

## **Digital Scrapbooking Day Online Event FAQ**

### **1. Q: What is Digital Scrapbooking Day?**

A: Digital Scrapbooking Day is officially celebrated the first Saturday in November. It was designed to remind people to set time aside to digitally document their personal history. To celebrate, Stampin' Up! will be giving away free downloads to demonstrators and customers.

### **2. Q: Why is Stampin' Up!'s celebration of Digital Scrapbooking Day four days long?**

A: We know that you and your customers are busy and we didn't want you to miss out by limiting our event to one day. Therefore we will be celebrating November 4-7. In addition, we are aware that many of our demonstrators are participating in the Worldwide Week of Workshops during this same time and we wanted to design this event to be flexible around all of the activities you have going on in your business.

### **3. Q: What is Stampin' Up! giving away for free for Digital Scrapbooking Day?**

A:

- So Typefelt Stamp Brush Set
- Neutral Delightful Digital Tape
- Home for the Holidays Ensemble
- Delight in the Day Photobook Template

### **4. Q: Are the free downloads new products?**

A: Yes; all of the free downloads are brand-new designs. On November 8, they will be added to our product offering for purchase.

### **5. Q: Who can get the downloads for free?**

A: Anyone: demonstrators, customers, and even non-customers can get these free downloads. Our downloads are compatible with most design software, so share the FREE download message with everyone!

### **6. Q: Why are demonstrators getting their downloads from a different place than customers?**

A: Stampin' Up! would like all demonstrators to access the downloads prior to their customers. In order to do this we are giving demonstrators access with a link beginning October 26. Do not share this link with your customers.

Customers will access the downloads beginning November 4. We will track how customers responded to this offer, and to do so need customers to get their free downloads in a different place than demonstrators.

**7. Q: How will customers receive the free downloads?**

A: Customers will receive the free downloads at MyDigitalStudio.net November 4-7. To access the downloads they'll need to fill out a short survey.

**8. Q: Why is Stampin' Up! making my customers fill out a survey to get the downloads?**

A: This will help us track the success of the campaign, and will allow us to gather information on people who are interested in My Digital Studio.

**9. Q: Why does the survey ask my customer if they want to be contacted by Stampin' Up?**

A: Every month Stampin' Up! sends out an e-mail to customers and demonstrators who have opted to receive information on new digital content released during the previous month. This e-mail encourages those customers to purchase new downloads from their demonstrator. You and your customers can opt out of this e-mail at any time.

**10. Q: Is there an additional sale or promotion associated with Digital Scrapbooking Day?**

A: No; all other digital content will be regularly priced.