



OPEN THE DOOR TO
creativity
& rewards



STAMPIN' UP!'S
STATEMENT OF THE HEART

To *love* what we do
and *share* what we love,
as we help others
enjoy creativity
and worthwhile
accomplishments...
in this we make a *difference!*

FROM THE MOMENT WE STARTED Stampin' Up!® in my living room more than 20 years ago, we focused on running a company that cared about people and made relationships a number-one priority. Although we've experienced amazing growth and success through the years, we have never lost sight of what matters to us.

I invite you to join our family—pick up the phone and call your demonstrator. If you don't have a demonstrator, visit www.stampinup.com and we'll put you in contact with one! We've made it our business to work with everyone, from dedicated business people who are excited about building their own businesses, earning extra money, and accomplishing personal career goals to enthusiastic crafters who want to enjoy a discount on their products.

Regardless of your goals, we're confident you'll find what you're looking for—and so much more—right here.

A handwritten signature in black ink that reads "Shelli Gardner". The script is fluid and cursive.

Shelli Gardner
Cofounder and CEO

discover the *business opportunity*

EARNING POTENTIAL WITH FLEXIBLE HOURS AND FUN!

- Grow a flexible home-based business at your own pace.
- Make money doing something you enjoy.*
- Earn cash, trips, and free products.
- Save money on the industry's finest stamps, accessories, and craft supplies.

SUPPORT

STAMPIN' UP!'S DEMONSTRATOR-ONLY WEB SITE lets you place online orders, discover thousands of creative ideas, and keep up-to-date with company news. From the web site you can also create your own Stampin' Up! business web site to help you stay in touch with your customers. On your site, your customers will be able to order Stampin' Up! products online, from you—their Stampin' Up! demonstrator.



"I LOVE STAMPIN' UP! It's helped my family so much. With the bonuses I've earned, we've been able to recarpet the house, buy new furniture, and even pay for a part of our daughters' college tuition."

~ 12-year demonstrator
Brenham, Texas

"FLEXIBILITY is the biggest benefit of being a Stampin' Up! demonstrator, along with being able to set my own hours, be my own boss, and do what I love."

~ 8-year demonstrator
New Westminster, British Columbia, Canada

* For detailed information about the financial rewards, see pages 10–11.



“I HAVE A FULL-TIME JOB, and I’ve run a successful Stampin’ Up! business for seven years. I have a total downline of over 100 and have earned six incentive trips—all while working full time and taking care of my family, too.”

~ 9-year demonstrator
Staatsburg, New York

explore your *creativity*

FRESH IDEAS, TRENDY TECHNIQUES, AND
INSPIRING PRODUCTS TO COLOR YOUR WORLD.

- Indulge in your love of stamping and crafting as you help others to be creative.
- Spark your imagination with hundreds of ideas from Stampin' Up! magazines, catalogs, online galleries, and events. Re-create these projects or use them to inspire your own ideas.
- Express your creativity in a way that suits your style, whether you like simple projects or elegant works of art.
- Discover new artistic techniques to inspire you.
- Receive recognition for your creative and business achievements.
- Enjoy a wide variety of high-quality products such as rubber stamps, digital-crafting software and images, and home décor.

INSPIRATION

OUR CATALOG is an elegant, full-color collection of our stamps, accessories, and home décor products. Each page showcases several creative and colorful samples you can duplicate and demonstrate. Mini catalogs let you offer your customers trendy, limited-time-only products through the year!

