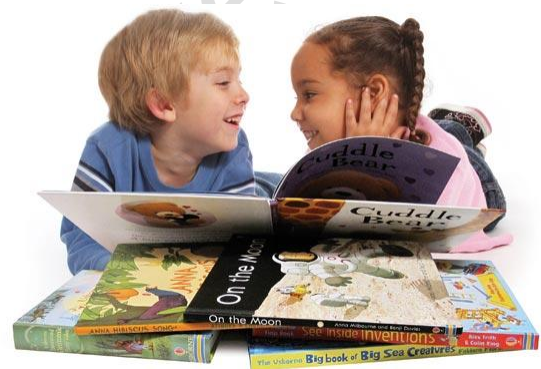


You probably have many questions about how this business works. This information is designed to answer your questions and help you understand how a home business with Usborne Books & More (UBAM) can fit into your already-busy life!

Usborne Books & More is an excellent home business that allows you set your own hours and earn extra income while fostering the love of reading and learning in your home, community and beyond.

Benefits of an Usborne Books & More Home Business:

- Earn extra income for family needs
- Set your own hours, flexible schedule
- Build an incredible home library of books
- Promote literacy and a love of reading
- Enjoy generous rewards and recognition
- Experience personal growth and meet new people
- Receive ongoing training and support



Our Products

Usborne Books

Usborne books are high quality, award-winning and intelligent books, known for their great child appeal. Each book is carefully written and designed to engage children in a fun, interactive way. This magic quality means that Usborne books really do sell themselves - they're often the first choice when teachers are looking for new reading resources, and when parents want new reading materials for the home. Most importantly, children LOVE Usborne books!



Usborne books cover a wide variety of subjects, including history, science, geography, nature, educational picture books, drawing and crafts, foreign languages, chapter books, and classics retold in a child-friendly format. Plus, there are other fun subjects kids love - such as fairies & princesses, trucks, trains & diggers, pirates & knights and dinosaurs and animals of all kinds. Usborne also has activity Kid Kits, flashcards, sticker books, touchy-feely board books, and much more! There are over 1,500 titles available, and 70% are under \$10.00!

Kane Miller Books

In addition to Usborne books, Consultants are also able to offer Kane Miller books. For more than 25 years, they have been publishing award-winning children's books from around the world. The philosophy of Kane Miller is to introduce children to books from other countries, cultures and communities. Kane Miller books make the world seem a bigger place or a smaller one, they humanize events, and they make children feel empathy, sympathy and wonder.



My Usborne Books & More Story

My name is Cheryl Simon, and I'm an Educational Consultant and Senior Team Leader with Usborne Books & More.

We discovered our first Usborne book in a doctor's office waiting room. My son loved it...but I had never heard of Usborne Books before (I had no idea how to even pronounce it...by the way, its "UZ-BORN")...☺

A couple of years later, in September 1999, I saw an ad about selling Usborne Books. My initial thought was to join Usborne Books & More as a way to gather a large home library of books for our children - we wanted them all.

At that time, I had also been looking for something to do to make extra money. I needed something that would allow me to be home with my children, attend their school events, and fit in with my husband's traveling for work. A daily "set schedule" scenario was just not do-able for our family; we needed flexibility.

When I read the business opportunity information, I found out that I wasn't required to sell a minimum amount each month or buy an inventory of products. Best of all, I could choose when I wanted to work. I was a little apprehensive about doing home shows at first...I had never even been to an Usborne home party before! But the starter kit was so affordable, we decided I'd give it a go for the 12-week "incentive period." If, after those first 12 weeks, I felt that this was just not for me, I figured at least I've earned back the kit investment and we've got lots of Usborne books for our family.



My family, on our trip to Rome, Italy - courtesy of Usborne Books & More: Husband Jeff, Alex (17), me, and Joe (14)

Over 14 years later, I still love what I do! I'm earning a significant income, getting the best books at a great discount and promoting the love of reading & learning. The travel contests are another fun benefit...we've been on some amazing vacations - an Alaskan cruise, a trip to Rome, Italy and a trip to London & Scotland - paid for by Usborne Books & More. And being able to set my own schedule, around our family needs and priorities, is priceless.

