friendly invitation: *"Party with me in your jammies! I'm looking for hosts for my next Stampin' Up! party, right here on Facebook. If you like to get high-quality products for FREE, let me know! I have openings on these dates: _____ Hurry, spots fill up fast."*

We also recommend keeping the event focused on one or two specific products—like the all-inclusive Oh Happy Day Card Kit—to make purchasing even easier. Once you've highlighted cards from the kit, show them the potential of their initial purchase with additional projects, like the three cards featured here. Just a few more supplies will keep the creativity rolling.

We invite you to give virtual parties a try. The potential for your business is virtually endless! 📌

Tip: Preload some pictures, videos, and a welcome message into your event. There will be something for customers to look at before the party begins.



Oh Happy Day Cards (3-1/2" x 5")

Affectionately Yours Specialty Designer Series Paper; Crumb Cake Cardstock; Crumb Cake Note Cards & Envelopes; Oh Happy Day Card Kit; Night of Navy Classic Stampin' Pad; Night of Navy Solid Baker's Twine; Stampin' Dimensionals

Step It Up

SIMPLE CHANGES. ANY PROJECT. ANY STAMPER.

New Crafters •

Our first card is great for new crafters. They only need stamps, ink, paper, and adhesive to get started on their crafting journey. Teach these newbies to trim and attach strips of paper to the card front, leaving small spaces in between to add interest.

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

Double Take Stamp Set; Bermuda Bay, Calypso Coral, Peekaboo Peach, and Whisper White Cardstock; Bermuda Bay, Calypso Coral, and Peekaboo Peach Ombre Stampin' Pads; Stampin' Dimensionals




Casual Crafters

Take things to the next level with some tone-on-tone stamping. Using the ink from darker sections of the ombre pads, stamp the hearts from corner to corner. Embellish with Calypso Coral Thick Baker's Twine and Sprinkles Embellishments for a bit more flair.

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

Double Take and Perpetual Birthday Calendar Stamp Sets; Bermuda Bay, Calypso Coral, Peekaboo Peach, and Whisper White Cardstock; Bermuda Bay, Calypso Coral, and Peekaboo Peach Ombre Stampin' Pads; Calypso Coral Thick Baker's Twine; Sprinkles Embellishments; Stampin' Dimensionals

- Perpetual Birthday Calendar Stamp Set (137167 )
- Calypso Coral Thick Baker's Twine (138412)
- Sprinkles Embellishments (142741)



Avid Crafters •

Build on the previous cards, but add extra layers of crafting for extra layers of fun. Your avid crafters will enjoy trying the emboss resist technique on the Irresistibly Floral Specialty Designer Series Paper and using the Big Shot and new embellishments from the 2017 occasions catalog. 

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

Double Take and Perpetual Birthday Calendar Stamp Sets; Bermuda Bay, Calypso Coral, Peekaboo Peach, and Whisper White Cardstock; Irresistibly Floral Specialty Designer Series Paper; Delicate White Doilies; Bermuda Bay, Calypso Coral, and Peekaboo Peach Ombre Stampin' Pads; Calypso Coral Thick Baker's Twine; Copper Metallic Thread; Sending Love Embellishments; Sprinkles Embellishments; Stampin' Dimensionals; Big Shot; Lots of Labels Framelits Dies; Sponge Brayers

- Delicate White Doilies (141701)
- Copper Metallic Thread (141696)
- Big Shot (143263)
- Lots of Labels Framelits Dies (138281)
- Sending Love Embellishments (142735)
- Irresistibly Floral Specialty Designer Series Paper (141644)
- Sponge Brayers (141714)



Joie de vivre



Moira McIlroy

GOLD ELITE
PONT-DU-CHATEAU,
FRANCE

MOIRA MCILROY'S TEAM IS CALLED TEAM HAPPINESS—A NAME THAT SAYS IT ALL!


Moira moved from Scotland to France 17 years ago and now lives in the Auvergne with her husband and two children. She loved the products so much that she signed up on the day Stampin' Up! opened its French market. She had no plans for her business . . . besides crafting with the supplies. She definitely didn't plan to build one of the largest teams in France. "It all sort of happened," Moira says about the 30 members in her first level. The majority of her recruits are people who have been to one of her workshops—and workshops are still her main focus because she enjoys them.

Her team is called *la lignée du bonheur*, Team Happiness, and this name fits in every way. As a happy person who sees things from a positive perspective, Moira creates a good atmosphere both with her team and during workshops. Her team members say something similar about Moira, describing her as someone with lots of joie de vivre, infecting everyone around her. Her doors are always open if someone has a problem; she always offers a kind word; and her smile can be sensed even over the telephone.

Sharing is a big part of what she does: whether it's ideas for workshops, tips, stories about her own adventures as a demonstrator, or lending products to new recruits to help them hold a workshop. Her team also highlights her ability to give good advice. If she doesn't know the answer to a question, she will track it down and follow up as soon as possible.

It's important to her to show respect to individual team members. "You should be aware that not everyone wants the same kind of support or has the same aim," she explains. "But at the same time it is very important to give everyone the same opportunities." Demonstrators who are mainly interested in a product discount and demonstrators who want to build a business are both welcome and appreciated equally. And her team loves that about her too: she does not exert pressure of any kind, but at the same time celebrates all achievements a team member makes. In short, she knows how to motivate people.

Moira's number one tip: "Make yourself very approachable and helpful. You enjoyed it enough to sign up—share it with other people!"

"I really don't feel I'm doing anything special," she explains. Oh yes, Moira, you are! As the great philosopher Anonymous once said: "A smile is something you can't give away, it always comes back to you." 

YUMMY, YUMMY

Do you have any customers looking for that perfect stamp set for all the kids in their life? Here it is! Yummy in My Tummy makes treat bags, cards, or notes a breeze to create. But it's not just limited to *little* monsters; it can easily be adapted to make fun cards and notes for the big monsters in life, too!

