



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!*

SHARING WHAT WE LOVE is at the heart of what we do at Stampin' Up!—in fact, it's part of our Statement of the Heart (or mission statement).

And at Stampin' Up!, we have so much to share. Fun and friendships! Creativity and crafting! An attractive discount! A sense of accomplishment! Even a business opportunity for those who are interested!

You'll find Stampin' Up! is the perfect place for you, whether you want to explore your creativity, create amazing masterpieces, have a night out with your friends, build a business . . . or whatever else you might have in mind.

Find out more by calling your demonstrator. Or visit us at www.stampinup.com if you don't have one. We would love to have you join our Stampin' Up! family!

A handwritten signature in black ink that reads "Shelli Gardner". The signature is fluid and cursive, with the first letters of "Shelli" and "Gardner" being capitalized and prominent.

Shelli Gardner
Cofounder and CEO

starter kit



digital + starter kit



start YOUR JOURNEY with us

Joining Stampin' Up! is easy and rewarding. Get started today and get your personalized Starter Kit with products that suit your interests and style. Whether you choose our Standard Starter Kit filled with stamps, ink and basic stamping tools, or our Digital+ Starter kit with our digital designing software, you'll save more than 50 percent off the retail value of your kit. Plus, enhance your kit with optional product add-ons to showcase scrapbooking, or home décor. For more details about which kit is right for you, contact your demonstrator.

Kit contents may vary. Ask your demonstrator for kit details and about the techniques you can do using your selected Starter Kit supplies.

explore your *creativity*

FRESH IDEAS, TRENDY TECHNIQUES,
AND INSPIRING PRODUCTS

- Indulge in your love of stamping and crafting as you help others to be creative.
- Spark your imagination with countless ideas from Stampin' Up! magazines, catalogs, online galleries, and company-sponsored events. Re-create these projects or use them to inspire your own ideas.
- Express your creativity in a way that suits your style, whether you like simple projects or elegant works of art.
- Discover new artistic techniques to inspire you.
- Receive recognition for your creative achievements.
- Enjoy a wide variety of high-quality products such as rubber stamps, digital-designing software and images, and home décor.
- Be the first to order new products. Demonstrators see our products before anyone else, which means you'll have the opportunity to get them first!

INSPIRATION

OUR ANNUAL CATALOG and seasonal MINI CATALOGS are full of beautiful and inspiring ideas using our range of products. Each page showcases several creative and colorful samples you can duplicate or use as a starting point for your own creativity. **STAMPIN' SUCCESS®**, a free, full-color demonstrator-only magazine, offers ideas, samples, recognition, and training articles to help you re-create fabulous, creative projects. **STAMPIN' CONNECTION** is an exclusive online community of your fellow demonstrators who freely share project ideas and inspiration.

"I'M NEVER AT A LOSS for creative inspiration. I'm always learning something new from Stampin' Up! or my fellow demonstrators."

~ 2-year demonstrator
Houston, 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."

~ 12-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."

~ 8-year demonstrator
Kennewick, Washington

discover the *business opportunity*

EARNING POTENTIAL WITH FLEXIBLE HOURS AND FUN!

- Grow a flexible home-based business at your own pace.
- Make money doing something you love.
- Earn cash, trips, and free products.
- Get a discount on the industry's finest stamps, accessories, and traditional and digital crafting supplies.

SUPPORT

STAMPIN' UP! IS YOUR TRUSTED PARTNER as you grow your personal Stampin' Up! business. Enjoy access to Stampin' Up!'s demonstrator only-website with rich business content as well as keeping up to date with company news. Stay in touch with your customers with your own Stampin' Up! business website and accept orders for 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."

~ 12-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."

~ 8-year demonstrator
New Westminster, British Columbia, Canada

* For detailed information about the financial rewards, see pages 10–11.



"AS A FORMER HIGH SCHOOL TEACHER, I was looking for a career that allowed me to work around my family's schedule. Eight years later, I have a downline of over 100, I've earned every incentive trip, made incredible friends, and although I work hard, I'm able to plan my job around my family....not the other way around!"

~ 8-year demonstrator
Mount Juliet, Tennessee

expand your *circle of friends*

MAKE FRIENDS
ENJOYING A HOBBY YOU LOVE.

- Touch others' lives by sharing your love of creating.
- Connect with a community of crafters to share ideas and techniques.
- Meet new people through in-home workshops as you show Stampin' Up! products and make projects together.
- Gather with old and new friends who love creativity as much as you do.
- Build relationships that last a lifetime.

RELATIONSHIPS

STAMPIN' UP! SPONSORED EVENTS let you share your creativity and excitement as you swap ideas and learn together with people who share your passion for creating.



"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!"

~ 16-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."

~ 18-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.”

~ 14-year demonstrator
Lewisville, North Carolina

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 sales! In addition, receive this same discount on all of your personal purchases.
- 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, **help** others join Stampin' Up!, 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. Ask your demonstrator for more information about downline overrides.
- **Earn cash bonuses, free products, incentive trips, and other awards** as you achieve success through our awards and recognition program.

AWARDS & INCENTIVES



Personal Earnings Table

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!"

~ 5-year demonstrator
Itasca, Illinois

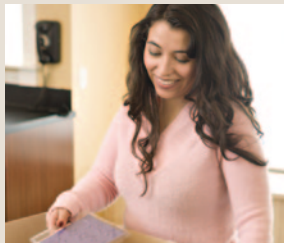
rewards for *new demonstrators*

As a new demonstrator, you receive additional rewards and benefits when you first join Stampin' Up! Make the most of your first few months as a demonstrator with the following offers:

- Receive an **extra 10 percent discount** 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

30 percent back on your first order of quality Stampin' Up! products!

- Receive **two months free** on your own Stampin' Up! business website. (\$25.90 value)
- Earn **free stamps** and other products and **cash bonuses** through your efforts during your first six months.





CONTACT YOUR DEMONSTRATOR TODAY.

FOR HELP LOCATING A DEMONSTRATOR,
VISIT WWW.STAMPINUP.COM.



inspire. create. share.®

www.stampinup.com
1-800-STAMP UP

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