

# December Marketing Tips

OPEN. SHARE. CREATE.



## OPEN

Purchase the theme packs, unwrap them, make a layout or two using them and have them on display at your events.

## SHARE

You've been asking, and we listened! The new CM theme packs make it easy to create cohesive backdrops for layouts, spreads, even entire albums! Complete with designer papers, stickers and one sheet of coordinating cardstock, these packs (along with the previously released Thanksgiving and warm-weather Christmas packs) feature themes from sports and animals to travel, the outdoors and celebrations!

### SPORTS THEME PACKS TO OPEN & DISPLAY

- Gridiron Theme Pack (Football)
- Grand Slam Theme Pack (Baseball)
- Just Dance Theme Pack (Dance)

### Specific things to share about the theme packs:

- **Gridiron**
  - **Paper Pack** – Flip through the papers and point out how they make your pages part of the game with patterns like perfectly-lined turf, speckled football leather, referee stripes and distressed stars. Show how all the papers and the included Grey Cardstock complement each other and suggest papers that could go together.
  - **Stickers** – Point out that the stickers can work for Australian Rugby with icons such as players on the move, footballs, stars and pennants, a ticket and scoreboard, as well as sayings and complementing border stickers that turn any project into an MVP like “Football” and “Go Team.” Show a layout without stickers first, then add stickers and border stickers to show how they complete it.
  - **Project themes to suggest:** Rugby teams young and old, kids matches on weekends and big game-day get-togethers.
- **Grand Slam**
  - **Paper Pack** – Flip through the papers and point out how they fit like a glove into any album with double-play patterns like a bevy of baseballs, uniform stripes, a freshly-mowed outfield and

game-day gear. Show how all the papers and included Royal Blue Cardstock complement each other and suggest papers that could go together.

- **Stickers** – Point out how the stickers throw a curve ball into your creativity with icons like a player lineup, bats and balls, a glove, ticket and scoreboard, as well as sayings and complementing border stickers that ensure no spread strikes out like “Slugger” and “Root for the Home Team.” Show a layout without stickers first, then add stickers and border stickers to show how they complete it.
- **Project themes to suggest:** Baseball teams with all-stars big and small, afternoons on the bleachers with hotdogs and pre-game parties.
- **Just Dance**
  - **Paper Pack** – Flip through the papers and point out patterns that pirouette across your pages like a troupe of pointe shoes and tutus, an ensemble of limber ladies in leotards, sassy stripes and a patchwork of star-making sayings. Show how all the papers and included Platinum Shimmer Cardstock complement each other and suggest papers that could go together.
  - **Stickers** – Point out how the stickers add lyrical love to layouts with icons like silhouetted soloists, music notes and stars, a trophy, ribbon and flowers fit for the finale, as complementing borders stickers and sayings like “Dancers are Made, Not Born” and “Show Them What You’re Made Of” steal the show. Show a layout without stickers first, then add stickers and border stickers to show how they complete it.
  - **Project themes to suggest:** Rehearsals, dance camps, recitals and team competitions.



**ANIMAL THEME PACKS TO OPEN & DISPLAY**

- Puppy Love Theme Pack (Dogs)
- Cattitude Theme Pack (Cats)
- What a Zoo Theme Pack (Zoo, Jungle)

**Specific things to share about the theme packs:**

- **Puppy Love**
  - **Paper Pack** – Flip through the papers and point out how its purebred patterns help you create best-in-show spreads like a pack of charming canines, stripes and spots and a collection of toys from balls to bones. Show how all the papers and the included Goldenrod Cardstock complement each other and suggest papers that could go together.
  - **Stickers** – Point out that the stickers track cuteness all over your projects with icons like paw prints and treats, a quirky doghouse, fire hydrant and so many balls, as well as complementing border stickers and sayings that sit and stay on any spread like “Home is Where My Dog Is” and “Be the Person Your Dog Thinks You Are.” Show a layout without stickers first, then add stickers and border stickers to show how they complete it.

