

PROJECT

365

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## Top 10 Reasons You Want To Do Project 365

10. Incredible value. We're skipping the "middle man" so that we can bring this directly to you, the consumer - giving you a better deal. Yay for that.
9. The finished album literally can be a time capsule of an entire year. How fantastic is that?
8. Your photography skills will improve since you'll be getting your camera out a little more often.
7. You'll be among thousands of others involved in Project 365 in 2009. Cool sense of camaraderie among all involved in the project. Get your friends to join you with this New Years Resolution!
6. This can be one of the most uniting activities for your family this year as you combine your efforts to preserve your memories in 2009 ... as a team.
5. In this age of digital photography, this is a great excuse to get many of those pictures off your computer and into a tangible book for all to enjoy year after year after year.
4. Can you hear it now? Those compliments will be rolling in! "Wow, how do you stay so organized!?! What a cool display of your pictures! What a great record of your family!"
3. Sure, you can do your own version of Project 365, but good luck finding sheet protectors and pre-designed journaling cards that are custom to fitting a weeks' worth of photos & journaling on a layout (times 52). Did I mention what a great deal this kit is?
2. Cool design. Not too feminine. Not too masculine. And it all looks fantastic together. You don't have to shop around for papers and elements that coordinate. And all the pieces come in stylish storage boxes, which can be used later, too.
1. As a scrapbooker who has been trying to keep up with products and techniques and layout designs and trends ... this is one album that is completely stress-free of decorative scrapbooking! Think of the hours and hours of time you'll save. And yet ... you'll still have a scrapbook in the end.

## Kit Concept

It's a simple idea, really. Perhaps you have heard of this before. Maybe you've even done this yourself. Preserve a piece of your life every day this year. Can you imagine the end result? Really - I want you to imagine it. What an awesome representation of your existence.

**A note to the scrapbooker:** Project 365 is not another scrapbooking project to add to my list. Rather, this is actually replacing my traditional way of scrapbooking for the past 15 years. This is truly revolutionary for me as a scrapbook artist and family historian.

If you're like me, there has always been so much focus on events, trips, and "favorite" pictures. But what about all the in between stuff? The everyday stuff that really is our LIFE? The pictures we take around the house "just because"? What happens to all of that? THIS IS IT. This is how we show a truer representation of our life ... and, of course, the "big" stuff too!

**A note to the non-scrapbooker:** I can't think of a better way for you to get a scrapbook without actually scrapbooking! Are you excited!?! Do you get it? You literally are slipping things into page protectors. That's it! Could it be any easier?

This is fantastic for anyone - male or female, adult or child, single or married. Never touched scrapbooking in your life before? No problem. No skills needed. Seriously. Oh, except the ability to slip things into page protectors. Can you handle that?



**Back to everyone:** I tried this concept of taking a picture every day last year. After being frustrated with not being able to find the perfect way to store and display my photos, I knew this would be the next kit I wanted to develop! The Project 365 kit is custom to highlighting a week at a time for a full year.

Getting involved in this project will make you even more aware of your blessings, your priorities, and your surroundings. Don't think you do anything worthy of photographing? Think again. What you think is mundane and ordinary is actually a collection of very cool & unique factors of your life. Not someone else. YOU.

Still think you're life isn't worth recording? Then let this project be the motivating factor to get out there and do something! Go for a walk (with your camera). Host a dinner party. Fly a kite. Try a new restaurant. Re-decorate a room.

Like I said, this is revolutionizing the way I scrapbook and already feel so liberated with this new approach to preserving and recording my family's life. Are you with me? Let's get started!

## How To Use This Album: My Process

I'll share with you my personal process for using Project 365. Once you receive your kit, you may want to go about it a little differently. Do what works for you!

1. As soon as I received my kit, I placed all of the sheet protectors in the album. I also placed the monthly dividers in the album.
2. I opened the packages of journaling cards, weekly headers, and stickers and placed everything back in the 2 storage boxes.
3. I placed the pre-designed cards in the title and ending page protectors.
4. I placed all 52 of the pre-designed header cards (they say "week of") in the sheet protectors, one per two-page layout.
5. As I begin taking my daily pictures, I keep these digital images in a folder on my computer (actually an "album" in iPhoto, since I use a Mac). I print them in batches. It's usually a week's worth - sometimes more, sometimes less.
6. I place the pictures (or memorabilia) in the page protector pockets, one for each day of the week.
7. I pick a journaling card out of the storage box (one for each picture - randomly choosing whichever design I happen to grab). I place a day-of-the-week sticker on the card, and use the date stamp to include the date. Then I write my journaling notes and captions to coordinate with each picture, and put those journaling cards in the page protectors.
8. I place a clear circle sticker over each picture (on top of the sheet protector) to label each picture as which day of the week it's from.

