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Get Ready, Get Set ... GO! by **PREPARING** a workshop

The most exciting part of your workshop is demonstrating samples and letting guests make one. If you've attended a workshop, you already know how seeing a project come together can impact customers. Customers who are new to stamping may initially think stamping is hard, so choose samples that are simple enough to catch their attention without appearing daunting. Even advanced stampers appreciate the ease of stamping simple projects.

Choosing Workshop Samples

You'll want to show differing types of samples at your workshop because each type appeals to different customers. A variety of project types may also show customers how multipurpose stamping is. We recommend showing these types of projects:

- **CARDS** are a quick way to demonstrate stamp sets, color combinations, and accessories.
- **SCRAPBOOK PAGES** hold widespread appeal because they involve a personal connection—preserving cherished memories of friends and family.
- **3-D PROJECTS** showcase the multitude of projects you can create using Stampin' Up!® products including handmade gifts, gift wrap, and home décor.

When it comes to samples, we subscribe to the **CASE** philosophy: **Copy And Share Everything!** A great place to start is re-creating the samples in the *Starter Kit Sample Sheet* using products from your Starter Kit. If you customized your Starter Kit, use the *Starter Kit Sample Sheet* samples as a template by swapping out the stamp sets or colors you have and leaving the rest the same.

And don't overlook the catalogues and *Stampin' Success* as fantastic sources for samples. You'll also find hundreds of project ideas and several techniques to draw inspiration from.

At each workshop, you should demonstrate two to three samples. You'll also want to prepare a Make & Take project—a project that your workshop guests will make during the workshop and then take home with them—for each guest. Have a Make & Take at every workshop. Hands-on stamping is key to interesting customers in Stampin' Up!

Preparing Workshop Supplies

Cut the supplies for all the projects you will be showing and for the Make & Takes. In addition, check out these wonderful resources, available on the demonstrator website, that can help you organize and present a successful workshop.

- **PROJECT PLANNER** form helps you list all your project supplies including prices and catalogue page numbers.
- **STAMPERS' SHOWCASE ON STAMPIN' CONNECTION** lists hundreds of fun ideas from fellow demonstrators to inspire you and provide you with great project ideas. ☺



Use your Starter Kit in your first workshop

make it happen

- Make the projects you will be demonstrating at your workshop.
- Send invitations to your workshop guests.

keep in mind

Stampin' Up! often receives requests to use our stamp images in hand-stamped craftwork produced for resale. Because of these requests, Stampin' Up! has developed our Angel Policy—a limited license to use any Stampin' Up! stamp image for the purposes of creating craftworks for sale. To learn more about the policy criteria, please see the *Demonstrator Manual* or the Legal page on the demonstrator website.

looking ahead: ISSUE #3 Workshops

worksheet: PREPARING FOR MY FIRST WORKSHOP

This worksheet is designed to help you choose and prepare your workshop projects. You can follow these steps for choosing and preparing projects for all of your workshops.

step 1: choosing projects

While you may find project ideas in any of Stampin' Up!'s catalogs or the Stampin' Connection, we recommend that you choose two to three projects from the *Starter Kit Sample Sheet* for your first workshop. The *Starter Kit Sample Sheet* features projects that use products in your Starter Kit and that showcase great techniques. You can choose one workshop template with projects you want to show. Or pick and choose the projects from various templates.

Sample type:	CARD	SCRAPBOOK PAGE	3-D ITEM
Sample name:			
Found here:			

step 2: planning your projects

Once you've chosen your projects, you're ready to create a Project Planner. Simply go to the Printing Place (on the demonstrator website), and print the Project Planner form. This form allows you to list all of the supplies you will need, along with page numbers and prices for each product. You will be certain to have all the supplies you need for the workshop and track how much each project will cost to make.

step 3: using the product guide

Become familiar with the products that you'll be showing by using the Product Guide found on the demonstrator website.

step 4: preparing your projects

Following your Project Planner, gather the materials you'll need and begin cutting your supplies. Make sure to cut enough supplies for each guest if this project is the Make & Take for your workshop. You'll want to keep these supplies together—perhaps in a Craft Keeper—for easy packing when you leave for your workshop.