



Pals January 2016 Webinar



STAMPIN' UP! NEWS & PROMOTIONS

NEWS

- Sale-a-Bration demonstrator rewards. Redeem beginning April 14, ending June 14.
- Why and how to recruit during Sale-a-Bration? Video in weekly updates, dated 1-19.
- Enhancements to demonstrator reports. Video in weekly updates, dated 1-19.

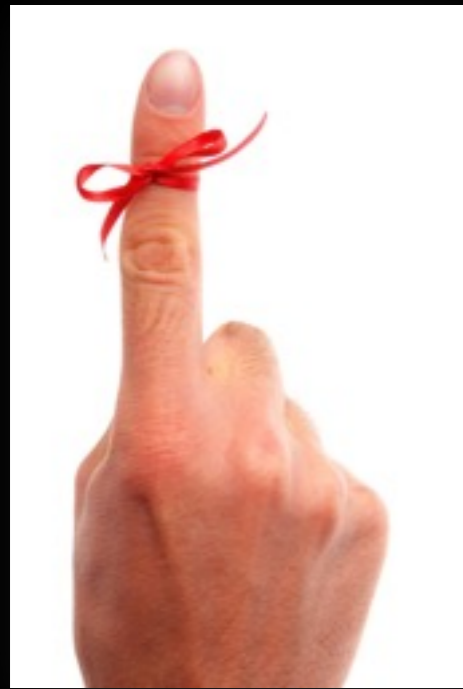
PROMOTIONS

- Sale-a-Bration: Jan 5 – March 31, 2016
- Paper Pumpkin - \$55 for 3 months AND a FREE Sale-a-Bration item.
- Weekly Deals – end January 25 (while supplies last)
 - ◇ 2014-2016 In Color Stampin' Write Markers
 - ◇ Berry Basket Bigz L Die
 - ◇ Brights Designer Buttons
 - ◇ Party Punch Pack
 - ◇ Vintage Faceted Designer Buttons



CALENDAR HIGHLIGHTS

- Jan. 5 - May 31, 2016: Occasions catalog sales period
- Jan. 5 - March 31, 2016: Sale-a-Bration earning period
- Jan. 5 - March 31, 2016: Sale-a-Bration demonstrator rewards earning period
- Jan. 21: Pals Monthly Virtual Gathering
- Jan. 21: PPA284 - Sketch challenge
- Jan. 22: Pals Idea Day & Prize Patrol
- Jan. 26: OnStage Registration Opens
- Jan. 28: PPA285 - Color challenge
- Jan. 31: Last Day to Qualify for CentreStage
- Feb. 2: Deadline to sign up for February Pals Blog Hop
- Feb. 4: PPA286 - Sketch challenge
- Feb. 6-7: Gathering for Greatness
- Feb. 10: Pals CASE the Catty Blog Hop
- Feb. 11: PPA287 - Color challenge
- Feb. 18: PPA288 - Sketch challenge
- Feb. 24: Innovation Day, Stampin' Up! Closed
- Feb. 25: PPA289 - Color Challenge
- April 14 - June 14, 2016: Sale-a-Bration Demonstrator Rewards Redemption period



REMINDERS

- EVERY TUESDAY – Stampin’ Up! updates and Succeed Weekly.
- EVERY THURSDAY – Pals Weekly Bulletin (PWB).

STAY INFORMED WITH JUST A FEW MINUTES OF TIME!

Please remember to read (top to bottom and click on links – new information is added throughout) and save our Pals Weekly Bulletin each week. We post it on our Facebook chat as well as email it to you (all three levels of my group). It’s loaded with ideas, hobby & business activities, accolades for the Pals as well as tips and resources to help you make the most of being a demonstrator and part of our community.

10 Really Easy Ways to Add Sales in 2016



1

Start a weekly newsletter.



Keep it short and professional with a service like MailChimp.

3 KEY PARTS:

a. Engaging Subject Line. (Exploring Botanical Gardens, Coordinating Colors Is a Snap, Just 5 Days of FREE Shipping, The Rose Wonder Bundle Wows, 3 Pretty Ways to Use Ribbon, Have a Nice Cuppa with Me)

b. Creative idea. Your own or SU product and sample photos. SU videos. Good photos save time and sell products. Add value with product list and pdf with instructions.

c. Ways to Save on Stampin' Up!. Provide a list all with direct links to store like clearance, weekly deals, sale-a-bration, \$99 Starter Kit, etc.



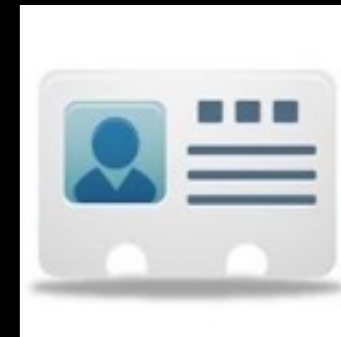
2

Make subscribing to your newsletter worthwhile.

- Promise to dazzle them with new ideas, inspiration, videos and the latest special offers (including a host code). Offer an incentive to subscribe (blog candy, free PDF, free video).



③ Include the option to subscribe as part of your signature: every email, blog post, social media. Talk about it in person (“You don’t want to miss . . .”).



④ Anonymous? Put your name, photo, email and how to subscribe to your newsletter on your blog, if you have one.

Prime real estate is top 3rd (part that shows up when page loads).



5

CASE ideas (copy and share everything)

Being original doesn't convert more sales. Copying ideas saves time, reduces the learning curve and stress. Use ideas from the catalog, Pinterest, Stampin' Success, Pals Gallery, me. Change the color scheme, DSP, sentiment, stamp set.



⑥ Kits are just plain smart.

Plan a monthly or quarterly get together. You'll know your costs (and what to charge), work is done, no learning curve, minimal waste, no stress, have all supplies.



7

Paper Pumpkin Monthly Kit Club.

Regular gig - same date & time. Rotate locations or keep the same. Everyone gets a pre-paid or monthly subscription. Work is done. Social & fun.



8

Best kit of all! Sell the \$99 starter kit like any other product. They have the "option" to sell.

Sale-A-Bration offers rewards for you and an even better deal for the customer. TWO new team members means \$25 product spree for the first and 15,000 Flex points for the second.



9

MUST KEEP FINDING NEW CUSTOMERS and tell them about the kit. Offer incentive to bring guests. New stampers are “golden.”

Key to truly growing a small business.



10 Don't be a secret stamper.

Talk about what you do, your passion for paper crafting and offer a free creativity class. Have business cards (“first class is free”), catalogs and samples on hand to give away freely.

TRIVIA

\$25 Shopping Spree



Helping Me Grow – Item #140764

