

Dynamic Demonstrators

BARB BRIMHALL joins us as our Dynamic Demonstrator this month. We always ask our Dynamic Demonstrators to answer your burning questions about developing and growing their Stampin' Up! business.



CPP: Do you have an example of what has worked for you lately?

[bzb]: About 4 years ago I began surveying my customers to see what they wanted in terms of stamping opportunities. As a result, I started offering more morning classes during the week. These classes now fill quickly and they have cut down on the number of weekend events I do. I love them!

In terms of sales, when Stampin' Up! started offering a Clearance Rack on-line, I made sure all of my customers understood how on-line ordering via my DBWS worked. It was confusing for some, so I helped them set up their DBWS account while they were at my Studio stamping. (I now do this for every new customer who comes to my Studio.) I went from an average of \$50 a month in on-line sales to over \$500, and many months I'm over \$1,000. I love my DBWS!

CPP: Do you have an example of what hasn't worked for you?

[bzb]: About a year ago, I tried offering a structured Club. For whatever reason, this just didn't work for me. This was a good example of what I'm always telling my downline -- every Demonstrator's customer base is different, which is why it's important that you understand your customer base and what makes them tick!

CPP: What is your biggest challenge and how are you working to overcome it?

[bzb]: Time Management. I am, and have always been, very involved with my girl's school activities. I live by the mantra: "when you say yes to one thing, you're saying no to something else." The internet is a HUGE time waster for me, so I find expanding my business onto the web to be a big challenge. I'm not consistent in posting on Facebook or to my Stampin' Up! DBWS blog, and find that when I focus on that part of my business, I lose the personal face-to-face time I need with my downline and customers. I haven't overcome it yet -- don't even have a realistic plan -- but I am working on it!

CPP: What have you done to retain your customers?

[bzb]: It's hard to pick just one, but I'd have to say my weekly Constant Contact newsletter. I've sent out an e-mail newsletter to my customers every Monday morning for the past 11 years. Each

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CraftyPerson.com



Name

Barb Brimhall

Hometown

Vancouver, Washington

Part-time/Full-time

Fulltime

Family

I'm a single mom with two fabulous teenagers -- Katie, who is 18 and also a Demonstrator, and Maggie who is 16 and very active in Marching Band & Winterguard. My girls have grown up with Stampin' Up! (I started when both were in diapers) which is why I don't think I've had a lick of trouble from either of them! *Ü*

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newsletter contains stamping ideas for my customers, with a little bit of sales thrown in on a side bar. Ironically, the most read area of the newsletter is my intro, where I discuss what's gone on with the girls and I the previous week. There have been some weeks where it's gone out a couple of hours late and I actually have customers e-mailing me to make sure I'm ok or that they haven't been accidentally unsubbed.

This is about the only thing in my life I'm truly consistent about -- but it has made a huge difference in my business. It has helped me to maintain that personal connection -- and for me, that's what this business is all about!

CPP: What have you done to retain your downline?

[bzb]: Each year I do a Business Plan and while I don't specifically concentrate on how to "retain" my downline, I do set goals on how I'd like to support my downline. My number #1 goal has always been to make all the demonstrators in our group feel connected -- and that's not as easy as it sounds. The beauty of the Stampin' Up! upline system is that you don't just have one upline -- you have several! I always encourage our team to search their upline (and sidelines if necessary) for what they need. So while I may not be able to stamp my way out of a paper bag (honestly, you'd think I'd have gotten more creative after 15 years as a demonstrator! *Ü*) I most certainly can give you creative business tips and ideas.

CPP: Do you have any organizational tips?

[bzb]: I've always equated my Stampin' Up! business to my laundry: The minute you think it's done, you have a new pile to fold. So, just like our laundry, I make sure that I do a little bit each day -- keeps those mounds of laundry from stacking up!

1. Remember that when you say yes to one thing, you're saying no to something else. Think about it -- it can really change your life if you think about what you're saying "yes" to.
2. The internet can suck your time faster than anything else on the planet. I have a timer beside my computer and I set it for 30 minutes. Once that buzzer rings, I have to get off the computer and make a phone call -- or do something else I've been putting off.
3. Planning in advance = profitability. I try to plan an entire quarter of classes & workshops. That way I can order a lot of one thing (i.e. buttons, DSP, etc.) and then use them in different ways over the 3 month quarter. By having all my projects done, I can order my cardstock and prep everything in 1-2 weeks. I can't tell you how much money this has saved me -- not to mention my sanity!
4. Customers don't stamp with you because they love your stamp projects, they stamp with you because they love you. It's a fact that people do business with people they like. So don't worry about spending 10 hours putting together the perfect card -- instead, spend 1 hour working on the card and the other 9 hours working on your attitude. By being organized and not stressing the small stuff, your business can't help but grow.

CPP: Any tips regarding the project you are sharing?

[bzb]: I am constantly searching for new customers - in particular, new stampers. So I try to share easy but "wow!" projects. I find that most of my customers, even those with a ton of experience, prefer relaxation over complication - and I do my best to provide them with that relaxed atmosphere. This card fits that bill -- you can dress it up with the Big Shot, or leave it simple and still have a wow! card.

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CPP: What product is your biggest seller?

[bzb]: I'm very fortunate in my customer base because usually if I show it, they buy it. But the one product that surprised me the most was clear-mount Stamps. I was not a big proponent of clear-mounted stamps, but I have to say, my stamp sales have almost doubled since their introduction. (Sure glad no one at Stampin' Up! listens to me!)

CPP: Where do you find inspiration?