The line art in this set is great for watercoloring and sponging so you'll have so much fun coloring the images! Show your customers how it can easily be paired with other stamps to make color washes or patterns, plus, the shapes easily lend themselves to making shaker cards or peek-a-boo projects (like the treat bag) thanks to the coordination with the Layering Circles Framelits Dies. Pair the images with trim, embellishments, or even just cute paper and you can take Yummy in My Tummy to a whole new level. Use Yummy in My Tummy at your next event and show your customers how much fun monsters can be. 🧡



Monster Hugs Shaker Card (4-1/4" x 5-1/2") •

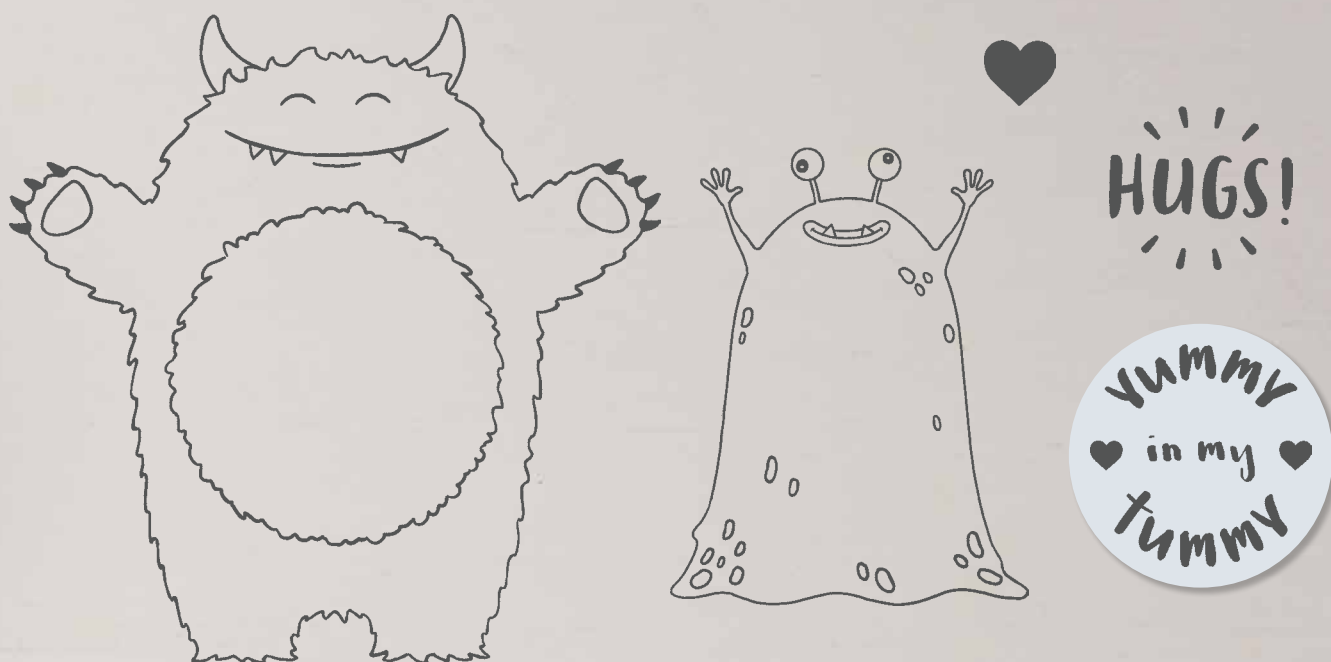
Just Keep Swimming and Yummy in My Tummy Stamp Sets; Kraft, Sahara Sand, and Whisper White Cardstock; Moroccan Designer Series Paper; Window Sheets; Early Espresso and Emerald Envy Classic Stampin' Pads; Watercolor Pencils; Gold Sequin Trim; Emerald Envy Solid Baker's Twine; Foam Adhesive Strips; Big Shot; Balloon and Layering Circles Framelits Dies



Monster Treat Bag •

Yummy in My Tummy Stamp Set; Cupcakes & Carousels Designer Series Paper; Watercolor Paper; Window Sheets; Bermuda Bay, Flirty Flamingo, and Peekaboo Peach Classic Stampin' Pads; VersaMark Pad; White Stampin' Emboss Powder; Whisper White Solid Baker's Twine; Whisper White Thick Baker's Twine; Gusseted Cellophane Bags; Gold Binder Clips; Aqua Painters; Big Shot; Layering Circles Framelits Dies; Mini Treat Bag Thinlits Dies

Tip: Remember to add Window Sheets (item 142314), Foam Adhesive Strips (item 141825), Layering Circles Framelits Dies (item 141705), and sequins (AC p. 177) to your order so you'll have everything you need to make shaker cards with this adorable set!



Yummy in My Tummy • 5 rubber stamps

142922 **\$23.00 USD | 28.00 CAD** (wood blocks included) • 143623 **\$17.00 USD | \$21.00 CAD** (suggested clear blocks: a, b, c, e)

○ Coordinates with Layering Circles Framelits Dies (AC p. 193)



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

Birthday Blast (Fête endiablée/Geburtsstagsfeuerwerk) and Yummy in My Tummy Stamp Sets; Peekaboo Peach, Shimmery White, and Whisper White Cardstock; Basic Black Archival Stampin' Pad; Crushed Curry, Flirty Flamingo, and Peekaboo Peach Classic Stampin' Pads; Flirty Flamingo 3/8" Ruched Ribbon; Tasty Treats Designer Washi Tape; Stampin' Dimensionals; Aqua Painters

Hugs Note (3" x 3")

Yummy in My Tummy Stamp Set; Pool Party and Whisper White Cardstock; Flirty Flamingo and Pool Party Classic Stampin' Pads; 5/8" Burlap Ribbon; 1-1/4" Circle Punch; Handheld Stapler



Make an Impression

In letterpress printing, a raised image is inked and then pressed into paper. The result is a touchable debossed printed image. Now you can get the look of letterpress printing with the Celebrations Duo Textured Impressions™ Embossing Folders.

