



ready set start

issue 2

newsletter

starting simply

sharing Stampin' Up!

The workshop plays a vital role in your success as a Stampin' Up!® demonstrator. You'll meet most of your regular customers, new recruits, and new hostesses at these fun Stampin' Up! gatherings. Therefore, spending time coaching your hostess and helping her to meet her workshop goals means you're ensuring your own success as well.

The goal of hostess coaching is to help your hostess feel comfortable and excited about her workshop—excitement she'll share with prospective guests. If her guests are excited about the workshop, they'll be more likely to submit orders, and your hostess will be more likely to book another workshop in the future!

Between the time you book a workshop and the night of the event, plan on talking to your hostess several times, either face-to-face or over the phone. Begin by letting her know



how glad you are that she decided to host a workshop, and assure her that you'll help her plan a wonderful event her friends will enjoy. Give her a hostess packet with all the information she'll need; include things such as an Idea Book & Catalog, recruit brochure, guest invitation postcards, flyers about current promotions, and Customer Order Forms.

Go over the Hostess Benefits Chart in the Idea Book & Catalog with her, and help her set a goal for the free products she wants to earn. A good goal for a hostess to strive for

make it happen: Make at least one hostess packet. For ideas on what to include, go to Training/My Workshop & Events/Workshop Wizard/Before the Workshop/Hostess Coaching.

is the \$600 CAN / \$400 US net workshop total. When a hostess achieves this goal, she receives the Hostess Appreciation Special for the quarter, in addition to hostess benefits outlined in the Idea Book & Catalog!

Let your hostess know that more guests mean more fun and higher sales. If she has 10 guests at the workshop, and each guest orders \$60 CAN / \$40 US, she has reached her goal. Encourage her to follow up her invitations with official postcard invitations a week before the workshop, and a reminder phone call a day or two before the workshop. The more personal contacts she has with her guests, the more likely they are to come. Also, encourage your hostess to pass the catalog around—or visit the online catalog—and collect orders

from friends and family members who couldn't attend the workshop. As you take the time to coach your hostess on the things she needs to accomplish her goals, your success will naturally follow.

HEADS UP!

- Customers have a three-day (ten-day in Canada) right to cancel their orders. You must provide your customers with two receipts carrying the printed notice of right to cancel and, in addition, give them verbal notice of their right to cancel. For more information regarding this policy, see the "Right to Cancel" section of the Policies and Programs chapter in your Demonstrator Manual.
- Sign up for direct deposit, and your volume rebate and override commission checks will be deposited directly into your checking or savings account on or shortly after the tenth business day of every month. To learn more about direct deposit or to sign up, visit the Demonstrator Web Site under My Business/My Profile/Electronic Funds Transfer (EFT) Agreement.

in this issue

Starting Simply - Sharing Stampin' Up!

Heads Up - Policies

Workshops 101 - Instant Inspiration

Working Smart - SHARE

Heart to Heart - Facing Your Challenges

Bookings Bonanza - Booking Statements

instant inspiration

We know what your customers want—samples, lots of them. Inspiration Sheets are the perfect solution. Each full-color idea page showcases six projects made with one set and one color palette: three demonstratable (called In a Snap) and three more advanced (called A Step Up). You received two pads of 25 sheets each in your starter kit. You can purchase additional pads for just \$2.95 CAN / \$1.95 US on a supply order. In addition to making it fun, easy, and cost-effective to share projects with your customers, this valuable resource can also help you increase workshop sales.

Since they showcase six projects from just one stamp set, Inspiration Sheets naturally demonstrate the versatility and value of stamps sold in sets. This should be an important selling point in your demonstration. After all, once your customers realize the value of the set, they'll be more likely to make a purchase. When introducing stamp

make it happen: Create a project from an Inspiration Sheet using a substitute set and alternate color palette.

sets at a workshop, you might say, *"I love purchasing sets from Stampin' Up! Each set contains coordinating images that I can mix and match for hundreds of unique cards, and they are priced lower per stamp than most craft stores. It's really a bargain!"*

Inspiration Sheets are carefully designed for maximum effectiveness in your workshops. They include a complete supply list for each project, as well as suggestions for alternate sets and an alternate color palette. They even include item numbers, so your customers can copy the information directly to a Customer Order form. Instructions for each project are also printed on the back. You might say, *"If you're wondering whether*

you could re-create this project on your own, I have good news: the directions are printed right on the back."