- **Project themes to suggest:** Layouts with photos of your canine companion, dog-park shenanigans and volunteering at animal shelters.
- **Cattitude**
  - **Paper Pack** – Flip through the papers and their patterns that prove cats rule and dogs drool like a litter lounging among leaves, rows of copycats, gingham paw prints and simple stripes. Show how all the papers and included Beige Cardstock complement each other and suggest papers that could go together.
  - **Stickers** – Point out how the stickers look absolutely *meow*velous with icons like outstretched paws and a feast of fish, rolling yarn and boop-worthy noses, as well as complementing border stickers and *purr*fect titles like “Cattitude is Everything” and “Looking Good, Feline Good.” Show a layout without stickers first, then add stickers and border stickers to show how they complete it.
  - **Project themes to suggest:** Layouts with photos of your cat and handmade cards for your cat-loving friends and family.
- **What a Zoo**
  - **Paper Pack** – Flip through the papers and point out how they put your pages in their natural habitat with patterns like a canopy of jungle leaves, dashed diamonds, sand speckles and a herd of animal prints with wild words. Show how all the papers and included Dark Green Cardstock complement each other and suggest papers that could go together.
  - **Stickers** – Point out how the stickers free your creativity from its cage with icons like a curious giraffe and an ape gone bananas, feathered friends and smiley seals, the king of the jungle and tracks of all kinds. Show a layout without stickers first, then add stickers and border stickers to show how they complete it.
  - **Project themes to suggest:** Family days at the zoo, school field trips and animal-themed birthday parties.



#### TRAVEL & OUTDOOR THEME PACKS TO OPEN & DISPLAY

- Open Road (Road Trips, Vacations)
- Playtime (Outdoor Fun)

#### Specific things to share about the theme packs:

- **Open Road**
  - **Paper Pack** – Flip through the papers and point out how they drive a retro roadway across any page with patterns like a traffic jam of RVs and campers, a grid view from above, a looping swirl of arrows and a medley of mountains, flags and postcards. Show how all the papers and the included Peacock Cardstock complement each other and suggest papers that could go together.
  - **Stickers** – Point out that the stickers make pit stops on your projects with icons like road signs and directional markers, a stamp, hearts and stars, as complementing border stickers and titles like “The Bags are Packed” and “Bumper to Bumper” prove it’s about the journey, not the



destination. Show a layout without stickers first, then add stickers and border stickers to show how they complete it.

- **Project themes to suggest:** Family holidays, weekend day trips, road trips and camping from coast to coast.
- **Playtime**
  - **Paper Pack** – Flip through the papers and point out how they create the perfect climate for your pages with patterns like bold rainbow stripes, cloud cover and suns, sharp stars and watercolor raindrops. Show how all the papers and included Aqua Cardstock complement each other and suggest papers that could go together.
  - **Stickers** – Point out how the stickers let your imagination run wild with icons like a slide and swings, a kiddie pool and kite, flowers, stars, a wagon and balloons, as well as complementing border stickers and rollicking titles like “Young and Brave,” “Eat, Sleep, Play” and “Best Day Ever.” Show a layout without stickers first, then add stickers and border stickers to show how they complete it.
  - **Project themes to suggest:** Playdates at the park, weekends spent splashing through the sprinkler and digging in the sand, gardening, bike rides and more.



#### CELEBRATION THEME PACKS TO OPEN & DISPLAY

- Graduation Day (Graduations)
- Cheers (New Year's, Anniversaries, Birthdays)

#### Specific things to share about the theme packs:

- **Graduation Day**
  - **Paper Pack** – Flip through the papers and point out how they put the cap and gown on your pages with patterns like speckles shining in gold foil, a collage of wise words with gold foil accents, stars and a studious grid. Show how all the papers and the included Cream Cardstock complement each other and suggest papers that could go together.
  - **Stickers** – Point out that the stickers help you get the future started with icons like arrows and stars, a lightbulb with the right idea and a globe to guide you along the way, as well as complementing border stickers and sayings like “The World is Yours” and “Only the Beginning.” Show a layout without stickers first, then add stickers and border stickers to show how they complete it.
  - **Project themes to suggest:** Graduation day festivities for scholars of all ages.
- **Cheers**
  - **Paper Pack** – Flip through the papers and point out how they help you ring in the resolutions with patterns like cloudy confetti, dotted diamonds, a chorus of cheers and a collection of event essentials. Show how all the papers and included White Cardstock complement each other and suggest papers that could go together.