## Tips

- You may be more motivated to stay on top of this album if you put the whole album together at the very beginning. This includes placing all header cards and journaling cards in the page protectors ahead of time, instead of doing this as you go along.
  - Get in the habit of bringing your camera with you everywhere. My digital SLR (the "good camera") only leaves my house on occasion, so my point & shoot is always in my bag or purse. Most cell phones have built-in cameras too. Who says all your pictures have to be the best quality? Not me!
  - If you have a home printer, you may want to print your picture every single day. I prefer to upload my pictures to Costco.com on a weekly basis (roughly).
  - For the days that you're including memorabilia instead of a photo, stick it in the page protector pocket that day, before you lose track of it.
  - Stay on top of your journaling by filling out your little journaling cards each day, even if you haven't printed the picture yet.
  - Set aside time on a daily or weekly basis to update your album.
  - Print your pictures and/or do your journaling in batches if that works better than a daily ritual.
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- Use the storage boxes to keep all the journaling cards, clear designer overlays (these are just for fun if you want to add a little something to an occasional picture), stickers, etc. That's what they're for! And when you are done with this Project 365, they'll work great for holding pictures, embellishments, or whatever you want.
- Try an online service to store & organize your pictures (flickr, blog, iPhoto, fotolog photoblog, etc.)
- As you involve yourself in this project, you'll find yourself thinking of various photo ideas. Keep track of your ideas in one place, whether it's in a little notebook, or a document on your computer, or post-it notes on your mirror.
- What about if you are just too busy for several days in a row? Here's a catch-up strategy: If you didn't take any pictures, grab something random from your life and include that (like printing an e-mail, tearing off part of a cereal box, etc.).
- Want to just skip some days altogether? No problem. We've included a bunch of pre-designed 4" x 6" cards to slip into spots where you don't include a picture. That'll do the trick! It's absolutely okay to play hooky from this project once in a while. You have my permission.
- Yes, you can include vertical pictures in these page protectors! You can use the smaller, vertical pockets for those, or photoshop a couple vertical images on one horizontal picture.
- Include multiple things (memorabilia) in a day if you want to "stack" them together in a pocket.
- You don't have to start this project on January 1st. You can start any time -preferably at the beginning of a week.
- Want to make this more "scrapbooky"? The kit includes extra 12" x 12" designer cardstock for more creative opportunities, and ribbon for embellishing here and there, if you'd like.
- What about small pieces of memorabilia? Slide one of the pre-designed 4" x 6" cards into a page protector pocket and those small items will at least have a nice backdrop.
- Don't forget to get in front of the camera (or mirror) once in a while. If you have a tripod, that'll come in handy. Even try a little self-portrait with your computer's camera. When you look back at this year's worth of memories, you'll want to remember YOU too.
- Journaling can be really short or nothing at all. In fact, there are extra pre-designed 3" x 4" cards to place in those journaling spaces for the occasions when you don't have anything to say, and you let the photo speak for itself.
- When you have more to say, you can use the tri-fold journaling cards to write more details or short stories. Don't forget to write about WHY you took some of the pictures you take.
- The excitement of taking a picture (or collecting something from) every single day might wear off and you just may want to give up. Don't. Make up your mind ahead of time that you're sticking with this no matter what. The end result will be so worth it.

## Things To Include Other Than Photographs

- Artwork, sketches, handwriting, etc.
- Quotes. Did someone say something funny or quirky or profound or memorable or interesting today? Quote them.
- Receipts
- Movie ticket stubs
- Take-out menu
- Print out an e-mail or part of a website you were browsing
- Piece of mail
- Note from school
- Newspaper clipping
- Thank-you note or birthday card you received
- Involve loved ones, as they can leave little "I was here" notes or drawings in your Project 365 album.
- Recipe (a new one you tried or an old favorite you just made again)
- Handwritten note from one of the kids or your spouse
- "Thought" of the day or a favorite scripture or quote
- Lists (to-do, groceries, errands, bills paid)
- Packaging from food items, etc.



## Variations of Project 365

- All about a kid and what he/she does every day in a year
  - Self-portraits
  - Family Journal: The whole family is involved in Project 365 and contributing their pictures & journaling to the album. Leave the camera accessible to all. Even if it means your three-year-old is taking pictures of the toilet. What a great way to capture everyone's perspective! You could even set up a schedule so that you take turns for each day or week.
  - Month-by-month review: Simply use the page protectors to slip pictures from each month into the album. But you don't have to take a picture every single day.
  - Weekly or monthly themes: Pick a topic to focus on each week or month. For example, one week might be pictures at work, another week might be errands, another might be clothes you wear, and then food you eat, and then technology you love, etc.
  - All About Me: For adult or child (what you wear, what you eat, what you love, where you go, who you hang out with, where you work, why you do what you do)
  - Baby's first year
  - Use the kit as a regular photo album that holds pictures and journaling blocks. Doesn't have to be sub-categorized into weeks or months.
  - Circle journal for Multi-Family: Combine efforts with your siblings and have each family take different months. Put it all together in one Project 365 album and you have an awesome gift for grandparents!
  - Favorite photo a day (old or new)
  - Home Sweet Home: Focus on every little detail of the place you call home, inside and out.
  - Pregnancy
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