



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 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 most 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](http://www.stampinup.com) and we'll put you in contact with one! We've made it our business to work closely with everyone, from enthusiastic stampers who want to enjoy a discount on their supplies to dedicated businesspeople who are excited about building their own businesses and accomplishing personal career goals.

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

Shelli Gardner  
Cofounder and CEO, Stampin' Up!



*start* YOUR JOURNEY  
with us

Join Stampin' Up! today and get your customizable Starter Kit with a variety of products to help you jumpstart your creativity! Enjoy the chance to select several of the products in your Starter Kit to suit your personal crafting needs and those of your potential customers.

Your Starter Kit also provides you with the business supplies and resources needed to help you successfully launch your Stampin' Up! business.

Contact your demonstrator today to find out the latest kit details. For help locating a demonstrator, visit [www.stampinup.com](http://www.stampinup.com).

# discover the *business opportunity*

EARNING POTENTIAL WITH FLEXIBLE HOURS AND FUN!

- Grow a flexible home-based business at your own pace.
- Enhance your financial situation.\*
- 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 hundreds 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 which helps 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."*

~ 11-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."*

~ 7-year demonstrator  
New Westminster, British Columbia, Canada

\*For detailed information on 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 three incentive trips— all while working full time and taking care of my family, too.”*

~ 8-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 coach others to be creative.
- Spark your imagination with hundreds of ideas from Stampin' Up! magazines, catalogs, online galleries, and events.
- Discover new artistic techniques to inspire you.
- Receive recognition for your creative and business achievements.

### INSPIRATION

**OUR CATALOG** is an elegant, full-color collection of our stamps and accessories. Each page showcases several creative and colorful samples you can duplicate and demonstrate. Each new catalog serves as one of your best creative tools! Mini catalogs let you offer your customers trendy, limited-time-only products throughout the year!

**STAMPIN' SUCCESS**, a full-color 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."*

~ 9-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."*

~ 11-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.”*

~ 7-year demonstrator  
Kennewick, Washington

## expand your *circle of friends*

MAKE FRIENDS ENJOYING A HOBBY YOU LOVE.

- Touch others' lives by sharing your love of stamping.
- Connect with a community of crafters to share ideas and techniques.
- 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. You can also hold personal stamping events to build your business and foster relationships.



*"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!"*

~ 15-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."*

~ 17-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.”*

~ 13-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.
- **Earn cash bonuses, product bonuses, incentive trips, and other awards** as you achieve success through our awards and recognition program.

## 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!”*

~ 4-year demonstrator  
Itasca, Illinois

TITLE	MINIMUM MONTHLY PERSONAL SALES REQUIREMENT	MINIMUM FIRST-LEVEL ACTIVE DEMONSTRATORS	DOWNLINE OVERRIDES					
			LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	
Associate	\$0	0						
Senior associate	\$0	0						
Supervisor	\$300	1	3.0%					
Senior supervisor	\$400	3	3.5%	2.0%				
Manager	\$600	6	4.0%	2.5%	2.0%			
Senior manager	\$900	9	4.5%	3.0%	2.0%	0.5%		
Executive	\$1,200	12	5.0%	3.5%	2.0%	1.0%	0.5%	
Senior executive	\$1,500	15	5.5%	4.0%	2.0%	1.0%	1.0%	
Director	\$1,800	20	6.0%	4.5%	2.5%	1.0%	1.0%	
Senior director	\$1,800	25	6.0%	5.0%	3.0%	1.0%	1.0%	
Advisor	\$1,800	30	6.0%	5.0%	3.0%	1.5%	1.0%	
Senior advisor	\$1,800	35	6.0%	5.0%	3.0%	1.5%	1.5%	

## 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](http://WWW.STAMPINUP.COM).



[www.stampinup.com](http://www.stampinup.com)  
1-800-STAMP UP

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