



# ready set start

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n e w s l e t t e r

*starting simply*

## welcome to Stampin' Up!

Whether you joined Stampin' Up!® to build a rewarding and successful business, meet new people, or enjoy a discount on our high-quality products, you've come to the right place. Your decision to join Stampin' Up! could significantly change your life—for the better! We want to make sure you have all the information you need to accomplish exactly what you desire.

Each month for the next six months, you'll receive an issue of *Ready Set Start*. In each issue, you'll find important tips that will help you as you begin your Stampin' Up! journey. You'll also find specific action items you can do to ensure your success with Stampin' Up! Take a moment to plan these action items into your schedule during the next four weeks. You'll find that each simple step takes you closer to reaching your goals.

As you learn more about Stampin' Up! in these newsletters, you'll come to understand the value you provide as a Stampin' Up!



demonstrator. Certainly, anyone can walk into a craft store and buy a rubber stamp. But that's all they get with their purchase—a rubber stamp. When your customers order through you, they receive a host of extra benefits, including free entertainment and education, the convenience of ordering from their own homes, and follow-up from a friendly expert eager to help them get the most from their purchases.

In addition to these benefits, Stampin' Up! customers value the relationship they have with you, their Stampin' Up! demonstrator. Our mission statement, called our Statement of the Heart, says: *"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!"* By building relationships and helping others, you'll build a

**make it happen:** Watch the sample workshop on the *Getting Started* DVD and fill in the *Getting Started* DVD Study Guide available on the Demonstrator Web Site under Training/New Demonstrator Corner/The *Getting Started* DVD Study Guide.

fulfilling and profitable business. You can become a great resource for people as they explore their own creativity and discover a new hobby. You'll have fun helping them learn how to use their products, try new techniques, or build their own businesses. The people you meet through Stampin' Up! will become treasured friends and associates, and you'll find that your life is influenced as much as theirs as you both make the most of Stampin' Up!.

We're thrilled that you decided to join our Stampin' Up! family. We know that the

talents, commitment, and enthusiasm you bring are invaluable to sharing Stampin' Up! with others. We encourage you to call your upline if you have any questions. Know that we are also here to help you in any way we can.

## HEADS UP!

- Our friendly Demonstrator Support agents are ready to help you with your business. If you have questions, call us toll-free at 1-800-STAMP UP or send an e-mail to [ds@stampinup.com](mailto:ds@stampinup.com). We're open 7:00 AM to 7:00 PM (MT) Monday through Friday. Agents can help you with most everything you need, from logging in to the Demonstrator Web Site to placing your first order.
- It's against Stampin' Up! policy for demonstrators to sell current catalog or mini catalog merchandise on any Internet auction site. Because doing so seriously undermines our home workshop-based business model, a single violation of this policy will result in the termination of your demonstratorship. Please refer to your Demonstrator Manual or visit the Demonstrator Web Site under Training/New Demonstrator Corner/Getting Started/Internet Auction Policy to review Stampin' Up!'s policy regarding this issue.

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## plan for success

The most exciting part of your workshop is usually the samples you demonstrate. If you've attended a workshop, you already know how seeing a project come together can impact customers. What you may not realize is that samples can increase workshop sales, too. Successful demonstrators carefully select samples to maximize sales. A few simple tips and workshop preparation can help you do the same.

First choose a sample featuring a higher-priced stamp set. Customers are much more likely to purchase a set they have seen demonstrated because they already have an idea of how to use it. Also, look for sets with coordinating wheels and alphabet sets with coordinating number sets. You can increase your sales by suggesting these as additional items when a customer orders the set.

**make it happen:** Pick a sample to demonstrate at your next workshop and write down notes of what you'll say as you present it.

Next, choose colors that are appropriate for each project. One of Stampin' Up!'s strongest selling points is our exclusive color-coordinated color families: Rich Regals®, Bold Brights®, Earth Elements®, and Soft Subtles®. In your starter kit, you received a card stock assortment from one of these families. The colors have been carefully selected to coordinate together beautifully, so you can't go wrong.

As you demonstrate, talk about the benefits of purchasing coordinated accessories. You might say, *"Stampin' Up!'s four color families take the guesswork out of color coordination. They offer a range of accessories in these colors including ink, card stock, buttons, tags, and boxes."* If you use the Color Coach®, this process is even simpler: select a color, and the Color Coach will recommend three coordinating colors and one complementary color. As part of your demonstration, show your guests how you effortlessly selected your color scheme by using the Color Coach.