Most embossing folders are designed to create a raised impression. But the Celebrations Duo folders are designed to deboss, so the image is pressed down into the cardstock, creating a letterpress effect. Pair the folders with the coordinating Happy Celebrations Stamp Set for beautifully inked debossed images.

Because of the size of the folders, you can only insert them into the Big Shot in one direction. Stamp the image first, then run it through the Big Shot.

But that's not all these folders can do. You can use them without the Big Shot so they act as stamps. Just ink the folder, and then press it down on cardstock, like we did on the focal "Happy" on the Happy card. It's a great option for customers who love the designs on these folders but aren't ready to invest in a Big Shot.

Plan a class so your customers can see the possibilities. Start by making the Celebrate card so your guests can see the folders' basic use—debossing. Say, *"These folders are designed to deboss—they press down into the cardstock for a letterpress look. But they can do more than that. You can stamp with them, too."* Then show them how they can use the folders and their favorite ink to stamp cheery sentiments.

Be sure to explain how the Celebrations Duo folders and the Happy Celebrations Stamp Set can be mixed and matched for different effects. Use them together or separately. Use the Celebrations Duo folders with the Big Shot or without. We promise your customers will be impressed! 🎉



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

Happy Celebrations (Le bonheur à l'honneur/Feierstimmung) Stamp Set; Kraft and Whisper White Cardstock; 2016–2018 In Color Designer Series Paper Stack; Dapper Denim, Emerald Envy, and Soft Sky Classic Stampin' Pads; VersaMark Pad; Linen Thread; Mini Paper Clips Combo Pack; 2016–2018 In Color Enamel Shapes; Stampin' Dimensionals; Big Shot; Celebrations Duo (Duo Festif/Feierliches Duo) Textured Impressions Embossing Folders

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

Happy Celebrations (Le bonheur à l'honneur/Feierstimmung) Stamp Set; Whisper White Cardstock; Bermuda Bay, Crushed Curry, Cucumber Crush, Flirty Flamingo, Pink Pirouette, So Saffron, Soft Sky, Soft Suede, and Tangerine Tango Classic Stampin' Pads; Rhinestone Basic Jewels; Big Shot; Celebrations Duo (Duo Festif/Feierliches Duo) Textured Impressions Embossing Folders

SIMPLE, PRACTICAL RECRUITING TIPS



Karina Chin

SILVER ELITE
ALBERTA, CANADA

Like many demonstrators, Karina didn't join Stampin' Up! intending to hold events. She signed up during Sale-A-Bration to get more from her wish list with the demonstrator discount. She even told her team leader she would never do classes. But when a few other moms from her son's kindergarten class wanted to learn how to stamp, she surprised herself by holding a couple of classes. She started her first club soon after and realized she could get all her crafting supplies for free by holding just a few events.

After her first Stampin' Up! convention, Karina's business took another turn. Seeing demonstrators recognized on the stage inspired her. "I realized that I could be up there if I just ran one extra class a month and I would get a free stamp set. It's amazing how hard I worked just to get the free stamp sets. After that I started to attend all Stampin' Up! training events to learn more about running a business."

Karina was afraid to recruit at first, thinking that she would lose sales and customers. Instead, she found that they moved from customers to friends. She shares, "My team members are my best friends! We go to Stampin' Up! events together, get together at monthly meetings, and chat on the group Facebook page. I can't imagine not having a team!"

Here are a few of Karina's tips for creating your own team:

Ask Everyone

You never know who is thinking about getting the Starter Kit and may be afraid to ask about it. I also ask everyone because it's an amazing deal. Why wouldn't they want to save 20% on their purchases and get free products by stamping with their friends?

Let Them Know the Benefits

I never exert pressure. I simply list the benefits and ask them more than once if they're interested in joining Stampin' Up! It can take a few times before someone wants to take advantage of the Starter Kit, and this can range from one month to a year or more. Even if they say no, they might want to sign up in six months. These are some of the benefits I highlight:

- 20% discount on purchases
- Preorder products one month before regular customers
- Access to the demonstrator website with business training, product training, and videos
- *Stampin' Success* magazine
- Opportunity to attend OnStage events

Take Advantage of Promotions

I always focus on recruiting when the Starter Kit is on sale or features a bonus. I send out an email, make a list of potential team members, and contact them individually.

Make Your New Team Member Feel Welcome

I have a group Facebook page where I welcome the new team member and my team welcomes them as well. It's a positive and supportive place to be. I also have a monthly team meeting that everyone can attend. 📍

Recruiting

Strategic Starter Kit

Demonstrators join Stampin' Up! for a variety of reasons. As you invite your customers to join your team, make sure to let them know about all the benefits: being the first to order products, attending Stampin' Up! events, having a good time crafting with friends, etc. As if all that weren't enough, you can seal the deal by mentioning the opportunity they have to earn extra money to pay bills or splurge on something fun.

Then when someone decides to sign up, help them strategically choose their Starter Kit products. After all, their Starter Kit is the first step in their demonstrator experience, and it can be just the thing to help them get off to a great start! Many new recruits utilize the Starter Kit as a way to fulfill their wish list; instead, you can help them see their new Starter Kit as a business tool that will help them start holding events.

Here are a few things to consider as you're meeting with your new team member to strategically select items for their Starter Kit:

- Discuss which items they already have so you can help them identify other products they will need as a demonstrator.
- Make sure they have basics such as scissors and a paper trimmer.
- Talk to them about what kinds of events they may want to hold and recommend items to support their goals—for example, if they're most interested in classes, then kits or bundles are a good option.
- If they're not sure what to pick, a great option is our recommended kit as shown on page 196 in the annual catalog.

