



OPEN THE DOOR TO
creativity
& rewards



STAMPIN' UP!'S
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!*

FROM THE MOMENT WE STARTED Stampin' Up!® in my living room 20 years ago, we focused on running a company that cared about people and made relationships a number-one priority. Although we've experienced amazing growth and success through the years, we have never lost sight of what matters most to us.

I invite you to join our family—pick up the phone and call your demonstrator. If you don't have a demonstrator, visit www.stampinup.com and we'll put you in contact with one! We've made it our business to work closely with everyone, from enthusiastic stampers who want to enjoy a discount on their supplies to dedicated businesspeople who are excited about building their own businesses and accomplishing personal career goals.

Regardless of your goals, we're confident you'll find what you're looking for—and so much more—right here.

Shelli Gardner
Cofounder and CEO, Stampin' Up!



discover the business opportunity

EARNING POTENTIAL WITH FLEXIBLE HOURS AND FUN!

- Grow a flexible home-based business at your own pace.
- Enhance your financial situation.*
- Earn cash, trips, and free products.
- Save money on the industry's finest stamps, accessories, and craft supplies.

SUPPORT

STAMPIN' UP!'S DEMONSTRATOR-ONLY WEB SITE lets you place online orders, discover hundreds of creative ideas, and keep up-to-date with company news. From the web site you can also create your own Stampin' Up! business web site which helps you stay in touch with your customers. On your site, your customers will be able to order Stampin' Up! products online, from you—their Stampin' Up! demonstrator.



"I LOVE STAMPIN' UP! It's helped my family so much. With the bonuses I've earned, we've been able to recarpet the house, buy new furniture, and even pay for a part of our daughters' college tuition."

~ 11-year demonstrator
Brenham, Texas

"FLEXIBILITY is the biggest benefit of being a Stampin' Up! demonstrator, along with being able to set my own hours, be my own boss, and do what I love."

~ 7-year demonstrator
New Westminster, British Columbia, Canada

**For detailed information on the financial rewards, see pages 10-11.*

start YOUR JOURNEY with us

Join Stampin' Up! today and get your customizable Starter Kit with a variety of products to help you jumpstart your creativity! Enjoy the chance to select several of the products in your Starter Kit to suit your personal crafting needs and those of your potential customers.

Your Starter Kit also provides you with the business supplies and resources needed to help you successfully launch your Stampin' Up! business.

Contact your demonstrator today to find out the latest kit details. For help locating a demonstrator, visit www.stampinup.com.



"I HAVE A FULL-TIME JOB, and I've run a successful Stampin' Up! business for seven years. I have a total downline of over 100 and have earned three incentive trips—all while working full time and taking care of my family, too."

*~ 8-year demonstrator
Staatsburg, New York*

explore your *creativity*

FRESH IDEAS, TRENDY TECHNIQUES, AND
INSPIRING PRODUCTS TO COLOR YOUR WORLD.

- Indulge in your love of stamping and crafting as you coach others to be creative.
- Spark your imagination with hundreds of ideas from Stampin' Up! magazines, catalogs, online galleries, and events.
- Discover new artistic techniques to inspire you.
- Receive recognition for your creative and business achievements.

INSPIRATION

OUR CATALOG is an elegant, full-color collection of our stamps and accessories. Each page showcases several creative and colorful samples you can duplicate and demonstrate. Each new catalog serves as one of your best creative tools! Mini catalogs let you offer your customers trendy, limited-time-only products throughout the year!

STAMPIN' SUCCESS, a full-color monthly magazine, offers ideas, samples, recognition, and training articles to help you build your business and re-create fabulous, creative projects.

"STAMPING DOESN'T HAVE TO BE HARD to look good."

*~ 9-year demonstrator
Copperas Cove, Texas*

"STAMPIN' UP! HELPS BRING OUT THE CREATIVE side of me. It lets me inspire and encourage others to be creative also. I love to see the spark of creativity come alive in each workshop guest."