After being with Usborne Books & More for one year, I promoted to Team Leader, and now have a nationwide group with consultants from Washington to Florida, Ohio to Texas, New York to Oregon - and in-between! I truly enjoy helping others build their own Usborne Books & More business and see them experience the benefits of being a part of our team and this fantastic company. There are many different types of home businesses out there, but to find one that makes a difference in the lives of children and their families is a real blessing.

Usborne Books & More has been a gift to me and my family. That same opportunity is here for YOU, too - if you're interested in earning extra income, gathering a great home library of books and promoting the love of reading and learning - while putting your family first- why not join me in Usborne Books & More?!

A Flexible, Family-Friendly Home Business

One of the best things about an Usborne Books & More business is that it's not a "one size fits all" opportunity. You can tailor this business to fit your personal and family needs.

Many UBAM Consultants work the business part-time, while others work it full-time. Some work it "now and then" as a hobby.

Some are already professionals with other jobs, who work their UBAM business a few evenings a month and/or on the weekends.

Many are stay-at-home moms, who work their business around their family's schedule. Some are moms whose children are grown and gone, others are grandmothers who enjoy working the business.

And yes, we have many successful consultants who are men 😊

No matter who you are or what your lifestyle, an Usborne Books & More business can fit into your schedule - you choose the days/times when you want to work...*and there are no sales quotas or minimums you are required to meet each month.* Flexible, and family-friendly!

How Usborne Books & More is Different

There are many types of home-based businesses out there. What makes Usborne Books & More different from other business opportunities?

- 1) **Our Products:** our amazing books make a difference in the lives of children and their families. It is truly rewarding to represent a product with such incredible purpose.
- 2) **No Minimums:** the majority of other "direct sales" home businesses have monthly or quarterly sales minimums you are required to meet. With Usborne Books & More, you are truly in complete control of how much you work your business, because there are NO sales minimums you have to meet in order to stay be consultant!
- 3) **Different Avenues of Selling:** Home parties are just one way to sell the books! You can also sell through community events, book fairs, website sales, fundraisers, direct sales, craft fairs, our 50% matching grant program, and more! An Usborne Books & More business offers a wide variety of ways to market a wonderful, high-quality product.
- 4) **Outstanding Compensation Plan:** You can start making money from Day One. Our commission and bonus structure is one of the best in the industry.
- 5) **Generous Hostess Rewards:** All Host rewards of free books are paid for by Usborne Books & More! AND - as a new consultant in your first 12 weeks of business, you get to offer your hostesses DOUBLE free books with home show sales of just \$250 and 1 booking.
- 6) **You Can Accept Credit Cards:** Usborne Books & More allows you to accept Visa, Mastercard and Discover card as payment - and you do NOT have to pay a fee or give up a percentage of the sale, like with many other home party plan businesses. UBAM will process the card payments for you, and you don't have to become a "merchant" or purchase a credit card machine.
- 7) **Friendly, Family-Oriented Training and Support:** Our Dream Builder team of consultants is incredibly supportive of one another. We believe in helping each other succeed, and share with each other a huge collection of "pooled" training resources and materials, including a password-protected website for Dream Builders only and a private Facebook page. You'll have a toll-free number and email for questions, and a team exclusive call-in number for live teleconference training calls on every topic.

What does an Usborne Books & More Consultant Do?

Most consultants get started with Home Shows. A hostess invites her friends and family to come see the books. As the consultant, you set up a display of the books and demonstrate the unique features and details of a few titles. (Note: training is provided to learn your book presentation, including word-for-word scripts) You take orders that night, and the hostess also collects orders from people who could not attend.

The hostess earns a shopping spree of free and highly discounted Usborne Books and/or Kane/Miller books, based on the sales of her show. You earn 25% of the sales as your commission! Your work consisted of spending an average of just three hours away from home, sharing these beautiful books, socializing with other adults and helping them choose books for the children in their lives.