Sale-A-Bration is a great time to sign up as a demonstrator because there are so many extra perks. Along with getting extra stamp sets in their Starter Kit, it's also a prime time for new demonstrators to get started holding events right away since their new customers will be eager to participate in Sale-A-Bration, too. Mention the sign-up opportunity often in your events, social media posts, and emails! 📧



Super Duper Card (5-1/2" x 4-1/4")

Super Duper Stamp Set; Dapper Denim, Peekaboo Peach, and Whisper White Cardstock; Dapper Denim and Peekaboo Peach Classic Stampin' Pads; Gold Metallic Thread; Metallic Enamel Shapes; Stampin' Dimensionals

This project would make a perfect Make & Take for a new demonstrator's first event! It uses paper, ink, and thread from the recommended Starter Kit, and they can get the stamp set for free with their Sale-A-Bration reward (demonstrators who join during Sale-A-Bration get two free stamp sets)!

Coloring INSIDE THE LINES

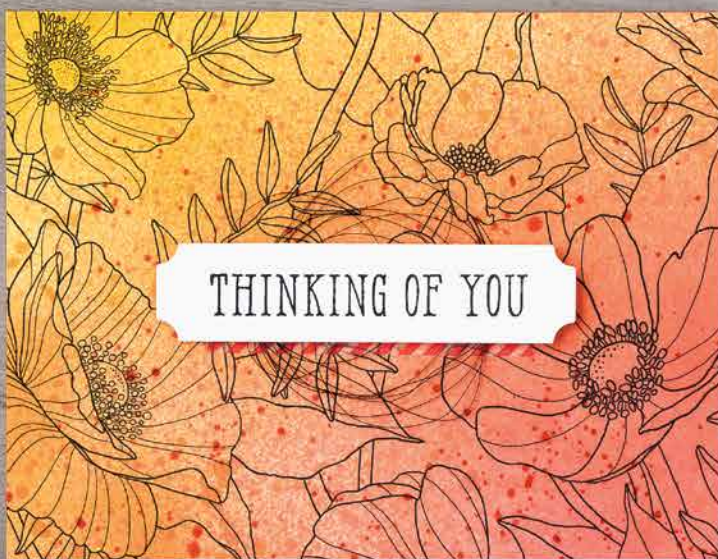
The book publishing geniuses really hit the mark when they started offering coloring books for grown-ups. A lot of us didn't even know how much we secretly missed them! And not only is coloring super-relaxing and fun, but it also takes us back to simpler times—when all we had to worry about was making sure we put our toys away.

Inside the Lines Designer Series Paper is Stampin' Up!'s answer to this fun, out-of-the-blue craze. Each package comes with 12 single-sided sheets, three each of four designs. And it's perfect for a technique class showcasing the new Watercolor Pencils, Stampin' Write Markers, or even spritzing.

Tip: Dragonfly Dreams Bundle + Tasty Treats Cardstock Pack + Rhinestone Basic Jewels = **FREE** Inside the Lines Designer Series Paper!

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

Window Shopping (Lèche-vitrines/Fenster zum Glück) Stamp Set; Calypso Coral and Whisper White Cardstock; Inside the Lines Designer Series Paper; Basic Black Archival Stampin' Pad; Calypso Coral, Crushed Curry, Peekaboo Peach, and Watermelon Wonder Classic Stampin' Ink Refills; Black Metallic Thread; Frozen Treats Designer Washi Tape; Stampin' Dimensionals; Big Shot; Project Life Cards & Labels Framelits Dies; Stampin' Spritzer



Though these pages can be framed and used for home décor, we sized the images so they look great when fussy cut and adhered to a card front. And of course we're sure you and your customers will come up with ideas we never even thought of!

Since coloring is such a popular trend right now, think of all the ways you could use this paper to share with customers. More experienced papercrafters will love stepping up their coloring with Blender Pens. And everyone loves a good deal, so let your customers know that they can get this paper **FREE** during Sale-A-Bration. 



Enjoy Your Special Day Card (4-1/4" x 5-1/2")

Dragonfly Dreams (Songes de libellule/Li(e)belleien) Stamp Set; Tasty Treats Cardstock Pack; Inside the Lines Designer Series Paper; Dapper Denim and Pool Party Classic Stampin' Pads; VersaMark Pad; White Stampin' Emboss Powder; Rhinestone Basic Jewels; Aqua Painters; Big Shot; Detailed Dragonfly Thinlits Dies



Selling

WHEN YOU DON'T HOLD WORKSHOPS

In the last issue we talked about selling when you don't consider yourself a sales person. In this issue we will carry on with that same theme and talk to Andrea Buckland on how she sells without holding workshops.

A No-Pressure Environment

"I know a lot of demonstrators worry that they will have to hold workshops and 'pressure' people into buying but to be honest that has never been an issue for me. I really do just share what I love and let that shine through. By loving what I do and talking about it with friends and family, I have managed to meet my monthly minimums and more," Andrea explains.

"I love to teach people how to make cards and other projects and by doing this and demonstrating how I use the products, they really sell themselves. It's one of the reasons I love working with Stampin' Up! Having a great product allows a 'non-sales' person to still meet and even exceed minimums."

Most of Andrea's customers are stamp club members; she finds that a stamp club is a great way to keep them coming back for more. They commit to a certain spend over a set amount of time. Andrea makes sure she is very helpful and provides a fun, light-hearted environment so they are keen to book again and again. "Many of my customers are busy with work and family life. They see the stamp club as their down time, their 'me' time," Andrea explains.

Andrea also holds four classes a month for her local church group but doesn't like to use a set spiel. Instead she takes each event as it comes and simply talks about the features of the products she is using at that particular time.

Upselling Without Really Trying

During each stamp club Andrea finds opportunities to upsell or to motivate

customers to buy, without actually saying so. She loves to embellish her projects with those extras like ribbon, rhinestones, or washi tape; her customers point the embellishments out to each other and they find their way onto their orders.

