

in this issue:

- Understand the Progression of Stampin' Up! Customers
- How to Expand Your Customer Base
- How to Expand Your Hostess Base

Get Ready, Get Set ... **GO!** to Expand Your **CUSTOMER** and **HOSTESS BASE**



Understand the Progression of Stampin' Up! Customers

There is a natural progression that Stampin' Up!® customers go through. They start as customers, become hostesses, and then become recruits. Additionally, some customers may move or lose interest in Stampin' Up! To keep your pool of customers alive and growing, you'll need to consistently bring in new customers. Contacting new people

helps to grow your business and provides new opportunities for more workshops and increased sales.

How to Expand Your Customer Base

Promote yourself—try one of the following or implement an idea of your own:

- **CARRY MINI CATALOGS**, business cards, hand-stamped cards, or technique booklets around with you and hand them out.
- **GIVE OUT YOUR DEMONSTRATOR BUSINESS WEB SITE ADDRESS**.
- Send everyone you know **HAND-STAMPED CARDS**.
- **SEND FLYERS** to your neighborhood advertising classes, clubs, and so forth.
- **WEAR STAMPIN' UP! LOGO WEAR**.

Have others promote you.

- Providing **STELLAR CUSTOMER SERVICE** will inspire customers and hostesses to spread the word about how wonderful you are to work with.
- Give current hostesses and customers **EXTRA BUSINESS CARDS OR TECHNIQUE BOOKLETS** to pass on to interested people.

Capitalize on Stampin' Up! promotions.

- **HOLD A CLASS OR EVENT** based on a current promotion and advertise it.
- Give **HAND-STAMPED CARDS** using items from the promotion to people.
- **ALWAYS SEND OUT PROMOTION COMMUNICATION**—e-newsletters, flyers, eCards—via e-mail or your Demonstrator Business Web Site. Or you can print them and send them through the mail. You can find each promotion's communication on the demonstrator website.

Spark your customers' interests.

- **FIND OUT WHAT INDIVIDUAL CUSTOMERS ARE INTERESTED IN.** If they play soccer, show them a soccer stamp set. If they have young children, show them how to create scrapbooks with our products.
- **FIND OUT WHAT LEVEL OF STAMPING YOUR CUSTOMERS ARE AT** and then offer a class or event that would help them. Try a beginners' class for new stampers or a technique class for those who already know the basics.

Get involved in public events.

- **HAVE A BOOTH** at a local craft fair.
- **VOLUNTEER YOUR SERVICES** with church or youth groups.

How to Expand Your Hostess Base

Ask everyone if they would like to be a hostess.

- Ask at workshops.
- Ask past hostesses.
- Ask repeat customers.
- Ask everyone you know!

USE PROMOTIONS to excite customers about hosting a workshop.

ENCOURAGE CUSTOMERS to become hostesses with hostess benefits.

Help your customers see that hostess benefits are the best reason to host a workshop! Remind them they have the opportunity to receive merchandise for free just for bringing friends over to stamp and play. And everyone likes free stuff!

Share booking statements.

- Workshop Wizard has booking statements built into each workshop template so you don't have to come up with your own.
- Booking statements can be as simple as, "I saw you looking at our Watercolor Wonder® Crayons in the catalog. If you want to see how to use these, I would love to come to your house and do a workshop just for you and your friends."

Keep your current hostesses happy.

As long as your hostesses have a fun workshop experience, they'll want to continue to host workshops. Remind them of upcoming promotions and new catalogs, and they will have a perfect excuse to get their friends together again to stamp. ☺

make it happen

- Find three people to share Stampin' Up! products with.
- Offer the hostess opportunity to three people.

looking ahead: **ISSUE #12**
Getting Organized

worksheet: EXPAND YOUR CUSTOMER AND HOSTESS BASE

creating a pool

Start by brainstorming a list of people that you know. Make sure to include their interests and hobbies.

Name	Interests and Hobbies

identifying potential customers and hostesses

Now that you have a list of people and their interests, start identifying those who would be interested either in a specific product or technique, or who would enjoy a particular aspect of Stampin' Up!—even if it's just earning free product! Write your thoughts in the appropriate place and then check whether they would be interested in being a customer, a hostess, or both.

Name	Why Would She Be Interested?	Customer?	Hostess?