Beyond Home Shows...

If you'd like to explore avenues of selling the books other than at home shows, we have other programs through which you can sell Usborne books. Details are shown on the following pages. Most people start with home shows, as they are easy to do and very profitable! **But home shows are not the only way to enjoy selling Usborne Books.**

How Much Does A Consultant Make?

As with all businesses, this depends on how much time and effort you want to put into your business. Since the average home show sales are between \$300 and \$400, most consultants make \$75 - \$100 per show, plus bonuses. Multiply that by the number of events you want to work per month and you can get a rough estimate of how much you will make.

Commission Earned on Your Sales:

Home Shows:	25% commission (show min. \$85 in retail sales)
Direct Sales:	\$25 - \$84 = 15% commission, \$85 or more = 30% commission
Book Fairs:	\$200 - \$499 = 20% commission, \$500 or more = 17% commission
Fundraisers:	\$250 or more = 15-30% commission
Website Sales:	25% commission
School & Library Sales:	(min. \$25 retail) = 17% - 25% commission

You can also earn a MONTHLY SALES BONUS!

You will receive a **monthly sales bonus** on home shows, school & library sales, website sales and direct sales:

- 5% bonus for net sales of \$700 or more in a month

The company provides the free books earned from Home Shows, E-shows and Book Fairs - these incentives do not come out of your commission in any way!

Additional Rewards As You Begin:

Double the Free Books! - To help you get off to a great start, during your first 12 weeks of business you may offer your hostesses DOUBLE FREE BOOKS for shows of just \$250 or more in retail sales with one booking!

“Write Your Own Success Story” Rewards Program!

The company rewards your efforts, in addition to your commission & bonuses, with rewards of FREE books and supplies of your choice...and CASH!

By Day 30:	Reward Earned
Sell \$750 NET	1/2 Kit Cost Refund!
Sell \$1,500 NET	FULL Kit Cost Refund!
In Your First 12 Weeks:	Reward Earned
Sponsor new consultants	\$25 in product FREE for EVERY recruit
Sell \$750 You are a “SUCCESS BOUND” Consultant!	Earn SUCCESS KIT #1! **
Sell \$1,500 NET + 1 recruit	Earn SUCCESS KIT #2! **
Sell \$2,500 NET + 2 recruits	\$100 in product FREE
Sell \$3,500 NET + 2 recruits	\$100 CASH Bonus!

YES!! Earn back the cost of your starter kit in your first 30 days!

** SUCCESS KITS will include books and supply items valued at \$50 that will enhance your business!

Note – you do not have to be a Sponsor to achieve “SUCCESS BOUND Consultant” status

Please note: NET is retail *minus* your commission.

Earn MORE income by sharing the Usborne business

If you enjoy the business and sponsor others to start their own home business with UBAM, you will earn a 4% bonus on your personal recruits' sales every month that you sell at least \$350 net. For each person you sponsor in your first 12 weeks of business, you'll get \$50 in FREE product!

There are no territories for recruiting new consultants; you can sign up anyone from around the country. And, you can sponsor new people into the business as soon as you sign up.

Leadership Opportunities with Usborne Books & More

As you sponsor new consultants into the business, you can build a team and increase your income by promoting yourself to Team Leader. As a Team Leader, you will earn an 11% bonus on your team member's sales AND your own personal sales. If this interests you, I will personally help you in this goal, and teach you how to do what I do as a Team Leader. There is no limit to your growth potential in Usborne Books & More!

Where can you sell Usborne Books and Kane Miller Books?

One of the most exciting things about the UBAM business opportunity is its flexibility and limitless opportunity. You are only constrained by your own time, goals and desires. There are so many ways to reach families - you can easily find many markets in which you will feel comfortable representing this outstanding line of books. So if you are wondering where **you** would sell the books, read through the following list and find the options that would best suit you!