Our Friendship card shows how easy it is to make beautiful, unique cards from an Inspiration Sheet. We based this card on the Just Chicken In card from the Best of Cluck Inspiration Sheet. If you don't have this set, try using any of the alternate sets listed on the sheet or any image that has a similar size and shape. As you demonstrate, talk about how easy it is to make projects with an Inspiration Sheet. You might say, *"Each Inspiration Sheet comes with five suggestions for alternate sets. Here I've used It's Snow Time instead of Best of Cluck. I just swapped out the image and used the exact same design. With six samples and five alternate sets, you're really getting 36 samples from one sheet!"*

Here are more ways Inspiration Sheets can help you increase sales at your workshops:

- Offer one to anyone who books a workshop that night.
- Give them to customers who order the set featured.
- Show them to new stampers who aren't sure what supplies to order or where to start.

New Inspiration Sheets are released each quarter, so you can use them all year long and never run out of ideas. For ordering information, and to see the current Inspiration Sheets, visit the Demonstrator Web Site under My Business/My Business Resources/Stampin' Up! Publications/Inspiration Sheets/Current Inspirations Sheets.

Even something as small as an Inspiration Sheet can motivate guests to place an order. If you decide to offer free sheets, you might say, *"You'll love this set's versatility. When you order it tonight, I'll send you home with an Inspiration Sheet featuring more great ideas for you to try as soon as you receive your order!"* To finish off the evening, hold a door prize drawing for additional samples you created based on an Inspiration Sheet.

SUCCESS IN A SNAP

You don't need to reinvent the wheel to put on a successful workshop. Consider planning an entire workshop around just one Inspiration Sheet. With six samples per sheet, you'll have plenty of ideas for your event.

Start your demonstrations with one of the In a Snap samples from the sheet. When you're finished, pass around the Inspiration Sheet so your customers can see how easy it is to re-create this card and make other projects with the same set. Be sure to point out the instructions printed on the back. You might say, *"Stampin' Up! makes it so easy to find new ideas for your stamps. This little sheet is packed with photos, instructions, dimensions, and supplies for six original projects, all using the same stamp set. Creativity has never been so effortless!"*

Next create another In a Snap sample from the Inspiration Sheet using one of the alternate stamp sets and alternate color palettes. (If you don't have one of the alternate sets, try substituting another set that came in your starter kit.) Conclude your demonstration with a Make & Take project based on the third In a Snap sample. Hands-on experience with products will give your guests confidence that they can re-create the project again at home.

It's Snow Time set; Always Artichoke, Brocade Blue, Chocolate Chip, Confetti White, and Ruby Red card stock; Always Artichoke, Basic Black, Brocade Blue, Pumpkin Pie, and Ruby Red Classic Stampin' Pads®; Basic Black Stampin' Write® marker; Black gingham ribbon; Silver brads; Stampin' Dimensionals®; Crafters' Tool Kit; watercolor brush



share

The SHARE program helps you focus on recruiting as a main component of building a successful and well-rounded business. As you recruit, you'll earn free recruit brochures and *First Impressions* DVDs to help you build your downline. The five steps of the SHARE program make it easy and fun to share what you love with others.

Speak of Stampin' Up!

Hand out information.

Accentuate the opportunity.

Remember to follow up.

Expect to succeed.

Speak of Stampin' Up!

You wouldn't think of offering a cookie to someone as imposing, because you know the cookie is good—and the person you are talking to might want it. Share what you love about Stampin' Up! with all your friends, neighbors, family, customers, and especially workshop guests. It can be as simple as telling workshop guests why you became a demonstrator. As you demonstrate you could say, *"When I went to my first workshop, I never imagined I'd become a demonstrator, but I'm so glad I did. I love earning extra money and free stamps, just for doing something I love!"*

Hand out information

Carry a few copies of the current Stampin' Up! mini catalog with you. If someone seems interested, give them a mini catalog with your contact information on the back. This is a great, inexpensive way to promote your business. You can also print flyers for free from the Demonstrator Web Site. Consider setting up a mailing list of people who might be interested in upcoming specials. You never know who will become your next hostess or new recruit.

