

Inspiration for Independent Creatives



...to unlock a flow of raving fans to your creative business.



Sarah Cressall



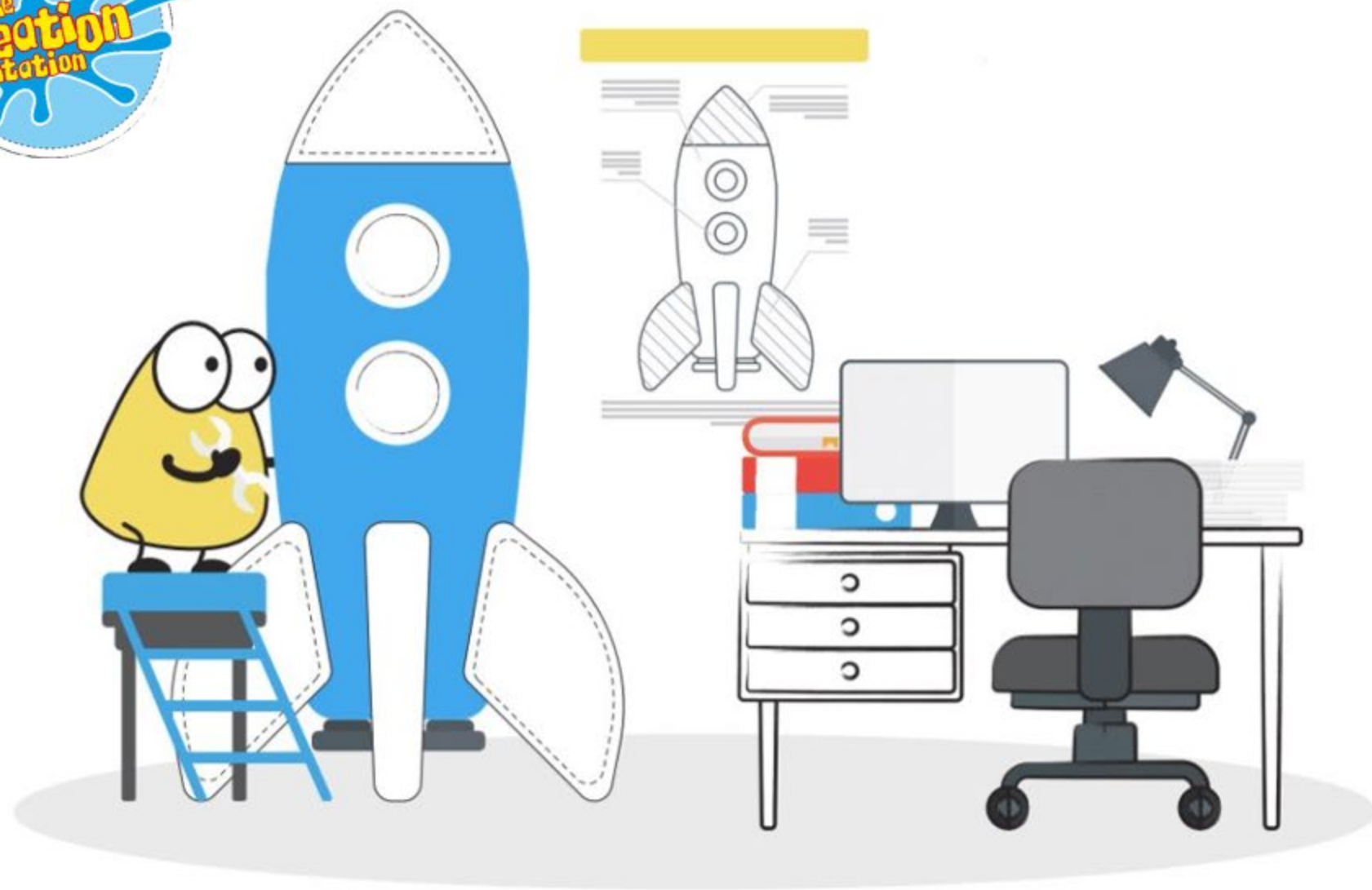
@SarahCressall



@CreationStationInspiration



@CreationStationLtd



IMAGINE

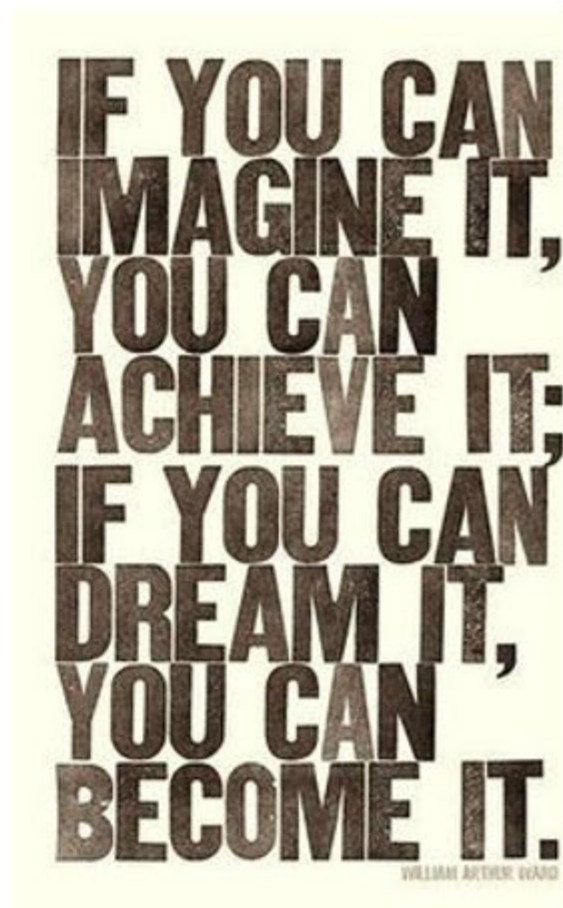
A world without
creativity



CREATIVITY



TO UNLOCK A FLOW OF RAVING
FANS TO YOUR CREATIVE
BUSINESS



Sarah Cressall



@SarahCressall



@CreationStationInspiration



@CreationStationLtd



CREATIVE SPARKS

- Mum to 3, wife to Duncan 😊
- Number 1 best selling author
- Founder of The Creation Station
- 1 million+ children and adults inspired
- 25,000 kids and families each week
- 100+ Franchise owners
- 13,000 art & Crafts products
- Over 6,000 reviews rated 5 star on Trust pilot
- Rated 5-Star by our franchise owners
- Co-founder Childrens Activity Association
- Board member of British Franchise Association
- Ranked in the top 10 most powerful women in franchising



SO WHY AM I
STANDING
HERE TALKING
TO YOU?





- In a wheelchair for a couple of years
- 2 main suppliers closing in the same month
- Contract for 10,000 new calendars in Woolworths
- Launched separate franchise for out of school clubs - didn't work
- Developed membership site – technical end too clunky
- Needed national marketing with no national budget



CREATIVITY