Home Shows (Home Parties)

Home shows are an excellent way to reach many families at one time, while helping the hostess build her personal home library. A typical show consists of a brief introduction of the books as well as selected features. You highlight the books you like, leaving lots of time for customers to browse the books you bring as well as the Usborne catalog.

Mother's Groups

There are many groups designed to help support mothers and families which are full of people who love good books for their children. Examples include local play groups, babysitting coops, organizations like Mothers of Preschoolers (MOPS), Mothers of Twins, La Leche, etc.

Craft and Holiday Fairs, Festivals, and Community Days

Throughout the year, there are many opportunities to show off our wonderful Usborne Books. Children's festivals, holiday fairs, craft shows, community days are just a few examples. These are not only an opportunity for sales, but they are also a great way to get leads for home shows and others who would like to sell books.

Company and Club book fairs and/or Fundraisers

Companies and clubs – any group or organization - can contribute to their community by hosting book fairs for their employees and donating the free products or cash to local schools or charities of their choice. We also now have our "Cards for a Cause" fundraiser – any group can earn up to 43% cash with a unique, high quality product that everyone needs!

Homeschool meetings, Conventions and Curriculum Fairs

Homeschoolers love our books. They are always on the lookout for creative educational materials. Our internet linked books and Ten Terrific Weeks Curriculum are great to promote.

Catalog Shows and Direct Sales

Anyone collecting more than \$85 in retail sales is eligible for the benefits of hosting a home show. Many people will want to collect orders at work instead of having a presentation in their home. People can also place a "direct sale" order with you at anytime, for any amount.

Preschools and Daycares

Preschools and Daycares can get up to 50% of their sales in free books by having a book fair. Parents enjoy the convenience and their children benefit at home and school. Our EZ Book Fair program for preschools allows you to take orders using wish lists with the children - no need for you to stock an inventory of books.

eCommerce Shopping Cart Website

The company makes available to all consultants an "online store" website service that has a full online catalog and secure shopping cart. Every starter kit comes with a 6-month eCommerce shopping site; after the initial 6 months this service is renewable for just \$50 a year thereafter. (most party-plan companies charge around \$15 *per month* to have an online store website!) The website is a great business tool and allows you to set up e-shows and e-book fairs. The company ships your web orders directly to your customers, and then mails you a check the following month for your commission - easy!

Even More Opportunities with Schools and Libraries

If you decide to become a certified Educational Consultant, * you can contact:

Schools

Educators are great fans of Usborne books and Kane/Miller books and are excited when a consultant brings them samples to preview. Most schools have a specific budget to get new books by Purchase Order.

PTAs and PTOs

Parent organizations will often sponsor the school Book Fair or sometimes make outright purchases for the school. They are also excited about our Reach for the Stars sponsor-based reading incentive challenge.

Public Libraries

Most Usborne Books are also available in high quality library bindings that Media Specialists appreciate.

*To service schools K-12 and public libraries, you must become an Educational Consultant by ordering an additional small kit. This kit includes the training manual and a library-bound copy of one of our best selling books. You can order this kit right when you sign up, or at a later time.

Growth Potential with an Usborne Books & More Business

Each of us has a different vision for our home business, which may change as our family grows and changes. Do you want to enjoy great books, nights out with pay and earn extra money for new furniture or braces for your child? Do you want to meet new people, pay your monthly car payment, or pay for a vacation? Is your ultimate goal to grow in business skills as you build a team, and promote to Team Leader for even more financial rewards?

Whatever your goals, Usborne Books & More can help you reach them!

- ✓ Earn income
- ✓ A new home library of books for your family
- ✓ Have fun and meet new people, form life-long friendships
- ✓ Help encourage the love of reading and learning

HOW TO GET STARTED:

Simply submit the consultant agreement/kit order form. See my web page, www.BooksKidsLove.com/joinourteam.htm for more details about starter kits.

To get started:

Sign up online at www.BooksKidsLove.com OR

Call me toll-free at 1-866-508-2483 and I can take your starter kit order over the phone.

I'd be happy to answer any questions you may have – just call me or email me. ☺

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Educational Consultant
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