

Pencil Case



What you will need:

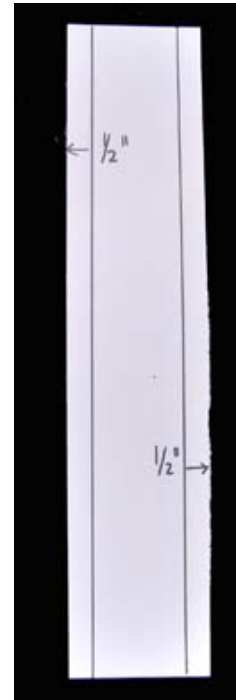
- Tart & Tangy Stamp Set
- Nursery Letters Jumbo Wheel
Real Red ink cartridge
- Markers: Real Red, Glorious Green, Chocolate Chip
- card stock: Real Red, Whisper White, Basic Black, Glorious Green
- Punches: 1-1/4" Circle Punch, 1-3/8" Circle Punch, Scallop Circle Punch
- Dimensionals
- Sticky Strip

Project Instructions

Step 1

Cut card stock to 2-1/4" x 12" (if you want to use 4-5 pencils, increase size to 2-1/2 x 12")

Score the long sides at 1/2"



Step 2

Score horizontally at 1/2", 8", and 8-1/2"



Step 3

Cut along sides as indicated by red lines



Step 4

Adhere Sticky Strip to flaps as shown



Step 5

Stamp card stock if desired.

Fold on all score lines, remove sticky strip and adhere sides of box together.

See sample boxes below:



Decorate



Cupcake Pencil Case: The More the Merrier stamp set, Itty Bitty Backgrounds stamp set, Whisper White Craft ink, Basic Black classic ink, markers (Melon Mambo, Soft Suede, So Saffron, Real Red), card stock (Melon Mambo, So Saffron, Basic Black, Whisper White), 1-1/4" Circle Punch, 1-3/8" Circle Punch, Scallop Circle Punch, Dimensionals, Sticky Strip

Halloween Pencil Case: Little Boo Stamp Set, Basic Black Classic Ink, Basic Black card stock, Whisper White card stock, Pumpkin Pie card stock, Cast-a-Spell DSP, 1-1/4" Circle Punch, 1-3/8" Circle Punch, Scallop Circle Punch, Dimensionals, Sticky Strip

Pencil Case Tutorial Instructions



Name

Melissa Stout

Hometown

Kokomo, IN

Part-time/Full-time

Part-time demonstrator

I work full-time as a Doctor of Chiropractic and Licensed Acupuncturist. Stamping is my escape and stress-relief.

Email

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Blog

www.thestampdoc.com

Family

Married to Benjamin for 7 lucky years 2 children: Chandler, age 12 and Isabella, age 3 and 3 dogs: Weenie (dachshund), George (Basset Hound), Jasmine (Border Collie mix)

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

[MS]: I've been sending out "last-call" emails for my classes. These quick emails with a picture of the projects we'll be making in class always seem to add 2 or 3 more people.

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

[MS] : I did a big no-no in business....I lowered the price on one of my monthly classes in hopes to encourage more people to attend. Unfortunately, it had the opposite effect. I was lucky to have 3 people attend. I increased the price and my attendance almost quadrupled!

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

[MS] : At one point the unemployment rate in our town was over 18%, so it has definitely presented me with a huge challenge. Despite that fact, my business has actually increased about 5%. I have remained consistent with holding classes and clubs, plus I try really hard to block out as much of the negative information that I can. Some days it is hard to have a positive attitude, but I really want my customers to enjoy the time that they spend with me. Everyone needs a stamping "escape" these days.

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

[MS] : In the past year, many of my customers have been affected by illness, lay-offs, and other financial difficulties that have prevented them from attending classes or hosting workshops. I have sent these customers hand-stamped "Thinking of You" and "Get Well" cards. While it may take some time before these customers can purchase items again, they have let me know how much they appreciate the well wishes and some of them have sent me great referrals. I received a \$100 order last week from the friend of one of these customers.

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

[MS] : I send out Debbie's monthly newsletter, maintain a Yahoo group and blog exclusively for my downline, and I send out hand-stamped cards to demonstrators

that place in the top 10 for sales each month. I also host a quarterly downline meeting and we'll do several shoebox swaps throughout the year. I think the most important part of retaining a downline is to keep them stamping.

CPP: *Do you have any organizational tips?*

[MS] : I have a crate filled with individual plastic bags that have the color names written on them. I place all my cardstock scraps in these bags so that I can find a small piece of cardstock for die-cutting, layering, or stamping. If the bags get too full, I package up scraps to give to customers as a paper "salad".

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

[MS] : My project is easy to modify if you want to add more pencils. Simply add 1//4" to the width for each additional pencil.

CPP: *What product is your biggest seller?*

[MS] : In the past year, my sales of Big Shots and dies have been incredible. I am so glad that Stampin' Up has added this product line!

CPP: *Where do you find inspiration?*

[MS] : I read a LOT of magazines. Well maybe not read, but look through them. There are also several demonstrators that truly inspire me with their style and positive attitudes---Patty Bennett, Kimberly Van Diepen, and Becky Roberts to name a few.

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

[MS] : Actually, it is the reports section. I like to keep an eye on my downline and cheer them on if they are close to promoting or achieving an award.