

## HOW DO I BECOME AN USBORNE CONSULTANT?

To become an Usborne Consultant, you just purchase one of the Consultant Kits, the Base Kit with 34 books for \$199 or the current special. This month we are offering a super special for signing up! See the flyer included with this pamphlet.

**EARN EXTRA CASH**  
**HAVE FUN - MEET NEW PEOPLE**  
**ENJOY NEW BOOKS**  
**HELP MOTIVATE CHILDREN TO READ!**

We welcome all Usborne book lovers to the sales force! It is a perfect home business for those who want to earn some extra cash, grow in computer knowledge and business skills or to meet new people - and also for those who want to build a group of their own for the added financial freedom of receiving a monthly commission from your group's sales.

The work is enjoyable - you help parents and teachers select the right books to motivate children to read. You will receive support, training and encouragement from your sponsor, your supervisor and the home office in Tulsa, OK. To get started, call me - I will answer any questions that you might have and review with you how to sign up.

If this business opportunity is not right for you at this time, please pass on this information to a friend or family member around the



*My Name & Phone Number:*

Please call me to ask further questions or to sign up.

**Sandy Klersy**

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## Usborne Books Business Opportunity

Welcome to Usborne Books at Home (UBAH)! You probably have many questions about how this business works. This brochure is designed to answer your questions and help you understand how a home business with UBAH can fit into your already busy life!

### Benefits of an Usborne Home Business For You

Are you interested in earning money? Do you want your own business that you control? Would you like to improve your business skills while being home most of the time?

Usborne Books at Home is an excellent home business opportunity to build towards financial freedom. You are your own boss, control your own hours and earn extra income!

If the following list of benefits interests you, then read this brochure and learn how you can get started right now! It takes very little investment to start a business that can change your life!

- ♦ Earn extra income for cars, vacations, school, etc.
- ♦ Improve business & computer skills
- ♦ Set your own hours, totally flexible schedule
- ♦ Fellowship with new people
- ♦ Nights out with pay
- ♦ A product that your own kids enjoy through all ages
- ♦ Work mainly at home, enjoy time with your family
- ♦ Earn free vacations



## Our Wonderful Books

Our mini-brochure gives you an example of the variety and quality of some of our most popular titles. Usborne Books are written with humor, surprise, and drama.

Their outstanding illustrations make them irresistible! The books are of excellent quality with sewn and glued bindings and 80 lb. acid free paper. They cover a wide selection of subjects and are very affordable, starting at \$3.95.

Our full catalog includes over 1000 books with activities and puzzles that challenge readers and make learning fun. And 80% of them are under \$10! We also offer Kid Kits, Games, Puzzles and CDs.

## What Does a Consultant Do?

Most Consultants get started with Home Shows - they are informal and fun! A hostess invites her friends and family to come see the books. As a consultant, you set up a nice display of the books, demonstrate the unique details of some books, then sit back - they sell themselves! You take orders that night, the hostess also gets orders from people who cannot attend.

The Hostess earns lots of Free and discounted Usborne Books for her work. You earn 25% of the retail sales as your commission for spending a few hours away from home socializing with other adults and helping them find the right books for their children to really enjoy reading. You can also earn up to 5% more in monthly bonuses!

## BEYOND HOME SHOWS....

If home shows don't appeal to you, we have other programs through which you can sell these books. These programs are shown on the opposite page. You can also set up a booth at any craft fair, community event, etc. to sell the books and get leads from shows and recruiting. Most people start with home shows, but they are not the only way to enjoy selling Usborne Books.

## BREAKAWAY LEVELS

UBAH maintains a 3-level breakaway system. When someone in your Central Group promotes to Supervisor, they and their entire Central Group becomes a First Level Breakaway. Second and Third Level Breakaways work the same way. There is no limit to how many you can have at any level.

### **LEVELS OF GROWTH WITH UBAH**

#### **CONSULTANT**

Receive commissions & bonuses on personal sales, ( see chart page 5) plus enjoy Travel Contests.

Receive 4% of your personal recruits' sales any month you sell minimum of \$350 net.

#### **SUPERVISOR**

Become a Supervisor with 5 personal active bronze recruits and group sales requirements

Earn 13% of personal recruits sales when you sell \$350 net per month

Earn 9-11% of Your Central Group's sales, 7% of First Level sales, 5% of Second Level sales (see levels in diagram below)

#### **EXECUTIVE SUPERVISOR**

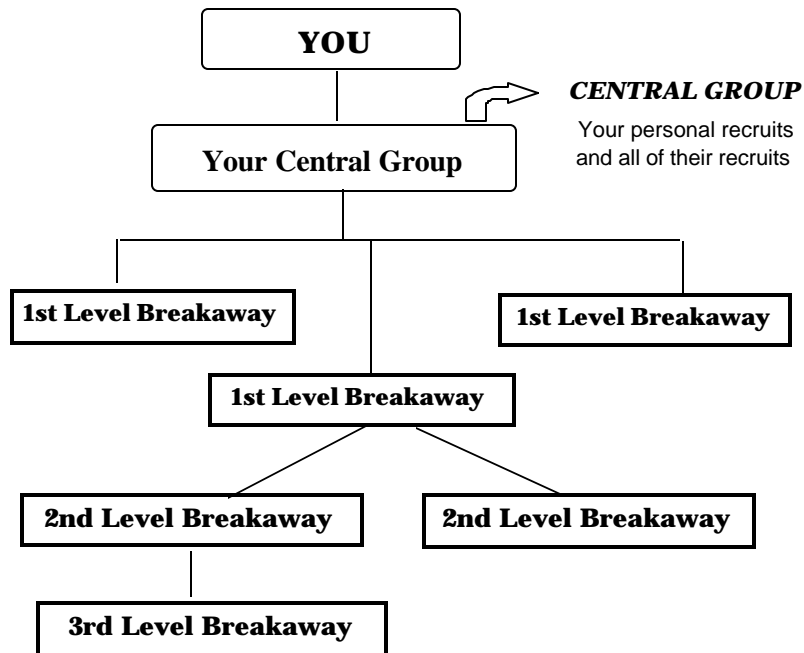
With 3 first level breakaways, and at least one third level breakaway, you become an Executive Supervisor and earn an additional 1% on your Third level net sales.

