



# Prima Marketing Project

by Julie Fei-Fan Balzer



1. Sand the edges of your photo with the rasping edge of the Prima Distressing Tool.
2. Place the photo in the center of a piece of Prima Printery Collection paper.
3. Ink and sand two sets of Prima Wood Tickets using the Prima Distressing Tool and Prima Chalk Inks.
4. Place them along the sides of your photo.
5. Flip two wooden banners from the Prima Wood Tickets over to the back. Ink up the backs to better match the tickets.
6. Using the Prima Press Stamps and Prima Chalk Ink stamp out details about your photo (I used the girl's name and the dog's name).
7. Use the Prima Distressing Tool to sand the wooden banners.
8. Place the banners beneath the tickets.
9. Spell out your title using Prima Alphabet Stickers within the frame at the bottom of a piece of Prima Printery Collection paper. Leave a gap in the middle of the two words.
10. Cut around the bottom of the frame and then round the edges upwards.
11. Use a paper trimmer to slice the top of evenly so you have a substantial base for your title. Place it underneath the photo.
12. Ink up a Prima "Flutter Bits" butterfly with several colors of Prima Chalk Inks.
13. Press the butterfly onto an inked up Prima Cling Stamp (text).
14. Put a brad through the butterfly and attach it to the layout between the title words. Optional: Stitch the title base to the layout.
15. Adhere everything else and you're done!

*Check out two more Prima Marketing projects on the next pages....*





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