"Showing multiple ways to use any one product really helps. They may see something in the catalog and think 'Mmm, that's nice, but I don't need to have it.' However if I show them several ways to use it, all of a sudden it's a must have," she adds.

Getting the Word out about New Products

Andrea sends regular emails to customers with any news from Stampin' Up! and uses social media, mainly Facebook, to highlight new catalogs and promotions: "Every new catalog release, I hold a launch. Customers are always excited about new products and because I want to play with new products too, I always prepare all my samples for the stamp club using new items. Having the preorder period really assists with this and I take full advantage of it. All stamp club members receive a new catalog, which in effect, becomes their 'wish list' with many tabs and highlighted items."

Goal Setting

When it comes to setting goals for herself, Andrea has found the reason she joined Stampin' Up! in the first place is all the motivation she needs. She joined because she fell in love with the great products, and she wants to enjoy her discount for as long as possible. So she plans enough events to reach or exceed her quarterly minimum. "As I have risen to silver, I also have to be sure to meet the monthly amount I need to perform at my title," she explains. "Mostly though, my goal is to share this craft that I love and to gather with friends for some light-hearted fun ... the sales come from that." ①



Andrea Buckland

SILVER

WESTERN AUSTRALIA,
AUSTRALIA

Leading

PLAY DATE

How many of you have gathered with friends to have a play date for your kids? Well, now it's time to take play dates to a whole new level and plan one with your team members.

Play dates are great ways to create excitement for new products. And getting your team excited about the products will help motivate them to share items from new catalogs with their customers. Daune Cotter—a silver elite demonstrator from California—loves the play date idea and has used it at her meetings multiple times. Use her tips below to plan your own play date.

Advertise

Begin advertising for your play date about three months in advance and follow up with group texts, individual texts, and emails as the event date approaches. Then, about a week before, send an email reminder to your team letting them know how excited you are to see them and to share the new products.

Invite

Who do you want to invite? That's the thing; a play date is great for both team members and customers. Of course in this article we are focused on helping you help your team. Plan a play date with your team during the preorder of any new catalog (hint, hint, occasions and Sale-A-Bration).

Preorder

Participating in the preorder is essential: you can't have a play date if you have nothing to play with. Preorder early so that your team can see the new products before they begin planning their own events. If you're not sure what to order, a great way for you to see the new items even earlier is to attend OnStage. It's a bit like a play date for you and the company. You'll get to see and play with some of the new products and decide what you want to show your team.

At the end of the day, a play date will be just the thing your team needs to get excited about upcoming events with their customers—and all the new products of course! 🍌



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

Double Take Stamp Set; Crumb Cake and Whisper White Cardstock; Tasty Treats Specialty Designer Series Paper; Peekaboo Peach and Watermelon Wonder Classic Stampin' Pads; Whisper White Solid Baker's Twine; Mini Paperclips Combo Pack; Banner Triple Punch


Technique

Peek-Through Perfection

There's big love for the Big Shot in our Stampin' Up! community, and with our newest selection of dies, who can blame us? Some new dies can even do a new trick called the "peek-through" that is sure to wow customers at your next event.

At first glance, the Stylish Stems Framelits Dies look like any other dies we offer. That's where the Floral Peekaboo card can help demonstrate the new peek-through trick.

See how the Night of Navy Cardstock piece has the flower shape cut right out of it? That's the peek-through effect! There are two dies for that flower: one for the peek-through and one for the outline. You can use the peek-through die alone, or you can use it with the flower outline die to cut it out from cardstock entirely, like we did with the So Saffron flower on the same card.

You can create the same peek-through effect with the Window Box Thinlits Dies, too. Use the peek-through designs for a treat box like on the Thanks Gift box or on a card like the Birthday Candles card. We can't wait to see the peek-through projects you and your customers make with these new products! (Hint: shaker cards might be worth a try.) 

Tip: You can also use the Stylish Stems Framelits Dies to create standalone floral elements perfect for any project.



Floral Peekaboo Card (5-1/2" x 4-1/4")

Special Reason (Raison special/Besondere Grüße) Stamp Set; Cucumber Crush, Night of Navy, So Saffron, and Whisper White Cardstock; Regals Designer Series Paper Stack; Cucumber Crush, Night of Navy, and So Saffron Classic Stampin' Pads; Whisper White Solid Baker's Twine; Stampin' Dimensionals; Big Shot; Stylish Stems Framelits Dies



Thanks Gift Box

Window Shopping (Lèche-vitrine/Fenster zum Glück) Stamp Set; Calypso Coral and Whisper White Cardstock; Gold Glimmer Paper; Delicate White Doilies; Night of Navy Classic Stampin' Pad; Blushing Bride Classic Stampin' Ink Refill; Cupcakes & Carousels Embellishment Kit; Big Shot; Sweet & Sassy Framelits Dies; Window Box Thinlits Dies



1. Place the die where you want the image cut out and run it through the Big Shot.



2. Adhere the So Saffron Cardstock to the card front where you want the flames.
3. Adhere the peek-through piece to the card using Stampin' Dimensionals.



Tip: The Window Box Thinlits Dies come with a variety of peek-through designs that you can also use on cards!

You may notice that we did some stamping with the Calypso Coral Ombre Stampin' Pad. Check out page 27 for more about Ombre Pads.

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

Window Shopping (Lèche-vitrine/Fenster zum Glück) Stamp Set; Pool Party, So Saffron, and Whisper White Cardstock; Calypso Coral Ombre Stampin' Pad; Metallics Sequin Assortment; Frozen Treats Designer Washi Tape; Stampin' Dimensionals; Big Shot; Window Box Thinlits Dies



SALE-A-BRATE

a Title Advancement

Sale-A-Bration is the best time of year to advance in title. Make a plan for how to advance this year—work with your team and line everything up. Before you know it you'll be experiencing the benefits of the next level in your Stampin' Up! business.