# Growth Potential with Usborne Books

Each of us has a different vision for our home business which may change as your family grows and changes. Do you want to enjoy great great books, nights out with pay and earn extra money for music lessons or braces? Do you want to meet new people, pay for a car, or a vacation? Is your ultimate goal to grow in business skills as you build a sales force, and help others learn to pay for their cars or mortgages, and become a supervisor?

**Whatever your business goal,  
Usborne Books at Home can help you reach it!!**

This chart shows how you can grow with UBAH!



## How can I sell I Usborne Books?

We have so many opportunities to market our product with Usborne Books at Home that you are only be constrained by the amount of time that you can give to your business.

**Direct Sales** - You can sell directly to individuals or groups.

**Home Show Sales** - You go to a Hostess' home, set up a display of books, give a brief description of the books and then let the guests browse and order books.

**Show on the Go** - A Hostess borrows books and catalogs, collects orders and brings them to you - great for people who work full time. Same commissions as Home Show.

**Book Fairs** - You set up a display of books for a Private or Public school, Hospital, Daycare, Preschool, etc. and collect orders during an organized event.

They receive:

~ 50% of retail sales in Free Books with minimum sales of \$500

~ 25% of retail sales in Free Books with min \$200 sales

**Educational Services** - Direct sales to Schools and Libraries (private and public K-12). Consultant must purchase the S&L kit on the supply order form, review the manual and send in the proper paperwork to become an Educational Consultant before selling to schools and libraries directly.

\*Note: You CANNOT have any sale (book fair, fundraiser, direct sale) with a school or library (except preschools) until you become an Educational Consultant. You do this by buying the Educational Consultant Kit on the Supply Order.



## How Much Does a Consultant Make?

It depends on how many hours you are willing to work, your people and service skills and most importantly, your attitude. This is not a get rich quick scheme, it is a job.

You work harder in the beginning for less money, but once you build up your business, you work fewer hours for a potentially unlimited income! Leaders in our company earn over \$60,000 but they did not accomplish this with little effort.

Most consultants start out with home shows. A new consultant averages \$60-\$75 a home show for a few hours of work. Multiply that by the number of nights you are willing to work per month and you can get a rough estimate of how much you will make.

As soon as you sell your first \$1000 net, you are eligible for a monthly bonus of 5% each month! You will have costs such as supplies and new catalogs, but if you do 4-6 shows per month, your sales bonus will cover most of those expenses.

### **EXTRA INCOME FOR NO MORE WORK!**

If you enjoy this business and are willing to help others start a home business with UBAH, then you will be rewarded by being able to earn a commission from your personal recruits' sales.

Any month that you sell at least \$350 net, you will earn 4% of all of the sales of your own personal recruits! What a great way to earn income without spending more nights away from your family!

There are no territories for recruiting consultants, you can sign up friends and family from around the country. And you can recruit new people as soon as you sign up.

### **RECRUITING BONUS = EXTRA INCOME!**

Any month that you sell at least \$350 net, you earn 4% on all of your personal recruits (people you sponsor as Usborne Consultants).

## first 12 weeks only

**Show Coupons** - To help your book shows, you can offer your first 20 hostesses **DOUBLE FREE BOOKS** allowance with a minimum of \$250 sales and one booking! A Great Tool!

**One Step at a Time Program** - UBAH rewards your efforts in your first 12 weeks with discounted & free books!

<b>Sell \$250 net</b>	<b>Purchase \$50 for \$15</b>
<b>Sell \$500 net</b>	Purchase \$50 for \$15
<b>Sell \$750 net = Bronze</b>	Purchase \$50 for \$15
<b>Sell \$1000 net = Silver</b>	Purchase \$50 for \$15
<b>Sell \$1500 net = Gold</b>	Purchase \$50 for \$15
<b>Sell \$2000 net = Platinum</b>	<b>Receive \$100 FREE BOOKS</b>
	<b>Total of \$350 Books for \$75</b>

## Commission Earned on Your Own Sales

SHOW TYPE	MIN. SALES	COMMISSION (on retail sales)	MTHLY BONUS
Home Show	\$85	25%	YES
Direct Sales	\$85	30%	YES
	\$25	15%	YES
Book Fairs	\$500	17%	NO
	\$200	20%	NO
Educational Services	\$25	17-25%	NO

You are eligible for **monthly bonuses** on Home shows and Direct sales once you sell \$1000 total net sales. The bonus is 3% cash for monthly net sales of \$350-\$699 or 5% cash for monthly net sales of \$700 or more.