Finally, boost your sales by demonstrating a specific technique with each sample. Demonstrating techniques at your workshops helps your customers see all the possibilities that come with a stamp purchase. You'll get an idea of just how many techniques are available by browsing through *Stampin' Techniques*, the complimentary booklet included in each workshop order, customer order, and starter kit order. Once you've selected a technique, choose a sample that can be re-created in five to eight minutes. Practice makes perfect, so try it out until you feel comfortable demonstrating it and answering questions.

Our Loads of Love sample showcases the watercoloring technique. Line-art stamps, or stamps that are drawn with fine lines, are ideal for watercoloring—simply add color inside the lines. As you demonstrate a technique, talk about the different products you use. This can generate higher sales because customers want to try the products themselves. As you demonstrate this technique you can say, *"For this sample, I'm using a blender pen and Classic Stampin' Pads. You can also watercolor with an Aqua Painter™, Watercolor Wonder™ Crayons, Stampin' Write® markers, and watercolor pencils. It's fun to have a variety so you can achieve different looks for each card."*

## FEATURE PRESENTATION

Another key to increasing sales is to use *features statements* and *benefits statements* as you demonstrate samples. *Features statements* describe the physical attributes of the products, such as color, shape, and size. *Benefits statements* describe the way the product functions, or what the product does for the user. Features and benefits statements are common in marketing. For example, advertisers encourage customers to buy toothpaste with fluoride (feature) so they'll have fewer cavities (benefit).

You can apply these same principles to stamps and accessories. When you demonstrate a sample, highlight a few products with features and benefits statements. If you were re-creating our Loads of Love card, you could describe the features and benefits of Stampin' Dimensionals® by saying this: *"In addition to SNAIL Adhesive®, I'm using Stampin' Dimensionals. These double-sided adhesives have a puffy center (feature). When you use it to adhere an accent such as card stock or an accessory, the accent actually pops off the page. It's a fast and inexpensive way to add extra dimension to your project (benefit)."*

Here are more features & benefits to get you started:

Stamps:

- Feature: unmounted
- Benefit: lower price per stamp

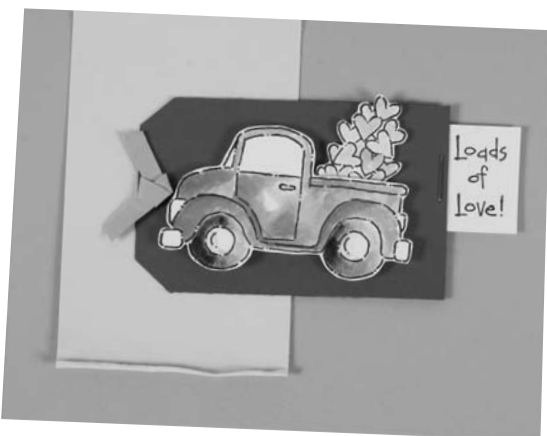
Stampin' Pads:

- Feature: unique flip-top lid
- Benefit: pad is stored upside down so ink stays on the surface

Card stock

- Feature: dyed all the way through
- Benefit: white fibers don't appear when you tear it

Loads of Love set; Basic Black, Gable Green, Real Red, and Tempting Turquoise Classic Stampin' Pads; Stampin' Dimensionals; blender pen; staples



## smarter start

Whether you realize it or not, you probably have some goals for your business. Goals can be anything from earning extra income, to expressing creativity, to building strong friendships. A successful business can support all these goals, and Stampin' Start can help. Many of our most successful new demonstrators have built their businesses by balancing sales, booking, and recruiting as participants in the Stampin' Start Program.

You can achieve Stampin' Start through sales or recruiting or both. For each Stampin' Start goal you achieve, you can choose two free stamp sets from the current catalog or mini catalog (excluding hostess-only sets). That means if you achieve both goals, you'll receive four free stamp sets!

You'll have a full three months after your start date to achieve your goals. The three-month period begins on the first day following

**make it happen:** Print the Goal Setting Worksheet found on the Demonstrator Web Site under Training/Business Training/Set Goals and identify three goals you would like to accomplish during your Stampin' Start period.

the last business day of the month in which Stampin' Up! processed your Independent Demonstrator Agreement, and ends on the last business day of the third month. For example, if you became a demonstrator September 15, you have until the last business day of December to achieve Stampin' Start. You can use the Stampin' Start Dates to Remember Form (available on the Demonstrator Web Site under Training/New Demonstrator Corner/Getting Started/Stampin' Start) to help you track your Stampin' Start success.

When you have \$2,250 CAN / \$1,500 US in net sales during the time period described above, you will have achieved the sales goal.