- **Stickers** – Point out how the stickers get the countdown started with icons like music notes and champagne flutes, a clock and cocktail, hearts and banners, as complementing border stickers and titles like “Toss the Confetti” and “Time to Party” will have you toasting to new projects. Show a layout without stickers first, then add stickers and border stickers to show how they complete it.
- **Project themes to suggest:** New Year’s celebrations, milestone moments, anniversaries, promotions and birthdays.



- **Coordinating products:**
  - **NEW** Keepsakes Laser Cut Embellishment Accents (pictured above left)
    - Laser cuts like gilded frames, perforated panels, looping doilies, feathered fans, cascading star cut-outs and more furnish your projects with fabulous frills. Plus, they feature a **NEW** larger size than traditional embellishments!
  - **NEW** Cable Chain Border Maker Cartridge (pictured above right)
    - It causes a chain reaction of creation with a geometric chain link design that joins layout after layout.
- **People to share theme packs with:** Anyone who loves creating cohesive, coordinated albums, layouts, cards and other paper crafts. Parents or guardians with kids on sports teams, people with pets and anyone who wants to look back on milestone moments.
  - **Suggested verbiage for sharing:**
    - “The new theme packs just arrived, and I can’t wait to share them with you at my next event on [DATE].”
    - “I’ll be sharing the newest catalogue and theme packs at my upcoming event on [DATE]. Let me know if you’re planning to stop by... you’re also welcome to bring a friend and get a complimentary gift from me. We’ll have the latest collections on display, we’ll make a page layout and there will be make-and-take borders using the latest tools.”

## CREATE

Let customers get up close and personal with the products. Suggest add-on items that will enhance their layouts like Foam Squares for under adding dimension to the stickers – they’re a perfect pair!

### IDEAS FOR WHAT TO CREATE

- One-page layout using any of the theme packs
- Make-and-take borders using any of the theme packs



## LIMITED TIME – WHILE SUPPLIES LAST

3-17 Dec. (starts 5:00am and ends at midnight AEDT or while supplies last)

## OPEN

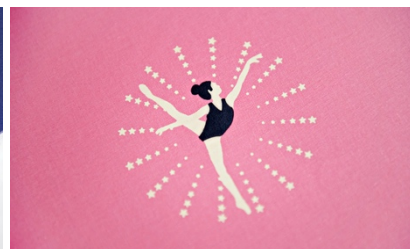
Purchase exclusive limited-edition 12x12 Theme Pack Album Covers, unwrap them and have them on display next to the coordinating theme packs at your events.

