



These stories are from demonstrators in my group, all at different stages in their lives and business and all LOVING it! Enjoy! Jenn

Pam Struwing of Lakefield, ON

I signed up to be a Stampin' Up demonstrator because I thought it was a good fit with my scrapbooking. That was five years ago and I've developed it a business that not only allows me to write off my stamping and scrapbooking addiction (I call myself a Certified Stampaholic), but also pays for family vacations. **I save the money I earn from class fees and have completely paid for two family trips to Florida, and 4 other trips to the States.** I purchase my supplies from my FREE items demonstrators can earn. I don't have a lot of time to put into this as I do have a full time job as a Human Resources consultant and three boys. But I fit in about 2-4 workshops a month. I do more during a promotion and less during the summer when my kids are home. The money is great, but what I love most about being a demonstrator is meeting new people and watching people who say they are not crafty, make a beautiful card and realize they are!!

Mary-Jo Steenbeek of Hamilton, ON

When I first started as a demonstrator five years ago, I was homeschooling my youngest child and worked part time. I signed up to be a demonstrator because I love the product and I want to share it. I love teaching and sharing what people can create with high quality products. **This was also a business that fit well with my family.** I was able to juggle and adjust my business hours to what works for me. Right now I host workshops in my home or at my customer's homes. I have a regular club and a card making meeting each month, which are well attended. My customers are excited to see what new stamps or products I will share with them next. I am able to pay for all my supplies and have money left at the end of the month. I'm not making a lot at this time, but I love that there is so much potential. I can choose to be as active as I want. When I have more time, I can take my business to the next level.

Kim Hutchins of Huntsville, ON

I signed up to be a Stampin' Up demonstrator when my youngest son was only 3 months old. I had 3 boys at the time (4 years later, I now have a girl too) and would soon be starting homeschooling. I knew that I needed an out time for me- a time that I could spend with women and craft!! Making cards gave me that outlet and I always feel like I've have accomplished something when I finish a card! I typically have workshops in people's home. I also hold other classes at my house like pay n' play night, card clinics and personal stampin' time (my customers book a time with me to come and work on whatever they want). All of these work really well with my schedule and my kids!! If I want more sales, I send out emails about the current promos and talk them up. Or if I have one order, I let others know I'm placing an order and they usually add to it. I love the cash discounts I get from these orders, but also the extra point system and the bonus stuff I can get. I tend to spend most of my earnings on more stuff for me and supplies. I feel like I get to shop for free!! I have also saved up to put money towards a trip that my husband and I took and I have also used some it to help with household bills. **I love the flexibility that I can change the business as I need to work with what I have going on at home both in terms of time and what we need financially.**

Moira Sands of Caledonia, ON

I work full time as a technologist in a large hospital and my children are grown and no longer need as much attention. So I love to spend my time creating cards and other paper crafts and I got my demonstratorship to help with my hobby. But I have gradually developed it into a small business. I have two classes per month for my club members and try and hold bigger classes, stamp-a-stacks about every 6 weeks. I also have workshops at other people's homes and have started doing children's birthday parties too. When I signed up, I only wanted a discount on my materials, but now I make an extra \$100 to \$150 a month from my sales and approximately \$25 a person for each class I hold. **Depending on the number of classes I hold, I can make an extra \$350-\$400 a month from my Stampin' Up business.** I use this money to pay off a loan I have and to feed my own Stampin' habit. Also, I love all the FREE stuff I get from *Stampin Up* as rewards and incentives and from being my own hostess!!! I also love the social aspect of the business, from demonstrator meetings to working with my club members and always love how excited they get when I show them new ideas and products.

Sofi Daniels of Burlington, ON

I was a member of Jenn's club and loved it. And finally I decided to become a demonstrator to get the discount for the items I was going to buy anyway. But to help maintain my quarterly quotas, I started a stamp club that grew from 1 club the first year to 2 clubs in my 2nd year and to 3 clubs in my third year. Now after 4 years, I also do 1 or 2 kids classes and the occasional adult class. I'm a stay at home mom with 2 young children and my husband works shift work, so this schedule definitely works for me. **I love being able to share/teach what I enjoy so much to do myself – make cards.** I enjoy the benefits of being a demonstrator because it pays for my stamps and other materials (thanks to my clubs and classes). And, I love to have a chance to pre-order for the new catty's before everyone else and I also enjoy the Great Rewards and another bonuses for sales. Free stuff is always fun to get.

Katey Fisher of Oakville, ON

I signed up to be a demonstrator six years ago. I was hesitant at first because I work full time and at the time, my boys were 5 & 2. I wasn't sure that I had the time to be a demonstrator but I love Stampin Up products and being a demonstrator was a way to supplement my cost. First and most important, I set criteria for myself:

- a) it had to fit in with my lifestyle and not interfere with my family time
- b) I had to make enough money to cover the cost buying Stampin Up products; and
- c) it had to be fun.

Over the years, my business goals have changed but the three original criteria that I set have always remained the core of why I am a demonstrator. I try to schedule 1-2 events per month. I typically host workshops from my home but will also hold a workshop at a customer's home. Workshops from my home include a Stamp Club that I run for 5 months of the year with a mix of Open Houses or workshops to highlight new products. My new focus for this year is to sell finished product. Not only does it give me more flexibility in terms of when I work on projects, it also helps to supplement those months where I may only have one event. I like that I can set a schedule to suit my own needs.

It took about a year to build up a customer base but since then I have been able to gradually to add to it. Adding one or two customers here and there helps to keep my business going. **I not only have enough sales to cover the cost of my own products, I also earn additional money to treat my family to either a night away somewhere, take them out to dinner or buy them a special present.** Six years ago I thought I signed up to cover the cost of a new hobby but I have gotten back so much more. I've become more comfortable speaking in front of larger groups of people, I've learned new techniques, earned free products and I've met new people - many of them I am proud to call friends. Personally, nothing makes me happier than giving a card or a project I've made and seeing the reaction of the person that it's for. That's what got me to year six and why I will continue to be a demonstrator for years to come!

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