



Making it SIMPLE for YOU to become a great scrapbooker

What is Scrap Girls all about?

Information for applicants



Scrap Girls Is...

- A fun scrapbooking community for computer scrapbookers, paper scrapbookers, and the burgeoning number of hybrid scrappers.
- A cool place for consumers and designers to hang out with a complete online mall of digital supplies that can be used by traditional scrappers and crafters.
- A company that offers designers and writers fair royalties for the sales of their works.
- A site where designers and writers own their own work, get paid by royalty for every sale, and have no limits on the volume of their online catalog, no up front fees, limited exclusivity contracts, and a support group of other talented designers. In other words, there is a lot of flexibility for the designers and writers, which is a rarity in the scrapbooking industry.



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What benefits does Scrap Girls offer designers?



Benefits for designers

- A team of people who are and have been “scrapbooking insiders” including teachers, marketing directors, website owners and designers, magazine-contributing writers and editors, and designers who have been published by large manufacturers and major corporations.
- A support team that is actively and thoroughly marketing the complete site through effective Internet and print media techniques.
- Owners whose goals are to help designers make as much money as possible from their ideas. Owners who have worked in scrapbooking marketing and have inside knowledge on how the industry “really” works. Owners who intensely care about the success level of each and every one of the designers who are accepted as a member of our team.



Benefits for designers

- Access to the knowledge, leadership, and experience of a CEO that has the right background to do it right.
- Access to financial opportunities that are not apparent to our web visitors.
- A fair royalty payment that has been designed to benefit the creator of the work and ensure that the company is successful so we can help you succeed.
- No upfront costs such as bandwidth charges, storage fees, or other shared expenses. When you become part of the Scrap Girls family, these matters are managed by the business side of the company for you. This is because we want you to do what you do best - design.

If you are accepted on our team, it means **we believe in you** and so, you will find the full force of the company will be thrown in your direction to help bring out that God-given talent you are blessed with and we believe you were meant to use. Your design and technical questions will be answered, you will be helped along the way. Why? Because the better we are at mentoring you, the more you grow and produce beautiful products which our consumers will long to buy.

- No risk. If things don't work out, you are free to walk away with all of your designs intact, as you own the copyright for them.



Benefits for designers

- Designers/authors don't have to worry about hosting fees, bandwidth, creating a site, paying someone to create a site, or arranging to receive credit card payments, which can be time-consuming and expensive. These expenses, along with marketing expenses and effort (which are generally too expensive and time-consuming for individuals trying to create their own site alone), are borne by the Scrap Girls company.
- Scrap Girls has a system in place to pay designers fair royalties on a monthly basis.
- Scrap Girls has a system in place to manage customer needs. The only expectation the management team will have is if a consumer has a specific question about one of your items which we are not able to answer that you respond to the question as quickly as possible.



Benefits for designers

- The Scrap Girls management team works incredibly hard to market the site so consumers become motivated to buy your designs and digital books. Since marketing is responsible for the majority of sales on any Internet retail site, the importance of this item cannot be underestimated.
- Regular designer/author insider discussions in which the management team and product design team share new trends to watch, new techniques to use, new color combinations that are coming, ideas that need to be developed, what consumers are asking for, and more. You'll have the inside track on what to do so you can make as much money as possible.
- Finding that you are part of a close-knit design family who wants to help you be your best and are open with their knowledge and techniques so you can do well. We truly do have nice people here. Nice is the word.



Benefits for designers

- Extensive training in how to scan your designs, how to create your files, how to submit your files, how to name your files, how you will be paid, what the product structure is, how to fit your designs into the product structure, and more. Everything is decided for you, which allows you to do the fun part... design!
- Scrap Girls has a Creative Director whose resume is longer than she is tall and it includes teaching college courses in art and design. Her job at Scrap Girls is to help the product design team to be as polished and prepared as possible.
- Your designs will be used in marketing and public relation campaigns. This will create consumer demand for your work. You are not on your own when you become a Scrap Girls designer. You become part of a tight-knit family in which you are helped and watched over and supported every step of the way.



