

Dynamic Demonstrators

HEATHER WRIGHT-PORTO 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?

[HWP]: Around the birth of my son I had to take about 8 months off from stamping and holding classes at my home. This really hurt in that I lost my following, but I had to take care of my family first of course (Luke was in the hospital for 2 months, then had to spend months back and forth with follow-ups). So, I am still trying to recover with holding monthly workshops, but now offering them 1/2 price to people who bring a friend to my classes. I also hold many events at local libraries, especially for the kids! This has been a wonderful experience and I highly recommend it! I also have a new Scrapbooking Club and that's going well.

I also think mixing things up helps spark customer interest as well, such as holding a card making workshop but then next time hold a workshop on making a whole bunch of different bags. It shows the versatility of Stampin' Up! products and what can be done with them!

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

[HWP]: The only thing I can think of is breaking a routine. Again, my customer were so used to coming to my home a couple of times a month, and when I broke that routine by taking months off, it hurt my business. But I do think holding at least 2-3 workshops a month is best in building a following. And I hope to get there again soon when Luke gets a little older and into school. I look forward to it (smiley).

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

[HWP]: For me, I never call anyone on the phone. Probably more so due to the kids playing in the background or possibly crying (LOL). So I really stay off the phone unless Luke is sleeping. I'm more of an email person. So one of these days I have to learn to call people! LOL.

CPP: What have you done to retain your customers?

[HWP]: Occasionally, I will wake up one day and want to hold a sale on that day. Could be my birthday, could be Cyber Monday, or just a good day. I will send an email to my customers with whatever my special may be...free shipping, free tax, free gift, etc. They like those surprises!. Also the customer with the most orders gets any stampset free from the catalog!

Dynamic Demonstrators Continued...

CraftyPerson.com



Name

Heather Wright-Porto

Hometown

Sloatsburg, NY

Part-time/Full-time

Part-time

Family

I have two beautiful, loving children, Michaela (4 yrs. old) and Luke (16 months). I have been married for 9-1/2 years (to my beloved husband, Gerry). We have two fun and loyal dogs, Koda (5) and LuLu (3). Oh, and let's not forget about the lizards (Leo and Lizzy) that Daddy brought home from the street fair (LOL)!!!!

Email

handstampedbyheather@att.net

Blog

www.handstampedbyheather.com

Dynamic Demonstrators Continued...

CPP: Do you have any organizational tips?

[HWP]: What is now working for me in regards to posting on my blog is to do a bunch of projects, take a lot of pictures, then it's easy to write-up a bunch of posts a few times a week in keeping posting fresh and consistent.

CPP: Any tips regarding the project you are sharing?

[HWP]: Yes. Please allow the paint to dry and be sure to let the Crystal Effects sit a while as well.

CPP: What product is your biggest seller?

[HWP]: Believe it or not, the Simply Scrappin' Kits! So I was upset to see so few this year in the new catalog as my customers are big scrapbookers!

CPP: Where do you find inspiration?

[HWP]: I find inspiration all over the place, could be a pattern on Michaela's shirt or a picture I see in Paper Crafts magazine. And let's not forget about all the talented SU demonstrators who love to share tips and techniques. I still have yet to master those watercolored roses!

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

[HWP]: I use the DBWS for the calendar mostly. My customers know to go there to get an updated list of my upcoming events.

CPP: Anything else you would like to share?

[HWP]: Just to have fun! For me stamping and scrapbooking is my outlet. So, just pull out some stamps, paper, ribbons, inks and go!



Bells and Boughs Holiday Frame

Supplies:

Stamp Set: Bells and Boughs (#120831)

Ink: Classic Old Olive, Classic Cherry Cobbler, Early Espresso, Gold

Cardstock: Sahara Sand (#121043)

Accessories: *Champagne* Mist Shimmer Paint (#116806), Blender Pen (#102845), Basic Rhinestone Jewels (#119246), Crystal Effects (#101055), Mini Glue Dots (#103683), Gold Glow Smooch Spritz (#118770), Cherry Cobbler Seam Binding Ribbon (#120993)



step1: Your first step is to paint the wooden frame (\$1.00 wooden frame at local craft store) with Champagne Mist Shimmer Paint. I put on one coat, then let dry. Then put on another coat. Then did the back as well. I left overnight to dry.

step2: On the 2nd day, once the frame was dry, I then sponged it with Early Espresso to give a more worn, vintage look. Next, I tied a bow around it to make it look like a present (Cherry Cobbler Seam Binding Ribbon).

step3: In Step 3, I also stamped all the images from Bells and Boughs and colored them. I stamped them in Early Espresso. Then Colored them with a Blender Pen and Old Olive, Cherry Cobbler and Gold ink. This does take a while!

All the images were sprayed with the Gold Glow Smooch Spritz.

Afterwards, I then added Crystal Effects to all the berries on the images as well as the poinsettias. This again takes time to dry! I let it set overnight to be safe.

Next, I added the Basic Rhinestone Jewels to the center of the poinsettias and on the bells. Then all images were cut out.

continue to next page



step4: In this step, everything was assembled and laid out on the frame. You can assemble however you would like, but I used 2 bunches of the poinsettias, two holly leaves, and one set of bells. I adhered to the frame using Mini Glue Dots. I didn't want to use SNAIL Adhesive as I was afraid the cut-out images would tear.

step5&6: In these pictures I wanted to show the beautiful stamped images up close and how nice the Crystal Effects look. I am so happy with how this turned out and it didn't last a day in my house. My parents now have it in their home with a picture of my grandmother (who died this past summer).



ALTERNATE: In this post, there is another wooden frame decorated with stamped images from the Baroque Motifs stamp set (another one of my favorites).

For more projects featuring this beautiful Bells and Boughs stamp set, [click here](#).