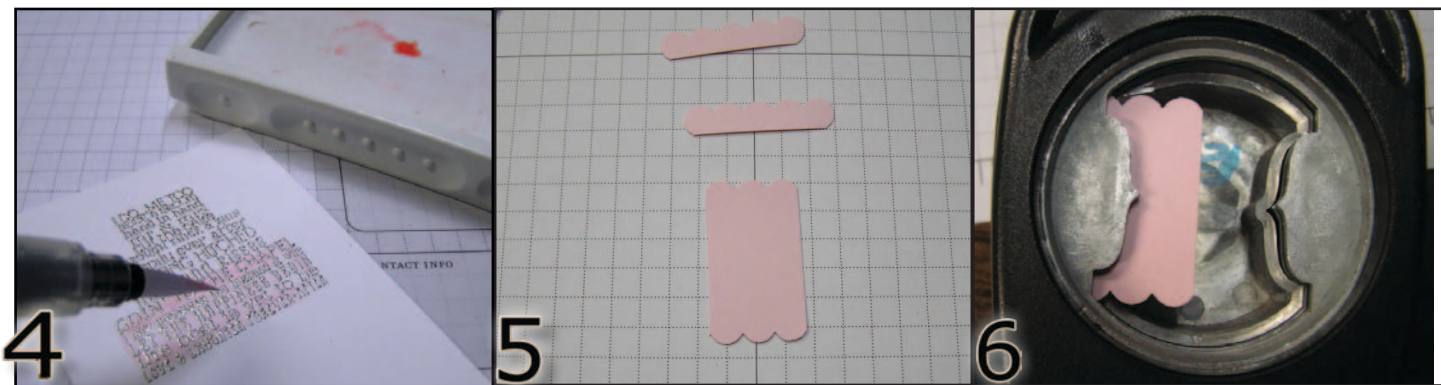
[bzb]: My downline. They are the most amazing group of stampers ever! (I know everyone says that, but they really are!) And I'm so deeply grateful to them -- because they share generously and let me steal whatever they share! In fact, it was one of my very talented teammates, Carol Lovenstein, who recently showed me a card she had made using punches to make a Pedestal. I immediately begged her to let me share this idea with you and this card was born. A huge thank you to Carol -- who is one of the most generous and talented stampers on the planet! *Ü*

CPP: What is your favorite part of the Stampin' Up! Website?

[bzb]: The Daily Updates. I'd be lost without them -- and the search feature!

CPP: Anything else you would like to share?

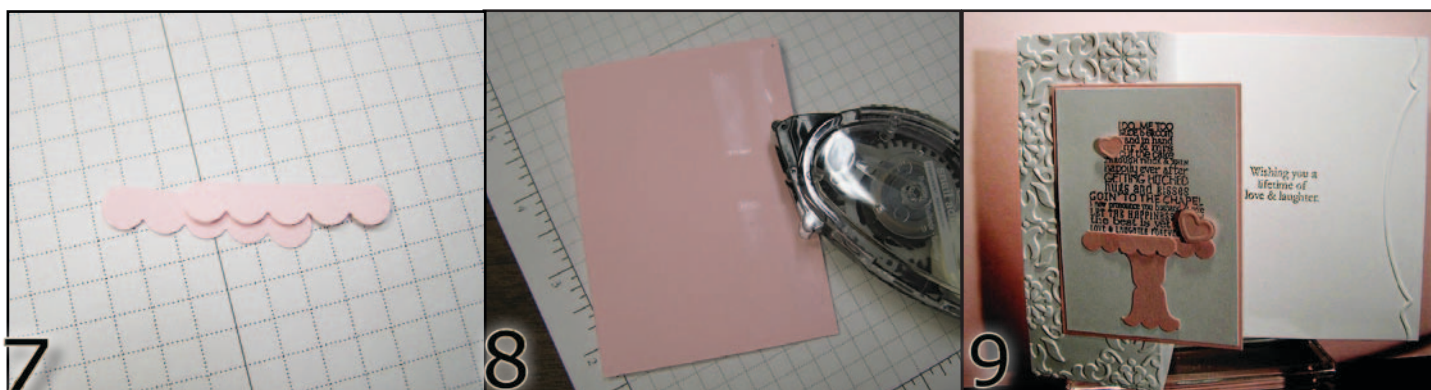
[bzb]: My biggest tip for new Demonstrators is that you don't have to have it all -- stick with your Starter Kit and go for it! Enthusiasm will take you a lot further than experience -- and when you have both, you're unstoppable.



step4: With your Pink Pirouette ink pad closed, squeeze on the lid so that ink transfers to the lid. With your Aqua Painter, lift ink off the pad lid and color in the cake image.

step5: Using the scraps of Pink Pirouette cardstock, punch out two scallop squares using the Scallop Square punch. Cut off two opposite ends of the square using your scissors -- if you line up the first scallop to the opposite first scallop your line will be straight. These will create the top of your pedestal.

step6: Place the remaining "body" from Step 5 into the Round Tab Punch and punch -- this will create the base of your Pedestal.



step7: Glue the top pieces from Step 5 together so that you have a 7 scalloped "Top" - glue onto the top of your Pedestal from Step 6.

step8: Place completed Pedestal from Step 7 underneath the embossed image on the white cardstock. Adhere Whisper White cardstock to the Pink Pirouette mat. Apply Snail only to the right side of the back of the mat (Pink Pirouette) and then adhere to the "z" fold of the cardstock.

step9: If desired, stamp a sentiment inside the card, lining it up so that the mat from Step 8 covers the sentiment when the card is closed.