



# Stationers Guild Dealer Application

The Stationers Guild website directs online buyers to member stores in their neighborhood. The Guild website provides relevant and timely information to online buyers and serves as a resource to help member stores develop a credible online presence. Membership in the Stationers Guild is by invitation only. Guild members are highly qualified independent dealers who operate through a legitimate storefront. If you would like to apply for membership, please complete this application and mail it with your payment to the address below.

STORE NAME

PRIMARY CONTACT

Address1

Address2

City  State (ST)  ZIP  Country

Phone  Email

Website (www.mystore.com)

Years in Business  # of Employees  Square feet of store

Annual Sales in \$'000 of Personalized Stationery & Invitations (Album Business Only!)

Under \$25K  \$25K - \$50K  \$50K - \$100K  \$100K - \$250K  over \$250K

### VENDOR ALBUMS Represented (Check all that apply)

Crane  Checkerboard  Encore  Lallie  Luscious Verde  William Arthur

The objective of the Guild is to expose online buyers to qualified stationers and help preserve the craftsmanship of fine stationery. As a self-help organization, membership dues are a function of how much you are willing to put into the Guild. Please select the annual membership plan below that best suits your circumstances (see Page 2 for a detailed explanation of each membership plan):

Writer's Cramp \$395  Emily Bronte \$295  Charlotte Bronte \$195  Jane Austen \$95  Agatha Christie \$0 (Free)

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please mail application and check to the following address:

StationersGuild.org Ltd.  
Attn: Sheila P. May  
23 Lewis Street  
Greenwich, Connecticut 06830  
Fax: (203) 661-3909



# Membership Plans

## Select the plan that suits your needs

The Stationers Guild is a self-help organization that works on a tiny budget and is structured to assist independent dealers build a credible presence on the internet. It complements a dealer's website and unique online business strategy. The Guild is a reservoir of timely stationery and custom invitation information for the public and dealers alike. Effective October 1, 2009 dealers now listed on the Guild website for free, will be asked to choose one of the membership plans to remain an active Guild member. Membership dues are a function of how much work (i.e. writing) you wish to do. If you suffer from severe writer's cramp and prefer to let other dealers do the heavy lifting, then dues are \$395 a year. If you are passionate about fine papers and would like to share that knowledge with others, your membership could be free. Choose the plan that works best for you. Writing and commenting on Blog articles is highly important to gain the attention of search engines and the public. Simply stated, the more we write, the more relevant the Guild website will become. It's easy, it's fun and once you get the hang of it you will learn how to improve your own store's online presence.

### **Definitions:**

**A Blog or News Article:** An article hosted on the Guild Blog (News) consisting of between 300 and 800 words (pictures optional but helpful) focusing on some aspect of stationery, invitations and announcements and holiday cards. Blogs are normally written in the first person.

**A Blog Comment:** A short comment or response to an article published on the Guild Blog (News) or another website or Blog. Response of normally 30 to 50 words or two or three sentences.

**A News Release:** A 750 to 850 news article (third person) published on PRWeb or another online syndicated news service referencing the StationersGuild.

### **Description of Membership Plans:**

**Writer's Cramp:** Annual dues of \$395 (three hundred and ninety-five dollars) a year and no writing requirements.

**Emily Bronte:** Annual dues of \$295 (two hundred and ninety-five dollars) a year plus 2 Blog Articles and 4 Blog comments evenly spaced over 12 months.

**Charlotte Bronte:** Annual dues of \$195 (one hundred and ninety-five dollars) a year plus 4 Blog Articles and 8 Blog comments evenly spaced over 12 months.

**Jane Austen:** Annual dues of \$95 (ninety-five dollars) a year plus 8 Blog Articles and 12 Blog comments evenly spaced over 12 months.

**Agatha Christie:** Annual dues of \$0 (as in Free!) a year plus 12 Blog Articles, plus one News Release and 18 Blog comments evenly spaced over 12 months. You will become an expert Blogger in no time.

**Editors Note:** These writing tasks are not onerous. I write about 10 Blog articles a month and comment frequently on other Blogs. In learning how to write Blog articles you will gain important knowledge of what "Keywords" are relevant to search engines and how to write good copy to promote your business and the Stationers Guild to search engines. Also, you will be able easily link (i.e. hyperlink) to your own website every time you write a Blog article or comment on someone else's Blog. This adds credibility to your own store's website. Once you become an experienced Blogger, you may wish to learn how to use Squidoo, HubPages, Twitter and other social media resources to further enhance your own online presence.