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 To: cpd@edesigns-graphics.com  
 Subject: Elections! Change minds, cash in  
 X-Virus-Scanned: Debian amavisd-new at smtp103.his.com  
 X-pstn-neptune: 13/6/0.46/51  
 X-pstn-levels: (S:12.03698/99.90000 R:95.9108 P:95.9108 M:95.5423 C:98.6951 )  
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 X-Spam-Level:

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#### In this Issue:

- [Shop Politics](#)
- [Election Ideas](#)

#### Community:

Become part of the  
[CafePress Community](#)

#### Event Calendar:

December 20 - 4pm PT  
 Post Holidays Chat: Shop  
 Updating

December 27 - 4pm PT  
 Valentine's Day Workshop:  
 Shop Prep

#### Shopkeeper Spotlight:



Our Shopkeeper Spotlight  
 feature is Shopkeeper Jin

## Hello Shopkeepers,

While you're ringing in Holiday sales, we're setting the stage for success next year. Heard the buzz? It's all about the 2008 Election, and as we head into the primaries you'll want to be sure that you're a part of it. Read on for tips on how you can drive sales all year with this exciting opportunity from CafePress.

Happy selling!

**Angela** – *your* Community Advocate

## 2008 Election Tips

### Take the win with a savvy shop

With the 2008 presidential race heating up, now's the time to throw your hat in the ring.

Spark sales with these easy tips, and you'll be a winner all year:

#### Tip #1

Sun Oh from [cartoonygifts](#).

Get ready for a great read - Jin Sun Oh's profile can be found on the [Shopkeeper Spotlight](#) page.

*"It's great to find out that someone is interested in my creations."*

### Board Talk:

Not sure if you should take make the upgrade from a Basic Shop to a Premium? Read what other Shopkeepers have to say about which type of shop works best for them.

[Is the Premium Shop worth it?](#)

### Community:

The [CafePress Community Forums](#) is a peer-to-peer support community. Drop on by to chat with other Shopkeepers, share ideas, and get feedback. It's also a great source of information!

**Take sides.** Choose a candidate and open an Election shop. With so many candidates and issues, shoppers will be excited to see you have exactly what's on their mind and it's available in your shop. Not sure who to root for? Open a second shop!

### Tip #2

**Play up political products.** Engage your customers with a full array of products. Showcase Yard Signs, 3.5" Buttons (in multi-packs), Bumper Stickers and Dog Shirts -- all top-sellers. Of course, don't forget T-shirts, including red and blue.

### Tip #3

**SEO your shop.** By making sure that you've added the right keywords throughout your shop, you can count on improving your search engine ranking. Check out our new [SEO Tutorial](#) to learn how and where in your shop you should be optimizing content for search engines.

## Election Content Ideas

### Build buzz with hot topics

With politics, there's always something to talk about. But what really sells? By featuring talked-about topics at the top of your shop, you can inspire sales and spread your message. Here are some content ideas:

- Play up political parties and candidates. Go red, blue or even green. Picking a candidate and a side (think Republican, Democrat, Libertarian...) attracts shoppers who identify with your message and merchandise.
- Take sides with "anti." You don't always need to support a candidate or cause. Being against something sells just as well.
- Start something with issues. Voice your opinion on an issue close to your heart, then ignite debates and change minds.

### Mark your calendar

Keep your shop relevant and drive sales by marketing to these key Election events:

- Primaries begin: From January to June, voters decide which candidates they want to see in the big race.
- "Super Duper Tuesday": 20 different states hold their primary elections, all on February 5, 2008.
- Election Day: November 4, 2008. The day for registered voters to hit the polls and make their choices count.

Learn more: If you missed our special [Election Workshop](#), check out the transcript packed with tips for building a top-notch Election shop.

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