

# HEY, LET'S make! stuff!

BY CORI GEORGE

## ABOUT HLMS

From easy crafts and creative gift ideas to digital files like SVGs and printables, Hey Let's Make Stuff is the place where women come to make their lives more fun!

We love to work with brands who have a passion for creativity and living a big and colorful life!

## MEET CORI



Hi there! Since I was a kid, I've been a maker and a writer. After quitting my marketing job in 2013 to start a family (which now includes adorable

twin boys!), I took my small blog and built it into a thriving community of makers.

My favorite thing to do is encourage my readers to stop dreaming and start making stuff!

## FIND US

[www.heyletsmakestuff.com](http://www.heyletsmakestuff.com)

[hello@heyletsmakestuff.com](mailto:hello@heyletsmakestuff.com)

[instagram.com/heyletsmakestuff](https://www.instagram.com/heyletsmakestuff)

[facebook.com/heyletsmakestuff](https://www.facebook.com/heyletsmakestuff)

[youtube.com/heyletsmakestuff](https://www.youtube.com/heyletsmakestuff)

[pinterest.com/heyletsmakestuff](https://www.pinterest.com/heyletsmakestuff)

[store.heyletsmakestuff.com](https://store.heyletsmakestuff.com)

## OUR READERS LOVE

Our readers are busy moms who want to grab their glue guns and get crafting! They love:

- Easy craft projects
- Paper, vinyl, and fabric crafts
- Cutting machine tutorials + files
- Sublimation printing + crafts
- Laser projects + crafts
- Fabulous party ideas
- Simple gift ideas
- Printable games, cards, + more
- Fun kids activities
- Creative home decor projects



## BLOG STATS

- Monthly pageviews: 450,000
- Monthly unique visitors: 350,000
- Instagram followers: 52,700
- Pinterest followers: 87,300
- Pinterest reach: 10m+
- Facebook fans: 34,000

## EMAIL STATS

- Email subscribers: 150,000
- Average 3 emails a week
- Open rate: 27%
- Click rate: 8%

## FEATURED

- The Today Show
- Martha Stewart
- Parade
- Buzzfeed
- Good Housekeeping
- Country Living
- Clinton Kelley
- Forbes
- Makezine
- Vintage Holiday Magazine
- Homespun Magazine

## OTHER AWESOME ACCOMPLISHMENTS

- Author: *Paper Party*, Leisure Arts, 2018
- Author: *Cutting Machine Crafts*, Leisure Arts, 2021
- Speaker: Creativation, 2019
- Speaker: Cricut Mountain Make-a-Thon, 2018
- Speaker: SNAP, 2016 & 2019
- Instructor: Live craft classes at JOANN
- Drove more than \$500,000 in affiliate sales in 2020
- Kept two amazing tiny humans alive

## PARTNERING WITH HEY, LET'S MAKE STUFF

I love introducing and promoting amazing brands to women of all ages who want to craft a more fun life. By partnering with me, your brand's message is shared in an organic, creative way that aligns with your campaign's goals. From traditional sponsored posts to social media campaigns, video creation, giveaways, and more, I will work with you to form a sponsorship plan that works for all of us! Contact me at [hello@heyletsmakestuff.com](mailto:hello@heyletsmakestuff.com) to learn more. I look forward to working with you!

## RECENT BRAND PARTNERSHIPS



JOANN

BENZIE  
DESIGN



SKILLSHARE



craft bundles

COST PLUS  
WORLD MARKET

Cricut

Etsy