Here at Stampin' Up! we like to set you up for success—it's one of our main goals. That's why we have Sale-A-Bration. It's a wonderful promotion period with rewards for any kind of activity related to our business. People (including you) can earn rewards for buying, hosting, or joining. Because of all this, you and your team may notice higher sales and recruiting than at other times of year, putting you in a position to advance.

THE WHAT

Your title is determined by your activity in three areas. As you reach certain landmarks in these areas, you will advance to higher titles:

1. Personal commissionable sales over a rolling 12-month period (represented in Commissionable Sales Volume, or CSV)
2. Number of direct demonstrators
3. Leadership in your direct level

At the end of each month, title advancements are calculated based on these criteria. Anyone can reach them, but first you need to have the desire.

Are you a silver title? Advance to silver elite by February 28, 2017, and you can attend the CentreStage* event in April.

*CentreStage is an exclusive event for demonstrators titled at silver elite and above. CentreStage is held at our biannual OnStage events. Registration information is posted before each OnStage.

THE WHY

Why would you want to advance in title? Well, we can think of a few reasons: increased title benefits, a new level of achievement, recognition, feeling of accomplishment, and more. You'll reap the rewards of increased flex points and Sale-A-Bration rewards. Everybody wins! So here's our challenge to you: look at your reports and set some goals. Help your team set goals too. It's important to do this in advance to give yourself plenty of time to prepare and achieve.

THE HOW

So how do you make it happen? Well, start by reaching out to everyone you can think of. Invite them to your Sale-A-Bration parties and increase your sales that way. The more people you contact the more you'll sell. If you are a team leader, contact those in your team who desire or need additional support. In addition

to receiving commission on their sales, a portion of your team leadership requirement for advancements can come from your second or third level. If you see potential in someone in your lower levels, consider augmenting the training the team member is receiving from their direct team leader where appropriate.

Are you a gold title? Advance to gold elite and you'll begin earning the gold elite bonus—that's an additional 2% bonus paid on your sales and the sales of your direct demonstrators every quarter!

As you build your business, you can advance to subsequent titles by meeting the requirements in the Titles Table shown here. ①

TITLE	MINIMUM ROLLING 12-MONTH PERSONAL SALES	MINIMUM DIRECT DEMONSTRATORS	MINIMUM DIRECT LEADERSHIP	TITLE BENEFIT
Bronze	0 CSV	0	-	-
Bronze Elite	1,800 CSV	0	-	Bronze Elite bonus
Silver	3,600 CSV	1	-	Silver title necklace or money clip
Silver Elite	7,200 CSV	5	1 Silver	CentreStage
Gold	10,800 CSV	10	1 Silver Elite	Gold title necklace or pen
Gold Elite	14,400 CSV	15	2 Silver Elites	Gold Elite bonus
Platinum	18,000 CSV	20	4 Silver Elites	Platinum title necklace or watch
Platinum Elite	18,000 CSV	30	6 Silver Elites	Platinum Elite Achievers Display

Don't wait until it's too late

START PLANNING YOUR ADVANCEMENT TODAY!

Selling


Successful Selling Starts with Successful Customers

Recent Million Sales Achiever Brandy Cox says one of the top priorities in her business is to make her customers feel confident and empowered when it comes to stamping. After all, a confident stamper is a repeat customer!

Brandy offers the following tips for building confident stampers:

- **Keep your projects simple.** A simple project also allows the customer to add their own ideas with embellishments. Then you plant the seeds of suggestion: “*We sell rhinestones that could dress that up, if you like.*” Ultimately the power is in the customer’s hands to figure out how to add their own spin to the project you provide.
- **Be completely real.** If you want your customers to feel like they can do what you do, don’t try to be perfect all the time! It can be really comforting if they see you make a mistake. So let them know that you copy ideas, that it took you 20 tries to master tying the perfect bow, or how you turned that piece of cardstock over to re-stamp on the other side. It will put them at ease and build their confidence.

- **Encourage your customers to share.** When your customers share their projects, they will undoubtedly get lots of great feedback. As their demonstrator, you’ll want to heap on some of your own praise, too, to help build that confidence! Point out what you like about their project and what they did really well—you could even call out how they took one idea and made it completely their own.

Continually provide your customers with ideas and inspiration. Brandi suggests that “by sharing projects created by you or by others, you make it clear that it’s okay to be a beginner and that we all have a different way or style.” And this builds confidence—turning that one-time customer into a repeat stamper! 

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

Live, Love, Grow Stamp Set; Hardwood Stamp; Kraft and Whisper White Cardstock; Crumb Cake, Emerald Envy, Mint Macaron, Old Olive, Pear Pizzazz, Pool Party, and Soft Suede Classic Stampin’ Pads; Affectionately Yours Designer Washi Tape; Stampin’ Dimensionals



Ombre TAKES THE Spotlight

Ink is the Jan Brady of papercrafting. Sandwiched between stamps and paper, ink works hard but gets less attention than its showier sisters. Until now. Thanks to Ombre Stampin' Pads, ink is in the spotlight.

Each Ombre Stampin' Pad has five mini ink pads with varying shades of one hue. The color fades from dark to light so you get subtle gradations, effortless blending, and options like these:

- **One color:** Ink a small stamp on an individual pad for one color. The mini pads pop out of the case so they're easier to use.
- **Two-Step Stampin':** Get two different tones without having to stamp off or buy more colors; perfect for Two-Step Stampin' sets. (See Online Extras for examples from the Just Keep Swimming Stamp Set.)
- **Total ombre:** Go ombre by inking stamps with large, bold images on the entire Ombre Stampin' Pad.

Demonstrate Ombre Stampin' Pads at an upcoming event. Tell your customers, *"Ombre is easy when you use this pad, and it's like getting five ink pads for the price of one."* They'll love the many looks they can get with one ink pad.



