

October Marketing Tips

OPEN. SHARE. CREATE.

MERRY LITTLE
CHRISTMAS



OPEN

The best way to introduce Merry Little Christmas to new and current customers is to purchase the products, unwrap the products and have them on display at your events. When customers hold them in their hands, they can see the traditional and trendy palette of the papers, icon shapes straight from Santa's workshop, sticker sayings sure to make the Nice List, layering possibilities of the embellishments and how everything could be used together.

MERRY LITTLE CHRISTMAS PRODUCTS & TOOLS TO OPEN & DISPLAY

- 12x12 Rose Red Merry Little Christmas Album Cover
- Merry Little Christmas Paper Pack
- Merry Little Christmas Mat Pack
- Merry Little Christmas Stickers
- Merry Little Christmas Laser-Cut Embellishments
- Merry Little Christmas Die-Cut Embellishments
- Merry Little Christmas Fast2Fab™ Gift Box Bundle
- Merry Little Christmas Fast2Fab™ Bundle
- Merry Little Christmas Fast2Fab™ Album
- Merry Little Christmas Fast2Fab™ Refill Pages
- Ornament Chain BMC
- Pine Tree Punch
- Petal Frame Punch
- Global Glow Recipe Template

SHARE

The Merry Little Christmas collection was inspired by the anticipation and excitement of Christmas morning, wrapping presents, decorating cookies and the buzz of magic that fills the air in the gift-giving season. Its bright, jolly palette spreads good cheer across layouts for photos of Christmas parties and holiday markets, singing carols, building gingerbread houses and family moments around the tree.

Specific things to share about the collection:

- **Album Cover** – Made of durable bookcloth in radiant Rose Red, it warms your heart with a present of poinsettias bursting from one corner in chili red and silver matte foil.
- **Paper Pack** – Flip through the papers with their joyful palette and point out how they deck the halls and your album with patterns like candy cane stripes, holly and berries, whimsical trees, cheeky gnomes and perky polka dots and how all the papers complement each other and suggest papers that could go together.
- **Stickers** – Point out that the stickers include icons that wrap a scarf around your spreads like ornaments and stylish stockings, peppermints and gifts, bows and chatty gnomes, along with sayings such as “Decemberrrrrrr,” “Dear Santa, Define Good” and “Merry Everything and Happy Always” and

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

- **Embellishments** – Display embellishments so customers can see how the laser cuts create dimension and how they can be layered with the die cuts. Show how customers can cluster embellishments together on a layout.
- **Mat Pack** – Flip through the mats and show how patterns like plaids, stars and presents piled high can be used to mat photos or as page decorations while journal spaces wrap projects up in a bow with designs such as serving platters, gift tags and envelopes.
- **Fast2Fab™ Gift Box Bundle** – Have the Merry Little Christmas Fast2Fab™ Gift Box Bundle on display. Show all the items in the bundle and the matching gift box they come in, flip through the Fast2Fab™ pages, pointing out how pre-designed patterns like evergreen bristles and tree bark, pretty leaves and plaid, a garland of berries and grids guide customers through any project. Complete a page so they can see how easy it is and share that the Fast2Fab™ Album, Refill Pages and Bundle are also available sold separately.
- **Project themes to suggest:** Christmas albums overflowing with seasonal spirit, sunny days making snow angels and sledding, wrapping gifts, stringing lights and time spent with family and friends, plus greeting cards full of glad tidings.



- **Coordinating products:**
 - **NEW** Ornament Chain Border Maker Cartridge (pictured above left)
 - Creates a string of opulent ornaments ready to be strung along any Christmas spread, layout or greeting card.
 - **NEW** Pine Tree Punch (pictured above middle)
 - Inspires you to go *fir* it on spreads, cards and paper crafts with the coniferous character of its sharp pine tree shape.
 - **NEW** Petal Frame Punch (pictured above middle)
 - Adds a corsage to any creation with an unfurled petal design that makes BOTH borders and frames!
 - **NEW** Global Glow Recipe Template (pictured above middle)
 - **NEW** Festive Plaid Paper Pack (pictured above right)
 - Flip through the papers with their Christmas-at-the-cabin palette and point out how they snuggle up to the fire with plaid patterns both wide and thin. Show how all the papers complement each other and suggest papers that could go together.
 - Cardstock: Crimson, Red, Leaf Green, Dark Green, Beige
 - Bookcloth Album Covers: Ruby, Hunter Green, Ebony, Cool Gray
- **People to share it with:** Anyone who loves Christmas, giving handmade Christmas gifts, adding personal touches to greeting cards and feeling the warm-fuzzies of the holiday season with friends and family coming together to celebrate.
 - **Suggested verbiage for sharing:**
 - “The Merry Little Christmas collection just arrived, and I can’t wait to share it with you at my next event on [DATE].”
 - “I’ll be sharing the newest catalog and Christmas collection 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

Creating a project allows customers to see, touch and feel the way the products in the collection work together, to try tools and ask questions about how to use them. It ignites creativity and gives customers something beautiful to leave with. It also gives *you* the opportunity to teach techniques that could be useful!

IDEAS FOR WHAT TO CREATE

- Merry Little Christmas Project Recipe™
- One-page layout using Merry Little Christmas
- Create a Merry Little Christmas Fast2Fab™ page
- Make-and-take borders, greeting cards and paper crafts



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 feature themes like Thanksgiving and warm-weather Christmas, with many more themes to come!