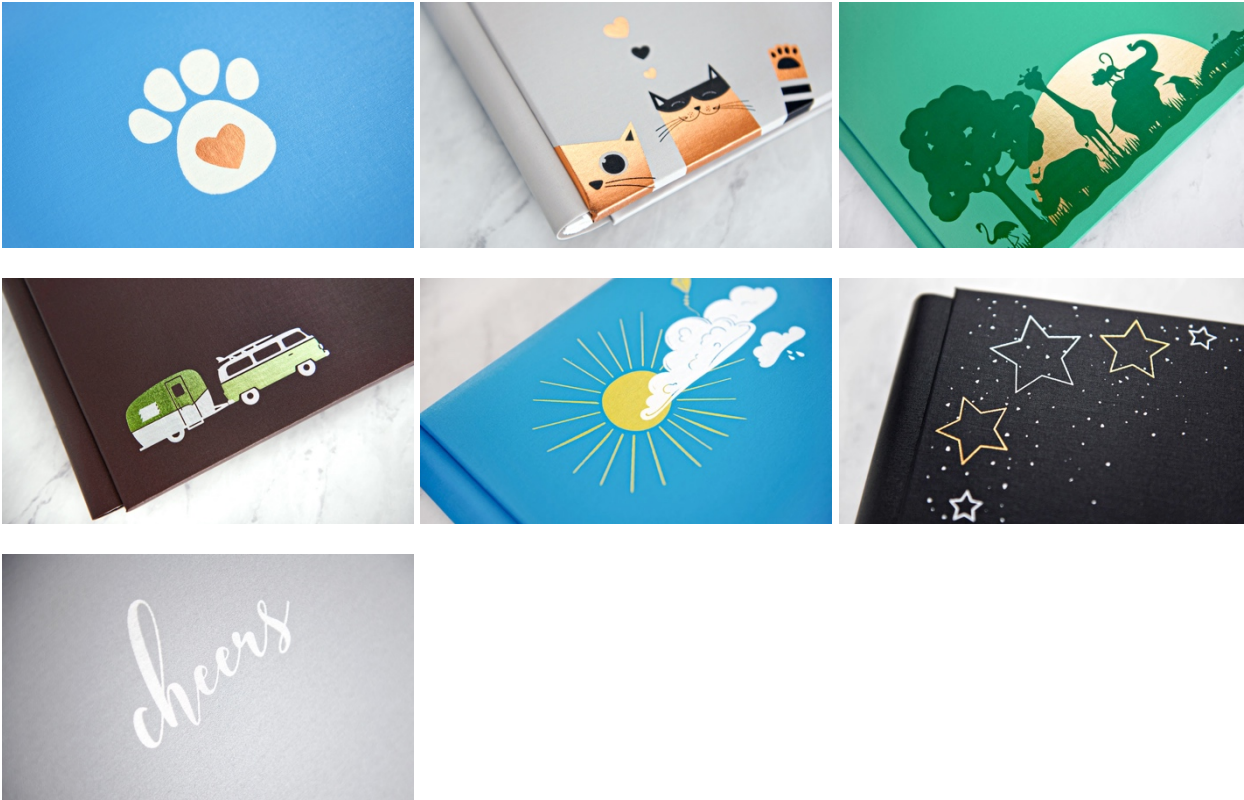
## SHARE

These adorable themed album covers will only be available for a limited time 3-17 Dec. (or while supplies last). They coordinate perfectly with our 10 new theme packs and feature foiled designs with themes from road trips and sports to zoo, pets, celebrations, holidays and more. You can **download the Theme Pack Album Covers Flyer from the Advisor HQ to share with customers as well.**

## THEME PACK ALBUM COVERS TO OPEN & DISPLAY

- Hunter Green Gridiron Album Cover (Football)
- Cobalt Grand Slam Album Cover (Baseball)
- Passion Pink Just Dance Album Cover (Dance)
- Azure Puppy Love Album Cover (Dogs)
- Warm Grey Cattitude Album Cover (Cats)
- Jade What A Zoo Album Cover (Zoo, Jungle, Safari)
- Chocolate Open Road Album Cover (Road Trips, Vacations)
- Ocean Blue Playtime Album Cover (Outdoor Fun, Kids)
- Ebony Graduation Day Album Cover (Graduations)
- Cool Grey Cheers Album Cover (New Year's, Anniversaries, Birthdays)





## DECEMBER EVENT PREP

- **Order the new theme packs**
  - Add on complementing products like the limited-time-only coordinating 12x12 Theme Pack Album Covers, new tools and recent collections like Winterberry. It's a good idea to have older collections that could coordinate with the new theme packs on hand, like Memoirs & Memories (Cheers, Graduation Day), Rainbow Rush (Playtime) and Scenic Route (Open Road).
  - Create the Project Recipe™.