CREATIVE SPARKS



SO WHY AM I
STANDING HERE
TALKING TO YOU?



It's going ok...



CREATIVE
SPARKS

Winner of;

Ranked; #15 Top Franchises in the UK – Elite Franchise – Global Franchise 2019

Winner Most Supportive Franchise and Top Franchise Award – Working Mums 2018

Winner Sylvia Anderson Award for Creativity 2018

Winner Best Franchise Children's Services – Best Franchise Awards 2017

Winner Best Website – Franchise Marketing Awards 2017

Winner Excellence and Innovation – Children's Education Services 2017

Finalist Richard Branson's Impact Award 2016

Winner Best Creative Play Award 2015

Finalist Festival Supplier Awards 2015

Winner Entrepreneur of the Year 2013

Finalist Business Woman Of The Year 2012

Winner Best Woman Franchisor UK 2011 - EWIF Awards

Winner Best Franchisee Marketing Support 2012

Winner 'Crème de la Crème' Business Award 2011

Winner 'Best Interactive Business' Award - Mumpreneur 2011



CREATIVITY



CREATIVE INTELLIGENCE

POWER TO: THINK,
CONNECT
CREATE AND INSPIRE



CREATIVITY





"If you can change peoples lives you have a business" Richard Branson



CREATIVE SPARKS



SOLVE
MEANINGFUL
PROBLEMS

>> How do people feel when they engage in crafting /creative activities?



WANT TO SEE MY OUTFIT?



How do you empower your people and teams to think, connect create and be inspired?

