

# 25 things I wish I'd known as a new demonstrator

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## Starting out

1. You don't have to have it all; it takes time to build up supplies. Starting small is ok.
2. Do what is best for you and don't worry about what everyone else is doing. Be yourself and do your own thing. You don't need to do what your upline, sideline or what the 'top demos' do.
3. Start as you mean to go on – use a separate email address for your business and make sure it is generic (eg gmail) or through your own domain so you are not tied to your internet provider.
4. Think about your 'brand'; your logo, website domain, a consistent name across social media platforms.

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## Ideas and inspiration

5. Use the catalogues as a resource; make the samples from the catalogue, or adapt them, and show people how they can do the same.
6. Don't always demo your own style of stamping. Purchase something out of your comfort zone, or borrow from another demonstrator.
7. If you struggle to come up with ideas, don't be afraid to CASE and tweak. Your customers don't care where your ideas come from.
8. Create make and takes which allow customers to feel successful. Let them see you make mistakes and find a way to resolve them.

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## Finding and keeping customers

9. Orders don't fall from the sky... you have to ask for them. Seek out customers and then give them a reason to place an order.
10. Don't be afraid to ask if someone wants to book a party or class. The worst that could happen is that they could say 'no'.
11. Never assume who will or won't be interested. Talk to everyone you come into contact with about Stampin' Up!
12. Never assume who can or can't afford to purchase SU. It is their decision and theirs alone.
13. Great customer service is vital. Take care of your customers by sending thank you cards, keeping them informed and treating them how you'd like to be treated.

14. What is your 'call to action'? Whether you want people to order, sign up for your classes, join your mailing list, you need to ask.
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### Holding classes

15. Don't undervalue your classes by pricing them too cheaply. If you offer them free with a minimum order, price them so it makes more sense to place an order.
16. Be consistent. Create a class schedule and stick to it. Keep inviting everyone – you never know who will be interested.
17. Use kits – they save prep time and help you spend more time with new stampers. They are also easy to sell to new stampers.
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### Increasing sales

18. Simple sells! We don't need to show off our skills and range of supplies; that can intimidate people. Go simple, it's easier on you and more inspiring to customers.
19. Offer classes which are free with a minimum order then price the class so it makes more sense to order.
20. If you want to sell products, stick to current SU products only. If you demo something you can't sell, you lose a potential sale.
21. Hold product-based classes and events. It makes a huge difference to your sales.
22. When aiming for a goal – whether it's your quarterly minimum or the incentive trip – break it down into what you need each month. This will make it easier to hit your goal.
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### Recruiting

23. As before, never assume who will or won't be interested. Talk to everyone about the opportunity.
24. Recruit your best customers then go out and find new ones to replace their sales.
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### And finally...

25. If you want people to take your business seriously, you have to take it seriously yourself.