

Steps to a Successful Class...in a Flash!



Class Name: _____

10th of each month - Set-up Activities

1. **Save Files:** When you receive your CIAF newsletter on the 10th save the files you want to use or the full ZIP file to a directory on your computer. (See details in the August 2008 Tip of the Month)
2. **Add a Creative Project:** Upload CIAF animated GIF file to DBWS and create a new creative project. (See details in the August 2008 Tip of the Month)

11th of each month - Planning Activities

1. **Class Price:** Review the *Demonstrator Planner* document for details on project costs then determine what other costs you have and price the class accordingly. (See details about pricing classes in the September 2008 Tip of the Month)
2. **Product Based Class:** If the class is product based, determine which products to include and prices. Some suggestions for product based classes and costs are included in the *Demonstrator Planner*.
3. **Class Kits:** If the class will have a kit or class to-go option, calculate costs with shipping and any included products. (Be sure to follow Stampin' Up! policy on pre-stamped images.)
4. **Date & Time:** Determine the date, time and duration of the class. Details on estimated class time and suggestions for organizing the class are included in the *Demonstrator Planner* document. (Consider offering a morning and afternoon session or multiple dates). To assist you with your planning, our classes are released to you one to two months in advance of the season or occasion they are targeted to.
Date: _____ **Time:** _____ **Location:** _____
5. **RSVP Date:** Determine date for RSVP and pre-payment if required. Be sure to allow time for any supplies you need to order to be delivered and prepared for the class. **Date:** _____
6. **Update Calendar:** Update DBWS Event Calendar or other published calendar with class date, time, price, RSVP date and any other information you like to include.

12th of each month - Marketing Activities

1. **Update Blog:** Add CIAF Blog Text & Photos to blog or website.
2. **Email Invitation:** Email *Marketing Flyer* to customers inviting them to your class.
3. **Print Flyers:** Print copies of the *Marketing Flyer* and post in your stamp area and/or local posting places. Also take copies to workshops & classes to give out and display.
4. **Print Card Template:** Add printed *Card Template* to your Card Template Notebook. (See details in the January 2008 Tip of the Month)

1 Week Later - Reinforcement Activities

1. **Get on the Phone:** Call customers and personally invite them to the class. Really...do it!
2. **Update Blog:** Add additional photos of class projects to Blog, website and/or DBWS.
3. **Blog about the Details:** Add additional class info, like Featured Products and Benefits, found in the *Demonstrator Planner* document to your blog, website and/or DBWS.

RSVP Date - Ordering Activities (2 weeks before class)

1. **Order:** Order supplies for class based on the number confirmed to attend. Use the Shopping List and Cost Analysis tables to be sure you include all the needed supplies. **Date:** _____
2. **Shop:** Purchase any non-Stampin' Up! supplies needed for the projects.

Receive Supplies -Preparation Activities (1 week before class)

1. **Make Sample:** Use *Customer Instructions Detail* document as your guide for creating the sample projects.
2. **Prepare Supplies:** Use measurements from the *Customer Instructions Detail* document to guide cutting and scoring of supplies for each customer.
3. **Kits:** Prepare and package supplies for kits. Mail kits and email Customer Instructions Detail document and template or print *Customer Instructions Summary* document

Day of Class Activities

1. **Set-up:** Use suggestions in *Demonstrator Planner* to set-up, run and organize the class.
2. **Handouts:** Print out several copies of the *Customer Instruction Summary* Document and any *templates* to use as guides during the class. Print extras if you plan to give as handouts.
3. **Show:** Demonstrate some of the featured products shown in the Demonstrator Planner Use Benefit Statements provided in the *Demonstrator Planner* to show the benefits and value of featured products.
4. **Sell:** Create urgency by offering class-time-only specials on products featured in the class.
5. **Market:** Have flyers and sign-up sheets for your next class so people attending can pre-register for the next one...consider offering a class-time-only pre-registration special to create urgency and get the commitment to attend.