## DECEMBER EVENT IDEAS

Offer extra classes in December, January and February:

- Start with an Open House night to launch your upcoming summer and new year schedule.
  - Make it easy and fun with seasonal decorations, simple food and themed drinks and strike up a conversation about holiday traditions everyone loves celebrating and resolutions for the new year.
  - Create displays that span all the upcoming holidays with Winterberry, Merry Little Christmas, the Festive Plaid Paper Pack and the 'Tis the Sea-Sun Theme Pack.
  - Give everyone a Wish List, catalogue and pen when they arrive and have additional giveaways throughout your events (Open House Embellishments are the perfect gift or a free crop voucher).
  - Encourage orders and offer bonus items for reaching spend levels or bringing a friend.
  - Offer the CM business opportunity –
    - Everyone could use a little extra income during and after the gift-giving season.
    - Share the Q4 Advisor Join Offer and have the exclusive bundle on display so guests can see and use the limited-edition products.
    - Let them know that if they join your team, you'll help them get to Level 2 by 30 April, 2020, and they'll not only earn more, but they'll be on their way to earning points towards Getaway rewards. Let them know about the Custom Album Cover and Getaway travel rewards available.



- Plan a theme packs launch event at your home or with other Advisors at a central location.
  - Use the packs to share and create layout ideas from the blog.
  - Have make-and-takes with the new Cable Chain BMC.
  - Print What's New Flyers and Wish Lists for every guest and offer your upcoming schedule so they can sign up for more of your classes.
    - Plan a weekly schedule of events/classes leading up to and after Christmas – they're a great way for guests to relieve stress and create gifts during the hustle and bustle of the season and then relax after it's all done.
  - Offer a FREE bonus follow-up workshop if guests order \$X at your launch event.
- Promote the Limited Time Album covers immediately to your contacts
  - Download and share the marketing images via social media and email
  - Hop on the phone with contacts you know have an interest in, or connection to any of the album cover themes to share the details, they'll be so thankful you thought of them
  - Print copies of the flyer to take with you everywhere you go, display a flyer in your workplace and any local community notice boards
  - Encourage people to place their own orders via your Personal URL or collect orders to place together and be sure to split the shipping fee between the orders people place with you and include a handling fee to cover your time when the orders arrive for any deliveries you make
- These classes work great with customers who are new OR more experienced with scrapbooking and crafting:
  - **Theme Packs Class** – Create layouts to go inside the coordinating album covers or to display with the Wooden Frame Hanger.
  - **Winterberry Project Recipe™ Class** – Great way to encourage printing photos of winter activities and any pictures that coordinate with the soft, watery blues in this collection design.
  - **Card Class or Photo Décor Kit Class** –
    - Design personal Christmas greeting cards with Blank Card Kit, Merry Little Christmas and Open House Embellishments (they go hand-in-hand!).
    - Great introduction to Creative Memories and for guests to think about holding their own class.
    - Offer a complimentary card or let guests choose two cards for a small fee, such as \$10.
    - DIY cards add a handmade feel to the Christmas season and the whole kit is a great gift itself.
  - **2020 Desk Calendar Class** – Order one in advance to have on display at your class or design one with your guests.
  - **Custom Products Class** – Create Complete Custom Albums, Album Covers and/or Custom Refill Pages together to show how easy and fun it is to upload digital photos and choose backgrounds, fonts and more for a perfectly personalised project.
  - **Global Glow Recipe Template Class** – Have displays ready using the template and recent collections (this is a great way to get products into guests' hands).
  - **Paper Pack Class** – Leave with eight pages completed in three hours.
  - **Season-Themed Class** –
    - Choose seasonal collections such as Harvest Delight, Simply Sunshine, Citrus Summer and Winterberry for people to catch up on their year of photos
    - Plan themed Project Recipe™ classes and let customers choose collections that match their seasonal activities.
  - **Paper Buffet™ Class**
  - **Tools & Techniques Class** – Learn about the new (and previously released) tools and create borders and/or cards.
  - **Happy Hour** – Create with Happy Albums using the newest kit and the planner bundle.
  - **Sip & Sort** – Sip on spirits and sort photos already printed or on devices (Hint: Hold a Sip & Sort class weekly through the Christmas season).

**For information on Advisor Events or to invite other Advisors in your area to your upcoming Advisor-and-Friends event, contact Tracey Trembath ([TTrembath@CreativeMemories.com](mailto:TTrembath@CreativeMemories.com)).**