IDEAS

Creativity

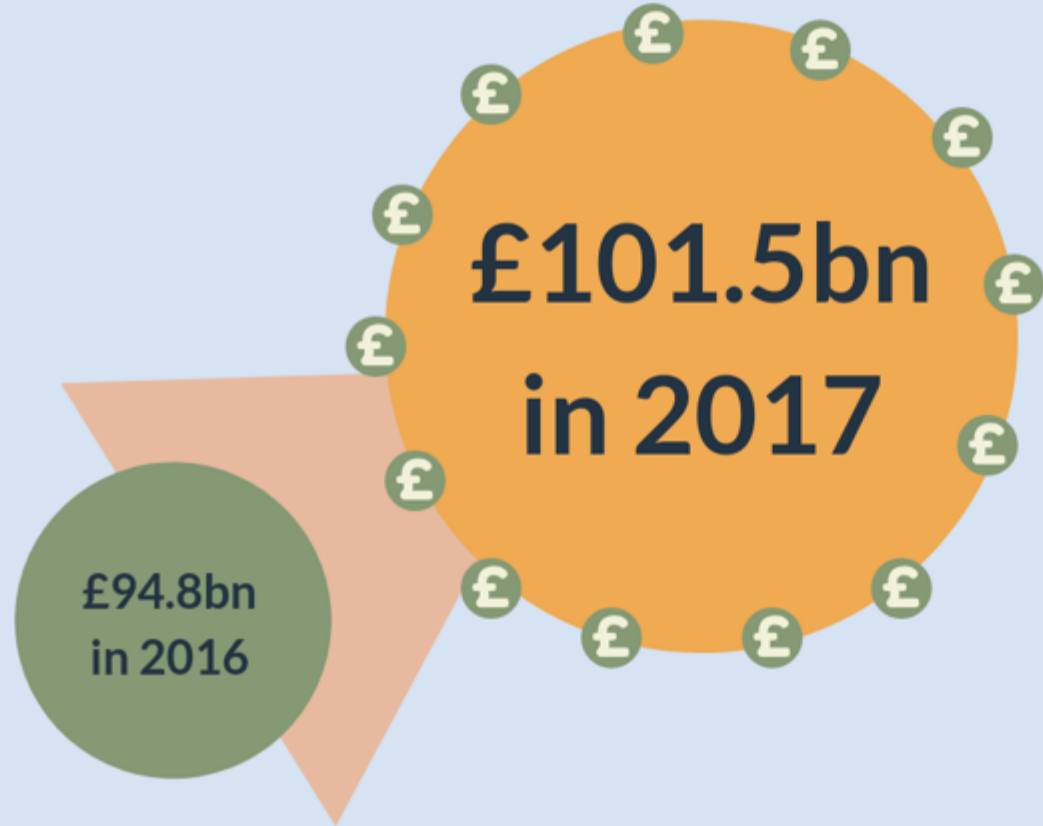
WHAT'S YOUR
WHY



CREATIVITY



The Value of the UK's Creative Industries



Source: DCMS Sectors Economic Estimates 2017: GVA

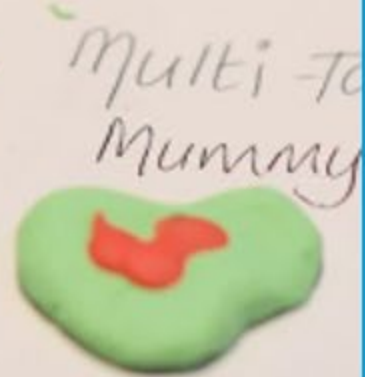
5.5% of the UK economy.
1 in 11 jobs across the UK

IDEAS

Creativity



CREATIVITY



SUPERHERO
IN OUR
COMMUNITIES

SOLVE
MEANINGFUL
PROBLEMS



CREATIVITY



CREATIVE SPARKS



FEEL THE FEAR
AND DO IT
ANYWAY!



NICE PEOPLE



COMFORT
ZONE

LIFE

CREATIVE SPARKS



THE GOOD
STUFF
STARTS HERE



WANT TO SEE MY OUTFIT?



F A I L



First Attempt In Learning

CREATIVE
SPARKS

3

WHAT
DOESN'T KILL
YOU MAKES
YOU
STRONGER



WANT TO SEE MY OUTFIT?



Walt Disney was fired from the Kansas City Star because his editor felt he "lacked imagination and had no good ideas."



CREATIVE SPARKS

3

WE CAN DO MORE
THAN WE THINK WE
CAN





Oprah Winfrey suffered abuse, ran away from home at 13, became pregnant at 14 and lost her child. She went on to become talk show host, media executive, actress and billionaire philanthropist.



"Have passion, believe in your dreams, believe in yourself even when no one else does, and keep going when hope is lost. Don't be afraid to fail." **Oprah Winfrey**



WE CAN DO MORE
THAN WE THINK WE
CAN



CREATIVITY



CREATIVE SPARKS



WHAT DOESN'T
KILL YOU MAKES
YOU STRONGER



HELLO!



**If you think you can or
think you can't...**

You're right



**CREATIVE
SPARKS**
3

CHOOSE YOUR
MIND SET



CREATIVITY



CREATIVE SPARKS



RAVING FANS



CREATIVITY

BRAND TOUCHPOINTS

By Allographics & Design



CREATIVE SPARKS



FOCUS ON
LEARNING,
ENGAGEMENT &
CONNECTIONS



online
offline



Physical stores gives online brands more than additional sales and brand exposure

Benefits of in store

- **Test products** and collect customer feedback that is difficult to gather online
- **Guide customers** on how to use products to maximize value
- **Develop a truly personal**, authentic connection with customers
- **Tell a compelling story** about YOU, brands and products
- **Sell through unique experiences** such as events, workshops and classes that disrupt the relationship and increase loyalty

INNOVATE



CREATIVITY



HELPING YOUR CUSTOMERS

Interested in them.

