

# Dynamic Demonstrators

**GINA LANTZ** 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?

**[GDL]:** At workshops, I walk the attendees through the order form, highlighting that if they would like to receive my newsletters, to put their email address down. If they don't want the newsletters, then please leave it blank. I also walk them down the side of the order form where it says Hostess a workshop and tell them to mark it (jokingly of course), and I have booked workshops that way where I may not have otherwise. I also tell them of the special that I offer to hostesses where if someone at their workshops books a workshop, then at their friends workshop they would receive a \$30 or less stamp set at half price from me. The workshop has to hold and be a \$150 workshop, and the original hostess has to attend to get the offer. If the original hostess has three people book, she gets three stamp sets half price. It gets the hostess motivated to get people to book.

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

**[GDL]:** Offering tiered payments in a card class doesn't work for me. I tried offering one set of 3 for \$6, two sets for \$12, etc. Everyone wanted to pick and choose which sets, and cutting paper became a challenge. It's much easier to cut four cards of each design for each attendee, plus there's a lot less scraps that way.

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

**[GDL]:** Picking up the phone to call for workshops has got to be my biggest challenge. I don't know what it is about that part of this business that makes me so nervous.

**To** overcome this, I set challenges for myself. . . book at least one class this week, and see if I can't beat it the next week. It's always a work in progress.

**CPP:** What have you done to retain your customers?

**[GDL]:** We just have a great time stamping together. I have recently shown them some cards from swaps and such and they have chosen what they want to do for the next month, whether it be masculine,



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*Dynamic Demonstrators Continued...*

**CraftyPerson.com**

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## *Dynamic Demonstrators Continued...*

kids, or just general cards. I also put out more than just one word stamp, just in case they want to make the sentiment different than the one I used. I am working on providing better customer service to them, by calling to follow up, sending cards, etc., but this is always a work in progress.

**CPP:** What have you done to retain your downline?

**[GDL]:** Since most of them have just recently joined, I don't really know how to answer. I try to include them in all group activities, mine and my uplines. I encourage them to do as much or as little as they want to. Some just want to hold classes at their homes, and that is totally fine with me. I'm here if they need me.

**CPP:** Do you have any organizational tips?

**[GDL]:** Organization is key (not that I'm that organized) but I know when I can find my supplies it makes it so much easier to be motivated to stamp. I have taken a clue from other demonstrators and put my buttons and embellishments out where I can see them, so that I remember that I have them to use on everything. I just need to remember to put things back when I'm done with them. Isn't that what our mothers told us when we were young?

**CPP:** Any tips regarding the project you are sharing?

**[GDL]:** Let your imagination run wild with the flourishes. It's exciting to see what happens when we just let go and create!

**CPP:** What product is your biggest seller?

**[GDL]:** I would have to say wood-mount stamps, paper and ink are my biggest sellers. My gals are pretty traditional stampers and add embellishments occasionally. When I make the projects with bows, I sure hear about it. I have found ways to make the bows and knots easier to manage for them, so that's a bonus. Plus it adds that extra "sumthin" to the cards.

**CPP:** Where do you find inspiration?

**[GDL]:** Stampin' Connection and other demonstrators are where I usually get my inspiration. I have gotten really good at CASEing either verbatim or by changing a few elements. I also like to look at mail catalogs for ideas or color schemes. Some of the clothing catalogs have great colors that can be adapted for projects. Sometimes I get an idea in my head just out of the blue, but that happens once in a great while ;0). My project today was inspired by a graphic that I saw, so I used a similar layout and Voila!

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

**[GDL]:** I love the new design of the Demonstrator Home page, it's much easier to find things quickly and you get to see a bunch of snippets at a glance, rather than having to click a bunch of times.

**CPP:** Anything else you would like to share?

**[GDL]:** I am so honored to have been chosen to submit this info. I hope you enjoy the project.

# Blissful Heart



## Supplies:

**Bliss** SAB Stamp Set (#121851w/123217c) or any flourish stamp

**Ink:** Classic Basic Black, Cherry Cobbler

**Cardstock:** Basic Black, Cherry Cobbler, Very Vanilla or Confetti Cream scrap, First Edition Designer Series Paper (#121878), Glimmer Paper (#121790)

**Accessories:** 1-1/4" square punch (#119865), Heart punch (#119883), Rosettes (#118774), Mini Glue Dots (#103683), Dimensionals (#104430)



**step1:** Cut Basic Black in half to 5.5" x 8.5" and fold in half, set aside. Cut First Edition DSP to 4" x 5.25".

**step2:** Stamp Bliss flourish on First Edition DSP on the right side.

**step3:** Reink and angle the stamp two more times. Ink and stamp one more image more to the left. Adhere to black cardstock.



**step4:** Punch out one glitter paper heart and one Cherry Cobbler heart.

**step5:** Adhere to flourishes.

**step6:** Stamp Bliss on scrap paper strip.



**step7:** Angle the 1-1/4" punch on the scrap to make the banner edge on both sides of the strip.

**step8:** Direct to paper the edges to distress. Curl between your fingers to put a bend in the banner. Adhere to the card.

**step9:** Using tweezers, hold the medium size rosette in the back and rub lightly directly on the Cherry Cobbler ink pad to add color to the edges of the flower. Adhere with a glue dot.



**ALTERNATE:** Use Baroque Motifs flourish for background. Punch flowers in Melon Mambo and Pretty in Pink using the 5 Petal Flower punch and the Fancy Flower Extra large punch instead of the heart punch. Curl the edges of the flowers for more dimension. Tie a Vanilla Seam Binding knot through a Melon Mambo button and run a safety pin through the knot. Attach to card with glue dots.