Accentuate the opportunity

When you are excited about what you do, you'll be able to share that excitement with confidence. You are offering valuable services and opportunities to others when you share Stampin' Up! Be sure to suggest more than one way for people to take advantage of what you have to offer. If they aren't interested in hosting a workshop, they might love getting an e-mail about your upcoming stamp camp. Repeat customers and repeat hostesses make the best recruits, so make sure you offer the opportunity to them. When they place orders, you could say, *"It looks like you love stamping as much as I do! Would you like to know how to save 20 percent off every order you place? Plus, you can earn money and free stamps too!"*

Remember to follow up

How many times did you hear about the Stampin' Up! opportunity before you

make it happen: Set a goal to talk to someone each day about the Stampin' Up! opportunity. Decide on a reward you will give yourself when you speak to a certain number of people over a particular period of time.

decided to join? Many people don't take action the first time, so be patient. Jot down the names and numbers of anyone who is receptive, and make a follow-up call. Keep in contact with previous customers and hostesses and let them know when Stampin' Up! offers a recruiting promotion.

Expect to succeed

If you love what you do, you're sure to find others who feel the same way. Keep a positive attitude, even if you don't see immediate results. Remember, you are planting seeds; when the time is right, you'll reap the benefits!

heart to heart

facing your challenges

For many people, the idea of presenting a workshop in front of others can be nervewracking. Few are as nervous as Samantha Risley Werner, a demonstrator from Wilmington, North Carolina, who suffers from agoraphobia. "I have a fear of crowds and public places. I couldn't go to public school, the mall, or anywhere with big crowds," she says.

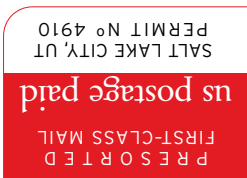
"My upline encouraged me to sign up as a demonstrator, and my family promised me they'd help me achieve my minimums. My first workshop was at my mother's house. I was so nervous I thought I'd never make it through the presentation."

make it happen: Take 30 minutes to consider how your Stampin' Up! business can help you grow personally.

It may be comforting to remember that most people get nervous in front of crowds. The good news is that if you're well-prepared, you'll do fine. Whatever concerns you're facing, you'll find that a little persistence goes a long way. Each workshop will give you more practice and experience, until it feels totally natural.

"I just kept pushing through," Samantha says, "and it got easier. After that first one, doing workshops almost became therapeutic. I realized that I could get through them."

Samantha says joining Stampin' Up! has given her a network of friends and helped her to gain confidence. "I still have some anxiety," she shares, "but I can go anywhere I need to now." She was even able to finish college. "I had to do a class presentation, and I was so scared," she says. "But it was on fish, so I just got up and did a presentation that used my favorite fish set. Everyone loved it."



12907 South 3600 West
Riverton, Utah 84065



bookings bonanza

booking statements

Now that you've held one or two workshops—or maybe more—it's time to build some momentum. You already learned a little about booking statements in the last issue. Booking statements are statements that encourage people to book a workshop. This month, keep expanding your customer base by focusing on generating new bookings at each workshop.

Guests may not be thinking of hosting their own workshop, so it's up to you to plant that seed. Always use at least three booking statements during the course of your workshop. Here are some examples of what to say and when:

- **Opening:** We are going to have a wonderful time tonight. You're going to love how easy stamping can be! When we're done, you'll have the tough choice of deciding which great stamps or accessories you just have to have. The best thing to do is host your own workshop, and earn them for free!
- **Catalog tour:** As we look through the catalog, you'll notice Stampin' Up!'s generous hostess plan at the front. Our fabulous hostess sets are available only to hostesses. If you fall in love with one, let me know when you'd like to host your own workshop so you can earn it for free!
- **Closing:** I would like to thank Suzy for hosting our workshop tonight. As a thank you, she gets to keep all of the projects I have demonstrated. And that's on top of all the merchandise she earns for free! If you had a great time tonight, let's talk

about the benefits that you can receive by hosting your own workshop.

Booking statements like these get your customers thinking about hosting their own workshops. Then, when you are going over orders with individual customers, remember to offer the workshop opportunity to everyone again. This contact is much more personal than booking statements offered to the entire group, and some customers may be more likely to book a workshop when you ask them individually. You never know who might be interested, or who would feel left out if you didn't ask. You are sharing a wonderful opportunity for fun and learning, and the best way to offer it is to ask!

make it happen: Write three booking statements and practice them before your next workshop.