Specific things to share about the theme packs:

- **ThankFULL**
 - **Paper Pack** – Flip through the papers and point out how they spread goodness and gratitude with patterns like wishbones, angled stripes, doily dots and a patchwork with pumpkins, pie and sayings that suit the season. Show how all the papers and the included cardstock complement each other and suggest papers that could go together.
 - **Stickers** – Point out that the stickers add the final festive ingredient with icons like hearts, scrumptious sides and a turkey to festoon with feathers, along with words, titles and complementing border stickers to carry on the customs such as “Gather Together,” “Best Recipe Ever” and “Around the Table.” Show a layout without stickers first, then add stickers and border stickers to show how they complete it.
 - **Project themes to suggest:** Thanksgiving, harvest days at the pumpkin patch, raking leaves in the yard and Friendsgiving.
- **'Tis the Sea-Sun**
 - **Paper Pack** – Flip through the papers inspired by the Christmas season in the sun and point out how they bring the ho-ho-heat with patterns like palm leaves, tropical flowers, festive dots and swirling strands of lights. Show how all the papers and included cardstock complement each other and suggest papers that could go together.
 - **Stickers** – Point out how the stickers encourage singing carols and building sandcastles with icons like a sunglasses-wearing pineapple, lit palm tree and cacti and Santa sporting flip-flops, along with sayings and complementing border stickers full of spirit such as “Deck the Palms,”

“Christmas Paradise” and “Let’s Jingle & Fla-mingle.” Show a layout without stickers first, then add stickers and border stickers to show how they complete it.

- **Project themes to suggest:** Christmas in warm-weather locations or getaway vacations spent in sunscreen instead of sweaters.

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 ThankFULL
- One-page layout using 'Tis the Sea-Sun
- Make-and-take borders and Christmas cards using the theme packs



OPEN

Purchase the Wooden Frame Hanger and [unwrap it](#). Then follow these instructions (and refer to the images below):

- 1) Create a layout with the top and bottom 1/2” empty or with cardstock/designer papers you don’t mind being covered (this part will be hidden by the frame).
- 2) Insert the layout into the frame by loosening the screws on each of the wooden bars and sliding it between.
- 3) Once positioned, tighten the screws and adjust as needed. Then hang it!
- 4) When you want to switch out your wall décor for a new layout, remove the existing one and slide it into your photo album with a Top-Loading Single-Pocket Page or adhere it to a White Refill Page.



SHARE

The Wooden Frame Hanger lets you make a layout you love and display it on a wall at home, work or wherever and add it to your scrapbook when you’re done! With the included wooden bars and attached chain, it takes the care and love you put into creating a layout and hammers it home, making it easier than ever to add a personal touch to any space.

CREATE

Create a layout following the instructions in bullet 1 above and let everyone take turns putting their layout into the frame. Show them how easy it is to remove it from the frame and add it to a 12x12 album cover.

OCTOBER EVENT PREP

- **Order the Merry Little Christmas collection**
 - Add on complementing products like the Festive Plaid Paper Pack, Global Glow Recipe Template and new tools
 - Create the Project Recipe™
- **Order the ThankFULL and 'Tis the Sea-Sun Theme Packs**
 - Plan time to create samples for your displays for upcoming events

OCTOBER EVENT IDEAS

Offer extra classes in October, November and December:

- Start with an Open House night to launch your upcoming autumn and Christmas schedule (especially with Croptoberfest)
 - Make it easy and fun with seasonal decorations, festive food and themed drinks and strike up a conversation about traditions everyone loves celebrating this time of year.
 - Create displays that span all the upcoming holidays with Merry Little Christmas, the Crafty & Cozy Card Kit, Harvest Delight and Wicked Cute
 - Give everyone a Wish List, catalog 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 and share the Q4 Advisor Join Offer – have the exclusive bundle on display so guests can see and use the limited-edition products
- Plan a Merry Little Christmas product preview event at your home or with other Advisors at a central location
 - Share and create layouts mixing and matching with products in Merry Little Christmas
 - Suggest ways to use the collections like family traditions around this time of year and Christmas activities
 - 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 leading up to Christmas – events are a great way for guests to relax and relieve stress during the hustle and bustle of the season and create gifts
 - Offer a FREE bonus follow-up workshop if guests order \$X at your launch event
- These classes work great with customers who are new OR more experienced with scrapbooking and crafting:
 - Merry Little Christmas Project Recipe™ Class
 - Paper Buffet™ Class
 - 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)
 - Crafty & Cozy Card Kit Class or Photo Décor Kit Class –
 - 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 \$5
 - DIY cards add a handmade feel to the Christmas season and the whole kit is a great gift itself
 - Theme Packs Class –
 - Prep for Thanksgiving and Christmas with the ThankFULL and 'Tis the Sea-Sun Theme Packs and inspire more picture-taking during this special time of year
 - Festive Plaid Paper Pack Class – Leave with eight pages completed in three hours
 - Autumn-Themed Class –
 - Halloween and Thanksgiving albums – Plan themed Project Recipe™ classes and let customers choose collections that match their autumn activities like Harvest Delight and Wicked Cute
 - Tools & Techniques Class – Learn about the new tools and create borders and/or cards
 - Happy Hour – Create with Happy Albums using the newest kit
 - Sip & Sort – Sip on spirits and sort photos already printed or on devices (Hint: Hold a Sip & Sort class weekly until your Croptoberfest events or through the holiday season)

For information on Advisor Events or to invite other Advisors in your area to your upcoming Advisor-and-Friends event, contact Diane Lampert (DLampert@CreativeMemories.com).