Hooray Gift Bag

Perfectly Wrapped (Parfaitement emballé/Perfekt verpackt) Stamp Set; Dapper Denim, Peekaboo Peach, and Whisper White Cardstock; Kraft Tag a Bag Gift Bags; Crumb Cake and Dapper Denim Classic Stampin' Pads; Peekaboo Peach Ombre Stampin' Pad; Linen Thread; Gold Binder Clips; Pearl Basic Jewels; Stampin' Dimensionals

You're a Gem Card (5-1/2" x 4-1/4")

Just Keep Swimming Stamp Set; Mint Macaron, Rich Razzleberry, and Whisper White Cardstock; Fabulous Foil Designer Acetate; Rich Razzleberry Ombre Stampin' Pad; Silver 1/8" Ribbon; Rhinestone Basic Jewels

- For the best ombre effect, move the stamp in small circles as you tap it on the pad so the colors blend. If you tap your stamp straight up and down, there will be breaks between the colors. If you tap in large circles, the ombre effect will not be as noticeable.
- Watch the video on the Stampin' Up! YouTube channel to learn more (search Ombre Stampin' Pads by Stampin' Up!).



Workshop

of the

Month


EVERY WORKSHOP OF THE MONTH article has a beautiful Make & Take 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.

Sale-A-Bration is here, and it's the best time of year to have events. Why? For every \$50 USD/\$60 CAD your customers spend, they get extra stuff—plain and simple. Everyone speaks the language of “free!”

Now, here's a party you can plan. Pick some items from the Sending Love suite and show your customers how these products can be used for occasions other than Valentine's Day. Obviously you can fulfill Valentine's Day needs with this bundle, but what about anniversaries, thank-you notes, or birthdays?

Aren't you sending love for all of these occasions? Show your customers several projects and ask them what kind of cards and gifts they need in the near future. Help them complete some of their to-do-list items while at your stamping event!

As you're demonstrating, say, *“Can you believe how adorable this suite is? I'm inspired to make Valentine's Day projects, but I want to show you several other ideas too.”* For example, they'll love making the Arrow card, and it's so simple that they'll want to make more than one.

Holding regular events gives you more consistent customers, higher sales, more flex points, and ultimately more money in your pocket. Hold an event where you “send love” to your customers and help them do the same. Go out and book your Sale-A-Bration events today! 



Hearts Flower Card (4" x 4")

Mit Meilensteine (À souligner/Milestone Moments) and Mit Gruß und Kuss (Scellée d'un baiser/Sealed with Love) Stamp Sets; Crushed Curry, Pool Party, and Whisper White Cardstock; Sending Love Designer Series Paper Stack; Crushed Curry, Real Red, and Soft Sky Classic Stampin' Pads; Whisper White Solid Baker's Twine; Classy Designer Buttons; Sending Love Embellishment Hearts; Big Shot; Lots of Labels and Love Notes Framelits Dies; Brick Wall Textured Impressions Embossing Folder

Heart Treat Bag

Mit Gruß und Kuss (Scellée d'un baiser/Sealed with Love) Stamp Set; Whisper White Cardstock; Sending Love Designer Series Paper Stack; Window Sheets; Real Red Classic Stampin' Pad; Daffodil Delight Classic Stampin' Ink Refill; Sending Love Ribbon Combo Pack; Sending Love Embellishment Hearts; Big Shot; Love Notes Framelits Dies; 1/8" Circle Punch; Stampin' Spritzer

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

Mit Gruß und Kuss (Scellée d'un baiser/Sealed with Love) Stamp Set; Crushed Curry, Pool Party, and Whisper White Cardstock; Whisper White Note Cards & Envelopes; Sending Love Designer Series Paper Stack; Basic Gray Archival Stampin' Pad; Whisper White Solid Baker's Twine; Mini Paperclips Combo Pack; Stampin' Dimensionals; Big Shot; Love Notes Framelits Dies; 2" Circle Punch

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

Instructions

1. Adhere a piece of Sending Love Designer Series Paper to a Whisper White Note Card.
2. Stamp the sentiment on a piece of Whisper White Cardstock and punch it out using the 2" Circle Punch.
3. Cut one arrow each from Pool Party and Crushed Curry Cardstock using the Big Shot and the Love Notes Framelits Dies. Adhere the arrows to the circle.
4. Tie a piece of Whisper White Solid Baker's Twine to a paperclip. Attach the paperclip to the circle.
5. Adhere the circle to the note card using Stampin' Dimensionals.

Big Shot
143263

Love Notes
Framelits Dies
142752

Sending Love Designer Series
Paper Stack 142733 • 3" x 3-1/4"

Whisper White Note Cards
& Envelopes 131527

Whisper White Solid
Baker's Twine 124262

Pool Party Cardstock 122924 • 3" x 1"

Whisper White Cardstock 100730 • 3" x 3"

Crushed Curry Cardstock 131199 • 3" x 1"

2" Circle
Punch 133782

Mini Paper Clips Combo
Pack 142766

Basic Gray Archival
Stampin' Pad 140932

Sealed with Love
Stamp Set 142815

Stampin' Dimensionals
104430

Coffee & Card:

New Venue—New People

Jenny McCormac, a gold demonstrator from Brackley, UK, wanted to find a way to reach out to new people in a relaxing, commitment-free atmosphere, far from the classroom environment. Since she enjoys going to cafés, Jenny started looking at different venues where people could come and craft with her and her friends.

Her 90-minute Coffee and Card sessions take place in two locations, twice a week, and no booking is required. The fee is just £5 per person, which is split 50/50 with the café and covers simple projects, which is essential since Jenny doesn't know how many people will turn up. She usually demonstrates the project first and asks if anyone needs to create for a special occasion. Supplies are shared, and everyone helps each other create projects, which are then posted on Facebook.


For Molly Thompson, Coffee and Card became a way to meet people in a new town. In fact, she was referred to Jenny's events by the staff at the café. This enabled her to try a different kind of crafting and meet new people at the same time. "I look forward to each event. I wouldn't want to give them up," she says enthusiastically.