Ask questions - 'What's your project today'

Ask their name, Stand side by side like buddies. This says, "Let's figure this out together." **Making people feel special**

Think about your layout.

Do you need a counter. Tablets to conclude a sale quickly from anywhere. **Efficient checkout.**

Give more

Exceptional services, info , tips, advice, free stuff, experiences
Look from outside in.



CREATIVITY



BEING
EXCEPTIONAL



CREATIVE SPARKS

6

SHOWING
YOUR TEAMS &
CUSTOMERS
THEY ARE
VALUED



CREATIVITY



HELPING YOUR CUSTOMERS

Who shares your values within the community?

Connect and support each other. **Access other peoples customers**

Local expertise

Who could provide and market experiences in your setting or using your products. **Done for you marketing and experiences**



COLLABORATE



CREATIVITY



- Events throughout the week
- Prosecco / Gin and crafts
- Intergenerational events
- Family events
- Sponsor events
- Partner with activity providers



CREATIVITY

CREATIVE
SPARKS
?

COLLABORATE





PROVIDE COURSES

Hairdressers - have to keep going back

Nails... have to keep going back

What will make you customers come back to you?

CREATIVE SPARKS



EXPERIENCES



CREATIVITY



BE HAPPY



CREATIVE
SPARKS



HAVE FUN!

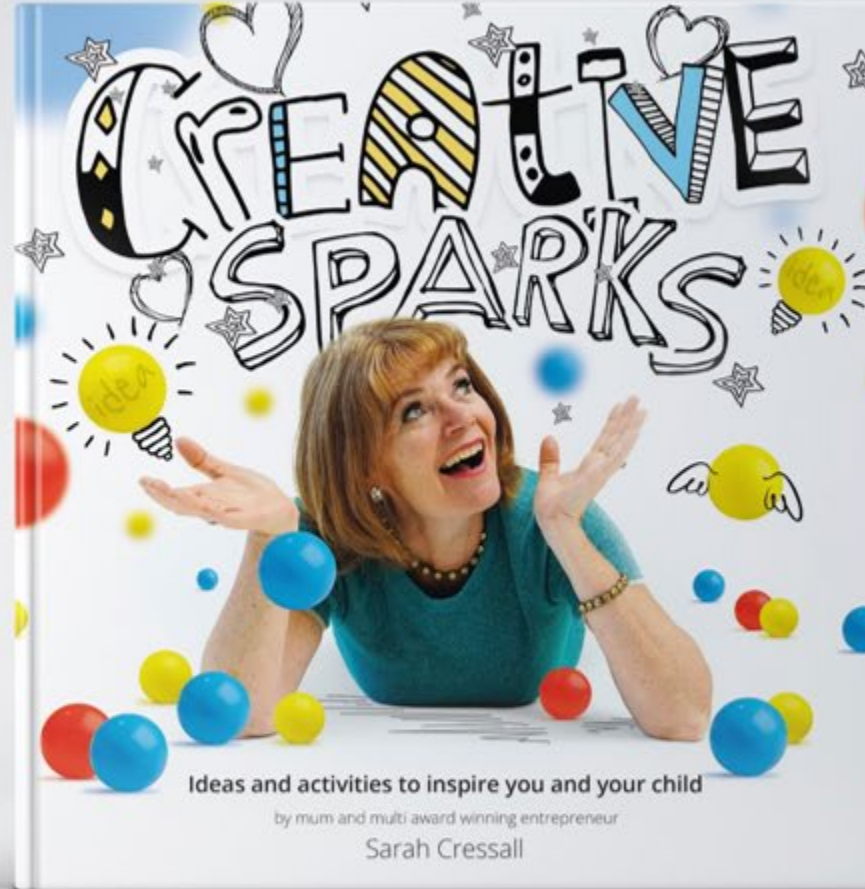
IT'S
INFECTIOUS



CREATIVITY



SPECIAL OFFERS



BOOK SIGNING

SPECIAL OFFER



Sarah Cressall



@SarahCressall



CreationStationInspiration





PARTNERSHIP TO SUPPORT ACTIVITIES

BRAND IN HAND EXPERIENCES

LOCAL EVENTS

LOCAL & NATIONAL MARKETING

NATIONAL COMPETITIONS

EXPERT TEAM TO SUPPORT



NATIONAL PARTNERSHIPS & CAMPAIGNS



NATIONAL EVENT PARTNERSHIP:

Help your customers be **OFFICIALLY AMAZING®**

Find out about our **GUINNESS WORLD RECORD®** attempt for the largest online gallery of collaged images made from mainly recycled, reused, or repurposed items.

Run it yourself or book one of our Creation Station franchise owners





THANK YOU



HERE'S TO YOU

Stand Number **BP09**



Sarah Cressall



@SarahCressall
@CreationStation



CreationStationInspiration



@CreationStationLtd