*~ 11-year demonstrator
Muskegon, Michigan*



"I DON'T CONSIDER MYSELF ARTISTIC. I can't even draw a stick figure. That's the nice thing about stamps; the image is already there, you just get to choose how to use it. Sometimes all you need is a little help discovering how to let your creativity out."

~ 7-year demonstrator
Kennewick, Washington

expand your *circle of friends*

MAKE FRIENDS ENJOYING A HOBBY YOU LOVE.

- Touch others' lives by sharing your love of stamping.
- Connect with a community of crafters to share ideas and techniques.
- Gather with old and new friends who love creativity as much as you do.
- Build relationships that last a lifetime.

RELATIONSHIPS

STAMPIN' UP! EVENTS motivate, educate, train, inspire, and celebrate! From our annual convention to regional seminars, our events let you share your creativity and excitement as you swap ideas and learn together. You can also hold personal stamping events to build your business and foster relationships.

"I'VE MET so many wonderful people—customers, downline, hostesses. Our paths would not have crossed if not for Stampin' Up! Now, going to Stampin' Up! events is like attending a reunion!"

~ 15-year demonstrator
Fridley, Minnesota



"STAMPIN' UP! FRIENDSHIPS have enriched my life in so many ways! The friendships I have made through my Stampin' Up! business are invaluable not only to my life, but also to my total well-being."

~ 17-year demonstrator
Las Vegas, Nevada



"ALTHOUGH INITIALLY I built my business for the money, what I've grown to value even more are the people. I have made friendships that will last a lifetime, and that's worth so much more than a paycheck."

~ 13-year demonstrator
Lewisville, North Carolina

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excellent earning potential

REWARD YOUR EFFORTS

- As a demonstrator, you'll keep 20 percent of the personal net sales you earn through workshop and customer direct sales!
- You'll earn an extra 10 percent instant income on your first order of \$150 or more when you place your order in the first 45 days of being a demonstrator. That means you'll earn up to 30 percent!
- Earn additional income (which we call **volume rebate**) on your monthly net sales of \$400 or more. Together, your instant income and volume rebate can reach up to 40 percent of your personal sales a month!
- Keep your personal monthly sales at \$300 or more, recruit other demonstrators, and you'll be eligible to earn commission on your recruits' sales! (We call this **downline overrides**.) You'll earn even higher commission as you achieve higher titles and as your sales increase.
- Earn cash bonuses, product bonuses, incentive trips, and other awards as you achieve success through our awards and recognition program.

AWARDS & INCENTIVES



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Join the Stampin' Up! family

Become a Stampin' Up!® demonstrator today and get your customizable Starter Kit with a variety of products to help you jumpstart your creativity!

You can enhance your kit by adding scrapbooking products with our Stampin' Memories® add-on for only \$50.

So, begin making a little extra money with Stampin' Up! while having fun, or simply enjoy getting great products at a discount.



MONTHLY PERSONAL SALES		PERSONAL EARNINGS		
FROM	TO	TOTAL EARNINGS	INSTANT INCOME	VOLUME REBATE
\$0	\$399.99	20%	20%	0%
\$400	\$699.99	25%	20%	5%
\$700	\$999.99	27%	20%	7%
\$1,000	\$1,499.99	30%	20%	10%
\$1,500	\$2,499.99	34%	20%	14%
\$2,500	\$3,499.99	36%	20%	16%
\$3,500	\$4,999.99	38%	20%	18%
\$5,000+		40%	20%	20%

"MY BUSINESS ALLOWS ME a fun outlet in which to be creative and share what I love with others—all while giving myself a pay raise!"