Coffee and Card events do more than just grow Jenny's business, they strengthen bonds throughout generations in her community. Attendees who don't drive and live in isolated areas are picked up; some are agoraphobic and found in Coffee and Card a way to develop trust by boosting their morale through creativity. "I take so much pleasure in hosting those events each week, and all I have to do is design a card. It's the best way of meeting people," she says with a smile. Jenny recalls, "A mum told me that her daughter, who had some health issues, attended my events. Her confidence in meeting new people increased, and she's even had fewer episodes since she started coming to the Coffee and Card events!" Making decisions with

simple tasks, such as choosing colors or designs, has helped her cope better in her daily life.

With up to 18 people coming on Wednesdays, Jenny's Coffee and Card events are a huge success. Some of the people who attend also now come to regular classes, and four people have signed up on her team. It couldn't have come more naturally: "Could you just help this person?" is all Jenny needs to say. And suddenly, people realize that they can indeed; so recruiting becomes a breeze.

Sam Dempsey-Clark is one of those recruits. She happened to go to a café during Jenny's event. Her Stampin' Up! apron made it easy for Sam to find her on the internet, learn about Coffee and Card, and simply attend the following one. A week later, she was a demonstrator. She didn't give up on Coffee and Card though: "I enjoy meeting like-minded people and chatting about what everyone is doing. We all get along and everyone is friendly. My 14-year-old daughter was nervous about going, and now she can't get enough!" In fact, Sam, now wants to start organizing her own events; and who better than Jenny to help her on that path?

"Don't be put off if you had one poorly attended event," she says. "You had a nice coffee and might have convinced one person to give crafting a go." Great words of encouragement, Jenny! 

Q & A

WHAT ARE YOUR BEST SALE-A-BRATION TIPS?

Minerva Matthews

SILVER

ARIZONA, UNITED STATES

I typically have clubs during the year, but last year I decided to save January, February, and March for an exclusive club and call it Sale-A-Bratton Club. Groups of three can join and all participants place orders of at least \$50 USD each month. Every member gets the opportunity to host and they get a Sale-A-Bratton item each month (or more if their order is higher). I hold a class showcasing two stamp sets from Sale-A-Bratton, and we make two cards with each stamp set. This helped me raise my sales and made the members happy to get benefits plus free items and a class! I am planning to do this every year now.

Holly Stene

SILVER

MINNESOTA, UNITED STATES

One of the things I look for when the Sale-A-Bratton brochure comes out is a set that is fun to color! Coloring is relaxing and a big trend right now. Last year's Sale-A-Bratton collection featured a fun flower set perfect for coloring! Encourage those new to stamping (or maybe even a regular customer) to buy an ink collection and a pack of blender pens! It's a great way to sell the ink as a collection and it keeps customers wanting more!

Jenn Tinline

GOLD ELITE

ONTARIO, CANADA

I make up a "beginner" kit flyer that equals the \$60 CAD to show at classes and workshops. I make sure the kit has some basics like ink, paper, and adhesive and I use a Sale-A-Bratton stamp set. Then I also show samples made with this kit so that new clients can feel confident they have everything they need to get started stamping.

Sandy Troche

SILVER

CALIFORNIA, UNITED STATES

I start talking about Sale-A-Bratton the whole month of December and of course I invite everyone to my house for the occasions catalog and Sale-A-Bratton reveal. My customers are already excited to see what is new for both. I hold Make & Take classes so everyone can see different ideas on how to use the products. I encourage everyone to have a party during Sale-A-Bratton because what better time to have a party than when all the customers are going to want to spend enough to get free items! I've also been allowing each host to choose which Sale-A-Bratton item they want to use for the Make & Take for their party! I have also had good responses to recruiting during this time! I have four recruits from this last Sale-A-Bratton's recruiting special! Sale-A-Bratton is the best time of year and everybody gets involved in all ways!

Allison Barber

SILVER

NORTH CAROLINA, UNITED STATES

I find my best Sale-A-Bratton periods are when I have samples of the promotion items. I try to participate or host a swap so I have plenty of eye candy for my customers. I also like to have stamp-a-stacks featuring the Sale-A-Bratton sets/products.

Lyssa Zwolanek

GOLD ELITE

WISCONSIN, UNITED STATES

Schedule as many parties as you can early in the season so that there is still time for bookings from those parties during Sale-A-Bratton. Then next year you'll have double the number of past Sale-A-Bratton hosts to call on to host again!

Got extra Sale-A-Bratton reward items? Schedule an "Un-Sale-A-Bratton" along the lines of an un-birthday or half-birthday party. If the host schedules another party for six months out, they receive an extra Sale-A-Bratton item as a booking gift when they hold their party. This gives them a chance to get one last Sale-A-Bratton item they want—and puts your extra freebies to work earning more business down the road.

Judy Cramer

BRONZE ELITE

OHIO, UNITED STATES

I always tell my customers that Sale-A-Bratton is the happiest time of the year! I plan at least one class for each month of the event, and always use the products in the projects. It's important to let folks get their hands on the goodies, and to showcase several ideas for using them. I don't want my customers to miss out on a chance for such a great deal and this is one time I take time for a real "commercial message" and shamelessly promote the sale. In 2016, this approach resulted in several people buying each month to take advantage of the best promotion we offer!

Zena Kennedy

SILVER

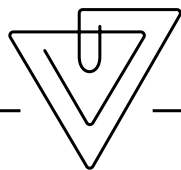
QUEENSLAND, AUSTRALIA

I think my best tip would be to have an Online Host Club. I did this one year and offered a three-month club, January through March. The reason for only three months was because I wanted everyone to be a host over the Sale-A-Bratton period, and this way everyone in the group benefited.

For each \$90 AUD spent there was a FREE product to choose. So even if they were not a host for the month they still received free products. 📌



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