Note about exclusivity

- Please read the following carefully, as you will be expected to follow them to the letter should you be accepted as a team member.
 - Allowed:
 - You are allowed to have your own web site which you are free to sell things from, if you wish.
 - You are allowed to be on most layout teams (digital, paper, whatever). This participation in other teams must be approved. If you have questions, please ask.
 - You are allowed - should the opportunity present itself - to design product for a paper manufacturer.
 - You are allowed to design other types of things for other web sites. By this, we mean products that are not normally associated with or that would not have the potential to become associated with our company. In other words, these items must be the type of products which we would not be interested in selling here. If you have questions, please ask.
 - Not allowed:
 - You are not allowed to sell your digital/printable scrapbooking wares that we would be interested in selling at Scrap Girls at any other competitive **group** digital/printable website other than your own personal (**single-man**) site while you are associated with us. This means any and all digital designs must be sold at your own site or at Scrap Girls and may not be sold on other group/competitive sites. A two-person partnership is considered a group site.



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How do you apply to become a Scrap
Girls team member?



Application Process

- Information for all applicants:
- Download the Scrap Girls non-disclosure agreement (available at www.scrapgirls.com/nondisclosure.pdf), sign it, scan it, and email it to us with your application. This non-disclosure agreement is simply a "I won't tell what I hear next" agreement, because if you are accepted into the next level of discussions, you will be privy to confidential information.
- Make sure that you include the following information:
 - Your name
 - Your address
 - Your email address



If you are interested in becoming a product designer

- If you are interested in becoming a product designer...
- Send an email to rozanne@scrapgirls.com, valerie@scrapgirls.com, and brandie@scrapgirls.com that introduces yourself. Tell us about....
 - Your design background.
 - Any relevant personal background (such as pertinent education, training, experience, publishing history, etc.).
 - What your goals are for yourself as a designer/author.
- A Scrap Girls designer is expected to be able to design well on both sides of the house as this challenges them and causes them to grow. We are most interested in designers who can demonstrate that they can master **both the pre-designed product types** (such as collections, papers, embellishments, alphas, easy pages, etc.) and **the ScrapSimple product line** in which the designer is creating design tools for others to use in their work.

As you can see, this is generally not work that a beginning designer is able to achieve. If you are not to that level yet, you may want to go off and practice for a while and then apply later. If you do feel capable of working in these areas, we are interested in receiving your application.

- Please provide samples from both sections.

Section 1: Pre-designed product types:

- A coordinating set of papers
- Two groupings of embellishments to match your set of papers (A grouping is a collection of embellishments that fits nicely on a 8.5x11 page.)
- An alpha

Section 2: A selection of of ScrapSimple product types such as:

- A ScrapSimple Paper Template
- A ScrapSimple Tools Product (Styles, Shapes, Actions, Patterns)
- A Digital Layout Template
- A Brush Set



If you are interested in becoming a layout artist

- Send an email to hello@scrapgirls.com, valerie@scrapgirls.com, brandie@scrapgirls.com, and laurel.lakey@gmail.com that introduces yourself. Tell us about...
 - Your layout design background.
 - Any relevant personal background (such as pertinent education, training, experience, publishing history, etc.).
 - What your goals are for yourself as a layout artist.
 - What other teams you are currently part of.
- Include six samples of your work.
- **Note:** The rules about designing products for another site are applicable for any team member, including a layout artist. If you have questions, please ask.



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The Scrap Girls management team knows and understands that the key to our success is to ensure that our design team is well trained and happy. We understand that the ongoing success and viability of the company are hung on our ability to follow through and provide fabulous consumer service, training, as well as marketing programs that really work in today's Internet environment. We promise you we will do everything in our power to help make that happen. If you become one of our team members, we become extremely committed to seeing you succeed. We believe that the most important job you will have as a designer/author is to create, and that is what we want you to spend your time doing. Leave the business end to us. Together, we will turn Scrap Girls into the greatest crafting site on the web!