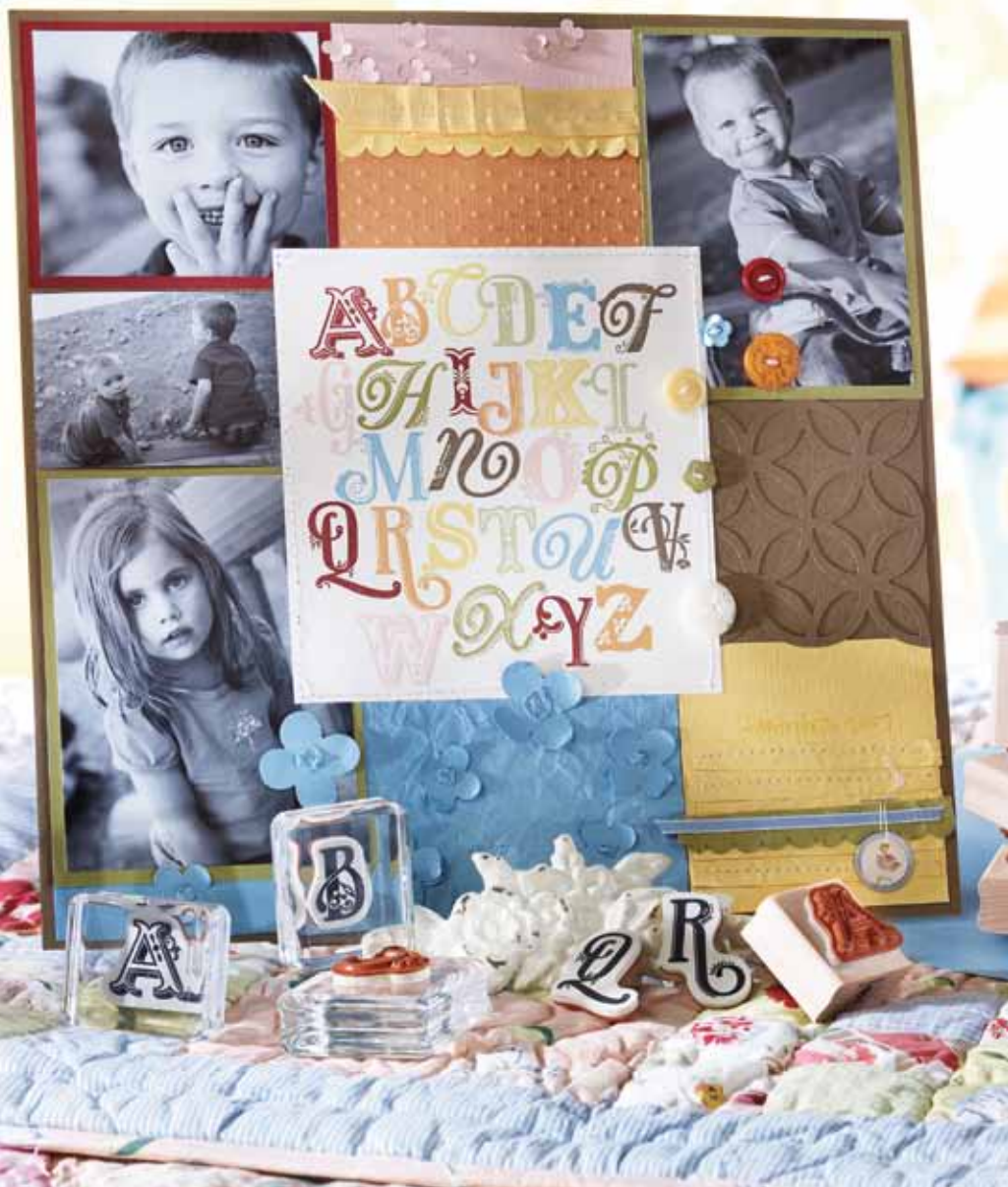
STAMPIN' SUCCESS®, a full-color demonstrator-only monthly magazine, offers ideas, samples, recognition, and training articles to help you build your business and re-create fabulous, creative projects.

"STAMPING DOESN'T HAVE TO BE HARD to look good."

~ 10-year demonstrator
Copperas Cove, Texas

"STAMPIN' UP! HELPS BRING OUT THE CREATIVE side of me. It lets me inspire and encourage others to be creative also. I love to see the spark of creativity come alive in each workshop guest."

~ 12-year demonstrator
Muskegon, Michigan



"I DON'T CONSIDER MYSELF ARTISTIC. I can't even draw a stick figure. That's the nice thing about stamps; the image is already there, you just get to choose how to use it. Sometimes all you need is a little help discovering how to let your creativity out."