~ 4-year demonstrator
Itasca, Illinois

TITLE	MINIMUM MONTHLY PERSONAL SALES REQUIREMENT	MINIMUM FIRST-LEVEL ACTIVE DEMONSTRATORS	DOWNLINER OVERRIDES				
			LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
Associate	\$300	1	2.0%				
Senior associate	\$300	1	2.0%				
Supervisor	\$300	1	3.0%				
Senior supervisor	\$400	3	3.5%	2.0%			
Manager	\$600	6	4.0%	2.5%	2.0%		
Senior manager	\$900	9	4.5%	3.0%	2.0%	0.5%	
Executive	\$1,200	12	5.0%	3.5%	2.0%	1.0%	0.5%
Senior executive	\$1,500	15	5.5%	4.0%	2.0%	1.0%	1.0%
Director	\$1,800	20	6.0%	4.5%	2.5%	1.0%	1.0%
Senior director	\$1,800	25	6.0%	5.0%	3.0%	1.0%	1.0%
Advisor	\$1,800	30	6.0%	5.0%	3.0%	1.5%	1.0%
Senior advisor	\$1,800	35	6.0%	5.0%	3.0%	1.5%	1.5%

Stampin' Start

EARN FREE STAMPS within the first six months you're a demonstrator through our Stampin' Start program—a program that helps you establish a thriving business. (Ask your demonstrator about this exciting program!)



STARTER KIT
Stamp sets (5 sets: Eastern Blooms, Fun & Fast Notes, On a Pedestal, Elegant Thank You, and Teeny Tiny Wishes, OR 5 sets of your choice at the same or lower price)
Fast Flowers Stampin' Around® wheel OR wheel of your choice (standard size only)
Stampin' Around handle (standard size only)
Pixie Pink ink cartridge OR color of your choice (standard size only)
Stampin' Pastels® (1 case has 51 colors, 6 applicators, 1 eraser)
Assorted card stock (2 pkg. 8-1/2" x 11" Bold Brights® OR color family of your choice)
Card stock (1 pkg. 8-1/2" x 11" Whisper White OR Neutrals)
Blender pens (1 pkg. of 3)
SNAIL Adhesive® (1 pkg.)
Décor Elements™ (decorative vinyl image) Medium Chocolate Eastern Blooms (OR Décor Elements item at the same or lower price)
Décor Elements Applicator Tool
Stampin' Scrub® (1 two-sided scrub)
Stampin' Mist® (1 - 2 oz. bottle)
VersaMark® pad
Classic Stampin' Pads® (5: Basic Black, Green Galore, Real Red, Pixie Pink, and Brilliant Blue, OR 5 colors of your choice)
BUSINESS SUPPLIES
Catalogs, business forms, and other printed materials to get your business started off right!
OPTIONAL STAMPIN' MEMORIES ADD-ON (must be ordered with Starter Kit)
Schoolbook Serif Alphabet set OR another alphabet set at \$43.95 or less
Assorted card stock (1 pkg. 12" x 12" Bold Brights OR color family of your choice)
Petal Party Simply Scrappin'® OR Simply Scrappin' kit of your choice
Whisper White Craft Stampin' Pad® OR Craft Stampin' Pad of your choice
Basic Black Stampin' Write® journaler

HOW TO GET STARTED

FREE Shipping on Demo Starter Kits!!!

Customize your kit with the options below.
Retail value of kit, \$335.00. Your price \$199.00

CHOOSE THE FOLLOWING STAMP SETS

\$36.95 Value

\$33.95 Value

\$21.95 Value

\$19.95 Value

\$8.95 Value

CHOOSE THE FOLLOWING ACCESSORIES

Choose 5 Classic Ink Pads

Choose 1 Standard Wheel

Choose 1 Stampin' Around Ink Cartridge

Choose 2 packs of Assorted Cardstock

Choose 1 pack of Neutrals Cardstock

AUTOMATICALLY RECEIVE

Stampin' Around Handle

Stampin' Pastels

Blender Pens

SNAIL Adhesive

Stampin' Scrub Pad

Stampin' Mist

Versamark Ink Pad

Eastern Blooms Decor Elements

Decor Elements Applicator

Business Supplies

SIGN UP ON-LINE:

WWW.STAMPWITHTAMI.COM/DEMONSTRATOR.HTM

Contact me with any questions:

Tami White – Stampin' Up! Demonstrator

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