

## in this issue:

- Reinvest in Your Business
- Reinvest in Yourself!

## Get Ready, Get Set ... **GO!** by **REINVESTING**

Investments—both in your business and personal life—need renewal to stay alive and growing. In the financial world, wise investors reinvest their interest to keep their principal growing. In the world of Stampin' Up!®, smart demonstrators reinvest in their business and personal life for consistent growth.

When you joined Stampin' Up!, you made an initial investment followed by the potential for growing returns. No doubt you've discovered that not all returns are monetary. The energy and time you put into recruiting and workshops often yields close relationships and lasting friendships.

Now is the time to begin reinvesting a portion of your profits in your business to enhance your sales and recruiting. You'll also want to reinvest in yourself in the process.

Let's explain what we mean by reinvesting.

### Reinvest in Your Business

**Use profits to maximize your bookings, sales, and recruiting efforts.**

- **BUY INCENTIVES** such as door prizes, etc., for hostesses or customers who purchase a certain amount of product. Save the hostess sets that you earn through sales to offer as incentives.
- **BUY WORKSHOP SUPPLIES.** Remember any catalog merchandise that you purchase to use in your business counts toward your minimum sales requirement.
- **KEEP CURRENT SUPPLIES ON HAND**, such as catalogs, business cards, and promotion flyers.
- **PURCHASE SUPPLIES** for opportunity nights, downline group meetings, hostess parties, and other events that involve your customers, hostesses, and your downline.



- **BE YOUR OWN HOSTESS.** When you host your own workshop, you can earn the great hostess benefits that Stampin' Up! offers. Reinvest these rewards in your business.

**Use profits to market and advertise your business.**

- **SUBSCRIBE TO A DEMONSTRATOR BUSINESS WEB SITE.** The minimal fee is definitely worth the potential returns you'll see from hostesses and customers that visit your site.
- **INVEST IN PRINTING** and sending professional newsletters and flyers through the mail or via e-mail.
- **INVEST IN A VARIETY OF ADVERTISEMENTS** to promote your business in other print sources.

### Reinvest in Yourself!

**Use profits to support additional training and motivation.**

You'll discover valuable training through events such as convention, regional seminars, and teleconferences.

**Spend time reenergizing and investing in yourself.**

- Part of being a demonstrator is **FINDING A BALANCE** between your stamping enthusiasm and other aspects of your life.

Determine when you'll work on your demonstratorship and how much time you want to invest. Then stick to your schedule.

- **SPEND SOME TIME STAMPING FOR YOUR OWN ENJOYMENT.**  
Remember, we love what we do!
- **FIND TIME IN YOUR BUSY SCHEDULE** to call a friend for a chat or schedule a lunch. Try a talk with your upline or other demonstrators for motivation. Don't forget to participate in activities that you enjoy with family or friends.

As you reinvest what you've gained, you'll strengthen yourself and your business—and you'll find ways to make your money work for you! Truly, you have to spend money to make money. Reinvest wisely and you'll see grand returns! ♡

## make it happen

- Establish a specific profit amount that you want to reinvest as well as determine the ways in which you'll reinvest. Keep track of your reinvestments.
- Specify a time to relax and reenergize. Commit yourself to take this valuable time—and actually follow through!

looking ahead: **ISSUE #15**  
Pressing Forward

## worksheet: REINVESTING

### identify reinvestment amounts

- Take a moment to identify how much of the profit from your Stampin' Up! demonstratorship you're willing to reinvest into your business.
- Remember to look at not only how much you earn through instant income, volume rebates, and downline overrides, but also at the expenses you incur to run your demonstratorship.
- Take into consideration how much of the money you earn as a demonstrator you want to spend on other things—such as family vacations, house or car payments, or money to spend on your stamping hobby.
- Write the reinvestment amount here: \_\_\_\_\_

### identify areas of reinvestment

Now that you know how much you wish to reinvest, let's take a moment to brainstorm areas of reinvestment. We'll look at two areas: your business and yourself. Fill out the following tables with the ideas you come up with. This is an idea-generating activity, so come up with as many ideas as you can.

	<i>Area of Investment</i>	<i>Reason for Investment</i>	<i>Rank (see below)</i>
BUSINESS			
PERSONAL			

### identify specific investments

Let's narrow down the ideas you've created. You can rank each area of investment by importance or by the impact that it will have on your business and your personal progress. Also consider how these areas of reinvestment will affect your goals—and which will have the greatest impact. Narrow down the choices as much as you can, and then consider how much of your reinvestment you wish to apply to each (or to just one). Then get started reinvesting in yourself and your business!

**Remember:** Next month is the last month of the Ready, Set, Start program and the deadline for completing Stampin' Start is almost here. Imagine the \$50 product bonus or the \$175 cash bonus as an easy way to reinvest in your business!