To achieve the sales goal, you'll need to have five average-sales workshops (\$520 CAN / \$320 US) during the three-month period. Brainstorm a list of people you could invite to host a workshop, and call them to schedule a workshop as soon as possible. (See "Bookings Bonanza" in this issue for tips on how to get bookings.) Remember that workshops generate workshops. Ask everyone who attends a workshop to host her own. Show guests the hostess-only sets in the catalogs and remind them that hosting a workshop is the only way to earn these sets.

Recruit a new demonstrator during the same time, and you will have achieved the recruiting goal. Make sure hostesses know about the benefits of becoming a demonstrator.

Say, "I can tell you've really enjoyed getting your friends together to stamp tonight. Would you be interested in learning more about becoming a demonstrator?" Take every opportunity to tell the people around you what you love most about your new business and offer them the opportunity to learn more about becoming a demonstrator. When anyone shows interest, be sure to set up a time to follow up. Recruiting is a great way to make new stamping friends!

With a solid customer base; a reliable group of hostesses; and the confidence to succeed in sales, booking, and recruiting, you can build a successful business that will help you achieve your goals.

## heart to heart

### one-on-one

Did you sign up as a demonstrator because you adore the products and wanted the discount? Did you recognize the opportunity to earn a little extra money? Perhaps you craved the chance to develop your creativity and share it with others. The good news is that Stampin' Up! offers all these things, as well as an opportunity to build a thriving business around hours that work for you and your family!

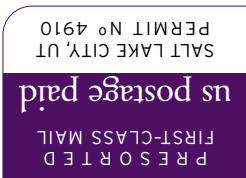
When she joined Stampin' Up!, Kathy Thorn from Park City, Utah, admits that she "wanted everything in the catalog and didn't think about anything else." But once she started demonstrating, her business quickly took off. "I got busier and busier," she says. "Then I saw the potential and started thinking of it as a business instead of something I did on the side. I started running it as a

business. I spent more time on hostess coaching. I sat down with hostesses face-to-face to help them set goals. My workshop totals have gotten higher because of face-to-face hostess coaching. It pays to coach your hostess!"

Kathy also follows up by phone with customers who receive mini catalogs or flyers. She holds classes to teach customers how to use their products. And she keeps her classes small and intimate so customers have enough individual attention. Because of her efforts with each individual, from hostesses to customers to downline members, Kathy has been rewarded with a thriving business. "It's been a very fun business. I love it. I absolutely love it."

**make it happen:** Set aside time to talk with each of your hostesses and help them set goals.





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## bookings bonanza

# share the fun

Workshops are a key factor in your success as a Stampin' Up! demonstrator. Your customers will enjoy gathering together with friends and family to learn new ways to express their creativity, and your hostesses will enjoy Stampin' Up!'s generous hostess benefits plan. The most important priority for you as a new demonstrator is to get workshop bookings.

The best place to do this is at workshops. Make booking statements as you demonstrate projects. Booking statements are statements that encourage people to book a workshop. Some examples are, *“Only hostesses can earn the free sets on these pages,”* or *“If you like to learn more about this technique I'm using, I'd be happy to demonstrate it at a workshop for you.”* As guests turn in their order forms, always remember to invite them to book a workshop of their own.

Some people may be interested in hosting a workshop, while others might prefer to attend one. Ask each person if she is interested in hosting a workshop. If the answer is yes, give her a choice of dates that work for you. If she says no, say, *“Would you be interested in attending a workshop or coming over to see some products?”* Don't be discouraged if you get a “no”—sometimes it just means “not right now.” It sometimes takes

**make it happen:** Use the 40 Guests in 4 Minutes Worksheet to make a list of people you will talk with about Stampin' Up! You'll find it on the Demonstrator Web Site under Training/My Workshops & Events/Workshop Wizard/Before the Workshop/Workshop Forms & Flyers

a while for people to see how much fun Stampin' Up! is. Maintain a friendly relationship and make a mental note to ask them again sometime in the future. However, if someone asks you not to contact them again, be sure to respect that request.

You can find bookings outside the workshop as well. Stampin' Up! offers a simple tool that makes it easy to create a list of possible hostesses—the 40 Guests in 4 Minutes Worksheet. Once your list is finished, talk to as many people as you can. Assume everyone is interested, and keep in mind that you are offering a great opportunity, not asking for a favor.

As you feel more comfortable talking about your Stampin' Up! business, you'll see opportunities to share everywhere. As friends and family express interest in the projects you create, be sure to offer to present a workshop for them. You might say, *“You know, it really is simple to make cards like this, and I know a few tips to make it easy and fun. If you'd like, I'd be happy to teach you and your friends to make quick cards and other fun projects.”* Keep these principles in mind and look for more tips on booking statements in upcoming issues of *Ready Set Start*. In no time at all, you'll be filling your calendar with workshops!