

Creating Labels for Less Work and More Income

Song of My Heart Stampers 30-Day Business Booster Challenge

There is magic in a well-labeled catalog! Too many demonstrators send out their “storefront” without adequate, professional-looking contact information and reminders. It is a lost opportunity every time! Choose to maximize your business efforts by making a concerted effort to always have appropriate, well-designed labels on ALL of your business materials.

What should I put on my labels?

- It's tempting to cram as much info on a label as possible, but less is actually more when it comes to choices you ask of the customer. Choose the top two ways **you** prefer people connect with you and the TOP action **you** want them to take.
- Don't make the font so small they need a magnifying glass to read it! Print in dark, black ink and a font that is at *least* 9 pt or higher.
- Only ONE line should be bolded to catch their attention, and watch overuse of exclamation points. Be excited, but professional.
- Use a readable font style (not super scripty cursive). Be succinct, using as few words as possible. Use four lines MAX on a regular address label.
- Use shortened links, such as Bit.Ly, to make long web addresses fit better.

What should my labels look like?

- Print your own, or order? Are you capable of designing a professional-looking label with the technology you have at home? If not, order them from a printing service. I have always been satisfied with VistaPrint, and they often have really good sales or cheap upgrades.
- Graphic logos are great for promoting your brand, but often either don't translate well to small labels, or take up too much valuable space. If you want to carry your theme over, use the font styles (and colors) you have chosen for your look.
- Graphic labels or colored/printed backgrounds often raise printing prices. Remember that it is MOST important to be able to clearly read the information. Go for professional over cutesy.
- If you want, order plain black and white labels and leave room for a small stamped image. Just remember to stamp them all in advance, or when push comes to shove down the road, you'll find yourself slapping unstamped labels on things just to get it out the door.
- On the backs of the catalogs, there is lots of room for larger labels, or multiple labels. But the most versatile label size is the basic return address. If expense is a factor, get that size.
- If you want to use actual business cards as labels (most of us have plenty of them!) My favorite way is to use the Sizzix multipurpose adhesive sheets to turn them into stickers to permanently attach business cards to catalogs. You won't need to order business card labels in addition to business cards --and it contributes to your sales.

What kinds of labels should I make or order?

- **Return Address:** the most common label you'll need (order lots). Add one line of contact info to your street address, such as email or phone number. Use only for correspondence. There's really no need (and a small privacy concern) to have your home address on every catalog.
- **Like What You See?** Ordering information only. I put this on the front and back of every catalog. I want them to easily find this information the moment they decide to visit my store.
- **Join Now!** Sign up information only. I put these on my recruit brochures but also on my catalogs. Use a shortened form of your personalized sign up link.
- **Paper Pumpkin personalized link:** I put these on every page where Stampin' Up promotes Paper Pumpkin, because the generic links they list do not lead them to sign up with ME. You can use a smaller label for these to save some money, as there are usually several generic links to cover.
- **Connect with Me:** your blog, Facebook biz page, Instagram user name, Twitter handle, etc. This one is to show them the variety of ways you can be followed. Give them an easy way to choose a platform or two to keep in regular contact with you. Always leave them with an action item!

What are other fun labels to have?

- **With Love from Your Upline:** I use this for all team correspondence, just to remind them they have a cheerleader in their corner and I really do care about them personally.
- **Your New Catalog is Here!** I put these on the outside of mailers. Mine has a line about enjoying a complimentary catalog and thanks them for choosing me as their demonstrator. Just a gentle reminder that I have invested in sending it to them, am ready to work for them, and it would be appropriate to order :)
- **Club Advertising:** I use these on the thank you envelopes I send to any customer who is not a club member already, just to remind them I have an online club and they could be getting benefits from ordering regularly.
- **Class Schedule:** many demonstrator use large labels to list their regular monthly events for the quarter or six months in advance. Put these on your mini catalogs (as they will be outdated soon), or attach to old workshop invitation postcards as card guards. Don't put them on envelopes or things that will be tossed.
- **Current Specials:** take advantage of the opportunity to inexpensively remind customers of ongoing short-term promotions and offers.
- **Referral Benefits:** if you have a customer referral program, do your customers know about it? You could reward them for giving away their set of catalogs with a new set and a \$5 gift certificate or coupon off an event.
- **Swapping Labels:** if you do a lot of swapping, it can be fun to have a special "created by" label for the backs with your name, title, hometown, blog and email address.
- **Made with Paper Pumpkin Products:** one of my downlines labels all the cards she makes using alternative ideas from her monthly kit. Over time, customers notice how versatile they are.
- **Special Orders Accepted:** if you take special orders, let people know! List some occasions to prompt them to think about what's coming up in their lives, like wedding invitations, baby announcements, party favors, etc.

Final Thoughts:

- Label all your catalogs as soon as you receive them. Yes, it's a little tedious, but you are far more likely to be prepared in a pinch, and far more likely to actually follow through and give them all out. Take the books out of the boxes and get them on a shelf that's at eye level. Every year at the end of the season, downlines give me cases of catalogs they never labeled and never opened. What a waste!
- Make it a practice to check your label stash and print or order as needed, every time you preorder new catalogs. Get in the habit now so that when the new books arrive and customers are clamoring for them, you don't have to wait to distribute them solely because you forgot to have labels ready.
- Always have a way to print labels at home, even if you usually order them. Keep your printer in ink and a package of self-print label paper handy. There will likely be a time when it saves your bacon to have that ability in an emergency or for a special limited-time opportunity.
- Obviously, if you used every label listed here, your catalogs would be plastered with them! That's the visual equivalent of all the ads competing for your eye in the middle of Times Square or the Vegas Strip. I shoot for no more than two labels on any one cover, back page, or envelope. I am hungry for their business, but not starving for it.
- If there is one label that is most important (the ordering one!), slant it at an angle rather than attaching straight. Items that don't fall into typical visual lines stand out. Angle it enough that it is clear it is not just sloppily stuck on, but purposefully slanted.