



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 over 20 years ago, we focused on running a company that cared about people and made relationships a number-one priority. Although we have experienced amazing growth and success through the years, we have never lost sight of what matters most to us.

Now that you know more about Stampin' Up!, 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 touch 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 customisable 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.



'I HAVE A FULL-TIME JOB, and I've run a successful Stampin' Up! business for six 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, United States

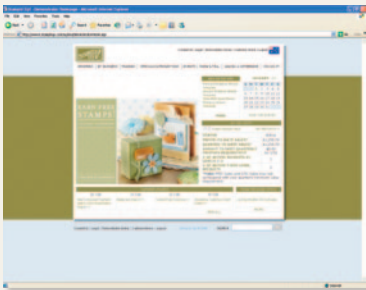
discover
the *business opportunity*

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.



'STAMPIN' UP! lets you be who you are. You can be a full-time demonstrator, a hobbyist, or anything in between, the choice is your own. It's my business and Stampin' Up! lets me do it my way.'

~ 3-year demonstrator, Australia

'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 part of our daughters' college tuition.'

~ 11-year demonstrator, United States

**For detailed information on the financial rewards, see pages 10-11.*



'YOU REALLY DON'T HAVE TO BE AN EXPERT to be able to create something special that even has a little bit of wow!'

~ 3-year demonstrator, Australia

explore your *creativity*

FRESH IDEAS, TRENDY TECHNIQUES, AND
INSPIRING PRODUCTS TO COLOUR YOUR WORLD

- Indulge in your love of stamping and crafting as you teach others to be creative.
- Spark your imagination with hundreds of ideas from Stampin' Up! newsletters, idea books, online galleries, and events.
- Discover new artistic techniques to inspire you.
- Receive recognition for your creative and business achievements.

TOOLS

OUR IDEA BOOK AND CATALOGUE is an elegant, full-colour catalogue of our stamps and accessories. Each page showcases several creative and colourful samples you can duplicate and demonstrate. A new catalogue launches once a year and serves as one of your best creative tools! **MINI CATALOGUES** let you offer your customers trendy, limited-time-only products throughout the year!

STAMPIN' UP! PUBLICATIONS offer ideas, samples, and training articles to help you build your business and re-create fabulous, creative projects.

'I LOVE SHOWING OTHERS the fun of creating—it is my relaxation. I get excited when a non-creative person achieves a good result.'

~ 3-year demonstrator, Australia

'I LOVE SEEING the look on someone's face the first time they see Stampin' Up! products. I'm always excited to do a workshop, because I can't wait to see who will be there and who will see Stampin' Up! for the first time and fall in love with it.'

~ 2-year demonstrator, New Zealand



'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 salary cheque.'

~ 13-year demonstrator, United States

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.
- Get together with old and new friends who love creativity as much as you do.
- Build relationships that last a lifetime.

INSPIRATION

STAMPIN' UP! EVENTS motivate, educate, train, inspire, and celebrate! These gatherings 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.



'WITH STAMPIN' UP! I have developed many different kinds of relationships. I see some long-lasting friendships developing not only with me but with others who meet while attending my classes.'

~ 2-year demonstrator, Australia

'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!'

~ 14-year demonstrator, United States

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 \$300 AUD/\$350 NZD 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 \$500 AUD/\$600 NZD or more. Together, your instant income and volume rebate can reach up to **32 percent of your personal sales a month!**
- Keep your personal monthly sales at \$500 AUD/\$600 NZD or more, **recruit** other demonstrators, and you'll **be eligible to earn commission on your recruits' sales!** (We call this commission **downline overrides**.) You'll earn even higher commission as you achieve higher titles and as your sales increase.
- **Earn cash bonuses, product bonuses, and other awards** as you achieve success through our awards and recognition program.

'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, United States

AWARDS & INCENTIVES



AUSTRALIA – COMPENSATION PLAN

MONTHLY PERSONAL SALES		PERSONAL EARNINGS			DOWNLINE OVERRIDES				
FROM	TO	INSTANT INCOME	VOLUME REBATE	TOTAL EARNINGS	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
\$0	\$499.99	20%	0%	20%					
\$500	\$999.99	20%	4%	24%	2.0%	2.0%	2.0%		
\$1,000	\$1,999.99	20%	5%	25%	2.5%	2.0%	2.0%		
\$2,000	\$2,999.99	20%	6%	26%	3.0%	2.0%	2.0%		
\$3,000	\$4,499.99	20%	7%	27%	3.5%	2.0%	2.0%	0.5%	
\$4,500	\$5,999.99	20%	8%	28%	4.0%	2.0%	2.0%	1.0%	0.5%
\$6,000	\$7,999.99	20%	9%	29%	4.5%	2.0%	2.0%	1.0%	1.0%
\$8,000	\$9,999.99	20%	10%	30%	5.0%	2.0%	2.0%	1.0%	1.0%
\$10,000	+	20%	12%	32%	6.0%	2.0%	2.0%	1.0%	1.0%

NEW ZEALAND – COMPENSATION PLAN

MONTHLY PERSONAL SALES		PERSONAL EARNINGS			DOWNLINE OVERRIDES				
FROM	TO	INSTANT INCOME	VOLUME REBATE	TOTAL EARNINGS	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
\$0	\$599.99	20%	0%	20%					
\$600	\$1,199.99	20%	4%	24%	2.0%	2.0%	2.0%		
\$1,200	\$2,399.99	20%	5%	25%	2.5%	2.0%	2.0%		
\$2,400	\$3,599.99	20%	6%	26%	3.0%	2.0%	2.0%		
\$3,600	\$5,399.99	20%	7%	27%	3.5%	2.0%	2.0%	0.5%	
\$5,400	\$7,199.99	20%	8%	28%	4.0%	2.0%	2.0%	1.0%	0.5%
\$7,200	\$9,599.99	20%	9%	29%	4.5%	2.0%	2.0%	1.0%	1.0%
\$9,600	\$11,999.99	20%	10%	30%	5.0%	2.0%	2.0%	1.0%	1.0%
\$12,000	+	20%	12%	32%	6.0%	2.0%	2.0%	1.0%	1.0%



CONTACT YOUR DEMONSTRATOR TODAY.



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

AUSTRALIA 1800 787 867 • NEW ZEALAND 0800 202 722



inspire. create. share.™



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