~ 8-year demonstrator
Kennewick, Washington

expand your *circle of friends*

MAKE FRIENDS
ENJOYING A HOBBY YOU LOVE.

- Touch others' lives by sharing your love of crafting.
- Connect with a community of crafters to share ideas and techniques.
- Hold in-home workshops to meet new people and show what you can do with Stampin' Up! products.
- Gather with old and new friends who love creativity as much as you do.
- Build relationships that last a lifetime.

RELATIONSHIPS

STAMPIN' UP! EVENTS motivate, educate, train, inspire, and celebrate! From our annual convention to regional seminars, our events let you share your creativity and excitement as you swap ideas and learn together.



"I'VE MET so many wonderful people—customers, downline, hostesses. Our paths would not have crossed if not for Stampin' Up! Now, going to Stampin' Up! events is like attending a reunion!"

~ 16-year demonstrator
Fridley, Minnesota

"STAMPIN' UP! FRIENDSHIPS have enriched my life in so many ways! The friendships I have made through my Stampin' Up! business are invaluable not only to my life, but also to my total well-being."

~ 18-year demonstrator
Las Vegas, Nevada



“ALTHOUGH INITIALLY I built my business for the money, what I’ve grown to value even more are the people. I have made friendships that will last a lifetime, and that’s worth so much more than a paycheck.”

~ 14-year demonstrator
Lewisville, North Carolina

excellent *earning potential*

REWARD YOUR EFFORTS

- As a demonstrator, you'll keep **20 percent** of the personal net sales you earn through workshop and customer direct sales!
- You'll earn an **extra 10 percent instant income on your first order of \$150 or more** when you place your order in the first 45 days of being a demonstrator. That means you'll earn up to 30 percent!
- Earn additional income (which we call **volume rebate**) on your monthly net sales of \$400 or more. Together, your instant income and volume rebate can reach up to **40 percent of your personal sales a month!**
- Keep your personal monthly sales at \$300 or more, **recruit** other demonstrators, and you'll **be eligible to earn commission on your recruits' sales!** (We call this **downline overrides**.) You'll earn even higher commission as you achieve higher titles and as your sales increase. Ask your demonstrator for more information about downline overrides.
- **Earn cash bonuses, product bonuses, incentive trips, and other awards** as you achieve success through our awards and recognition program.
- Be the first to order new products. Demonstrators see our products before anyone else, which means you'll have the opportunity to get them first!

AWARDS & INCENTIVES



MONTHLY PERSONAL SALES		PERSONAL EARNINGS		
FROM	TO	TOTAL EARNINGS	INSTANT INCOME	VOLUME REBATE
\$0	\$399.99	20%	20%	0%
\$400	\$699.99	25%	20%	5%
\$700	\$999.99	27%	20%	7%
\$1,000	\$1,499.99	30%	20%	10%
\$1,500	\$2,499.99	34%	20%	14%
\$2,500	\$3,499.99	36%	20%	16%
\$3,500	\$4,999.99	38%	20%	18%
\$5,000+		40%	20%	20%

“MY BUSINESS ALLOWS ME a fun outlet in which to be creative and share what I love with others— all while giving myself a pay raise!”

~ 5-year demonstrator
Itasca, Illinois

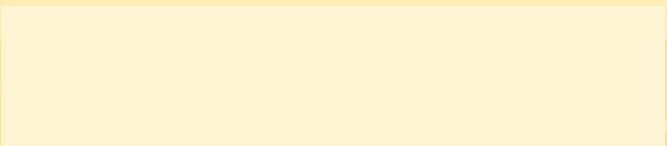
STAMPIN' START

EARN FREE STAMPS within the first six months you're a demonstrator through our Stampin' Start program—a program that helps you establish a thriving business. (Ask your demonstrator about this exciting program!)





CONTACT YOUR DEMONSTRATOR TODAY.



FOR HELP LOCATING A DEMONSTRATOR,
VISIT WWW.STAMPINUP.COM.



inspire. create. share.®

www.stampinup.com
1-800-STAMP UP

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