



Class Descriptions

A Wise Investment

Investing in your business is essential but must be done prudently to ensure a reasonable profit. Learn how to invest wisely, particularly in buying products to support your business. You'll also learn how to maximize the value of products from the semiannual and mini catalogs.

Demonstrator Theater

Inspire your customers to buy what you demonstrate. Learn how to close the sale and create an urgency to purchase. You'll also observe top demonstrators as they demonstrate projects just as they would in a workshop, and learn valuable tips from them.

From Hobby to Business

If you're interested in turning your hobby into a business, this class is for you. You'll learn the basic steps necessary to take your demonstratorship to the next level, including holding more consistent workshops, building your customer base, bookkeeping, organization, and consistency.

Make & Takes

This year you'll attend two separate sessions of Make & Takes, one session each day on two different days.

Modified Workshops That Work

Add a little variety to your business by trying modified workshops that have been proven to work, such as hands-on workshops and themed workshops. Learn how to hold these types of workshops and what makes them effective.

Recruiting Ins and Outs

Recruiting follows bookings and sales and is easiest to do when you hold consistent workshops. Learn how best to approach your hostesses and long-time customers about the opportunity and the benefits of becoming a demonstrator.

Technology Tools for You

Learn how to effectively use your Demonstrator Business Web Site all year to encourage bookings and sales. And learn how to make the most of leads and technology to grow your business. (There will be no computers in this class.)

US Spanish-Speaking Market (check-in day)

Come learn about Stampin' Up!'s entrance into the US Spanish-Speaking market. Learn the potential of this market and how you can tap into and benefit from this growing segment of the US market.

Workshop Inspiration

Revive your workshop calendar by creating workshops that will inspire customers to attend and to book their own workshops. Learn how best to work with your hostesses to accomplish this.