

Grow Your Customer Base—2

In the previous training I asked you to start thinking about your business in bigger terms.

How could you grow from stamping and scrapbooking to DIY?

I hope you have given it some thought and your wheels are spinning

So I want to share with you what we are doing as an example of how I think we can do a shift that will help us reach more people.

Find Inspiration

As I said in the first part of this training, I am always looking at things and thinking, “I can make that”.

So we need to adopt the “I Can Make That” mindset

For me this means searching on Pinterest for DIY inspiration, looking at home décor, party and crafting magazines, and taking pictures of cool stuff I find when I am out.

I keep a photo log of “I Can Make That” inspiration pieces to keep me thinking, planning, scheming.

Sometimes I find something in March for St Patty’s Day, but it is really too late in the season to share as a DIY. I file it away and have it for next year so I can share it in February, when there is really time for my followers to make it for the holiday.

Translate It

When I find something really cool I then need to figure out how I can translate it into our Stampin’Up! Products.

For example, I saw this beautiful pillow and it was PRICEY!



But I thought I bet I can make that with some of our SU! Supplies

I used our Jumbo Sticky Rounds and Natural Trim Ribbon to make my own flowers and then attached them to my pillow. Now if you are REALLY crafty you could make that pillow out of some of our fabric!

Awesome, right?

Share It

I am going to share with you how we are planning on sharing our DIY creations, and then I am going to tell you the easy way ☺

We have purchased the domain name DIYRoyalty to host our DIY creations.

We will be posting once a week both a video and pdf on our DIY items

Along with that we have created the set up pieces that will help drive traffic and create interest: Facebook, Pinterest, Twitter

I am also hosting a DIY monthly event where people will be able to come and make one of the projects we feature (my choice)

In addition, we are investing heavily in mastering our MDS program so that we can create and teach people how to make their own printables, like this:



In our DIY blog posts and videos, we will do a quick walk thru of how to make these products, sell inexpensive PDF's when appropriate and create links to purchase the products we use

We are also creating a DIY Princess Share: we used the name Royalty as it is so easy to create a branding theme.

We will ask our readers to share their own recreations and post them on the blog, etc. They get to be a DIY prince or princess, I obviously am the Queen, LOL

So let's translate this big idea into something that is doable for you:

Once a week create a DIY post in which you use our Stampin'Up! Materials for something beyond the predictable card and scrapbook.

Bill it as DIY

And focus on showing, "if I had purchased this at Anthropologie it would have cost me \$120, but I made it for only \$35"

When you post it on YouTube, Pinterest, Instagram, Facebook, use keywords and hashtags that will draw new people

DIY
Craft
Printable
Home Décor

If a quick couple pictures don't do the process justice, create a PDF or Video to provide instruction.

Create an ingredient list of products with an asterick next to the ones you sell

Then add, "to order the exclusive products marked with an *, email me at lisa@inkbigacademy.com"

Don't mention "this is a Stampin'Up! Product" as people who don't know who we are will google Stampin'Up! And be sent to the demo closest to them. Big bummer for you!

We recommend creating a library of free pdf's and videos. It takes time to build a reputation for quality and exceptional experience.

Once you have a dozen great DIY projects we then suggest adding one paid tutorial each month.

So 3 free, one paid

But keep it inexpensive, 1.99 to 3.99

That seems crazy, but we want to build a following of people who view us as their go to DIY person.

100 people purchasing a 3.99 tutorial each month is awesome, plus it creates a larger base of people who will buy SU! Product from you for their projects

If you price your tutorial at \$14.99, fewer people will buy it, and you have a smaller audience of potential SU! Buyers.

The most important step to this is patience.

It takes time to build an audience

It takes time to build a reputation

People will watch and listen

They will take your free stuff

They will eventually buy the PDF
And they will eventually buy the Stampin' supplies.

But not tomorrow

This is a long-term strategy for consistently adding new people to customer base

It also brings them to your blog so that they see the other things you do. Have you ever done that? Gone to a site to look at a dress and bought a pair of shoes? Yep, clever, right?

For those of you who are doing strictly traditional face to face business, this DIY concept is a great addition to your event schedule.

You can take pictures of items you are recreating, or the actual finished project if it doesn't give too much away, and email it out to your customers as a private class, a stamp camp, a DIY retreat, a girls' night in.....

DIY and drinks

DIY and doughnuts

DIY and delectable yummys

You can host the event or be present at someone's house to teach it
Or

They could buy kits from you to make their own:

For example, I have 6 girlfriends who all want to make the pillow. Their kit includes a pillow, jumbo sticky rounds, and their choice of 2 spools of ribbon. You can include the link to the YouTube training video or PDF

Your success is only limited by the effort you put in.

Commit to starting it

Commit to sharing it

Commit to building it

In our next training we will explain exactly why this works, and share some success stories with you

Email us with any questions you may have at lisa@inkbigacademy.com