



## How You Can Become an Usborne Consultant!

To become an Usborne Consultant, you purchase one of our Consultant Kits, the Base Kit or the current special. This month we are offering a super special for signing up! To see the special, go to my website [www.ubah.com/C0934](http://www.ubah.com/C0934). Click on 'Income Opportunities' at the top, then click on 'View Special'.

To sign up, click on 'Sign Up' and fill in the form.

**Earn Income - Meet New People**

**Have Fun - Enjoy New Books**

**Help Motivate Children to Read!**

We welcome all book lovers to the sales force! It is a perfect home business for those who want to earn money, grow in computer and business skills, and meet new people. Plus you can build a group of your own for the added monthly income from your group's sales.

The work is enjoyable - you help parents and teachers select the right books to motivate children to read. You 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 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 this information to a friend or family member around the country who would enjoy a business with Usborne Books. Thanks!

I'd love to have you join my team!

**Patti Stephen Wall, Usborne Supervisor**

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## Usborne Books Business

Welcome to Usborne Books at Home (UBAH)! This brochure is designed to help you understand how a home business with UBAH can be just right for you!

### Benefits of an Usborne Home Business For You

Do you love books? Need money? Want to have your own business? Would you like to improve your business and computer skills? With Usborne Books you can.....

- ◆ Earn income for home, cars, vacations, school, etc.
- ◆ Set your own hours
- ◆ Meet new people
- ◆ Improve business & computer skills
- ◆ Enjoy nights out with pay
- ◆ Get books your own kids enjoy through all ages
- ◆ Earn free vacations
- ◆ Work mainly at home, enjoy time with your family
- ◆ Have no commuting or day care costs

It takes very little investment to start a business that can change your life and give your kids great books to enjoy! Read this brochure and learn how you can get started right now!

## Our Wonderful Books

Our full catalog includes over 1000 books and Kid Kits that challenge readers and make learning fun. They cover a wide range of subjects for all ages and are very affordable, starting at \$3.95.

### 80% of the books are under \$10

Usborne Books are written with humor, surprise, and drama. Their outstanding illustrations make them irresistible! The excellent quality includes sewn and glued bindings and 80 lb. acid free paper.

## 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 a lot 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. You can also earn up to 5% more in monthly bonuses!

## Beyond Home Shows....

Along with home shows, you can do book fairs, fund raisers, or sell them directly to individuals or groups as shown on the opposite page.

You can have your own company website that you purchase for website sales. The company maintains the website and it looks great. Or you can set up a booth at any craft fair, community event, etc. to sell the books and get leads for shows and recruiting.

## Breakaway Levels

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

### Levels of Growth with UBAH



#### CONSULTANT

Receive commissions & bonuses on personal sales, plus enjoy Travel Contests.

Receive 4% of your personal recruits' net 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 net 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 (commissions on net sales)\*

#### 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.

\* Net sales = Retail sales - Consultant's Commission



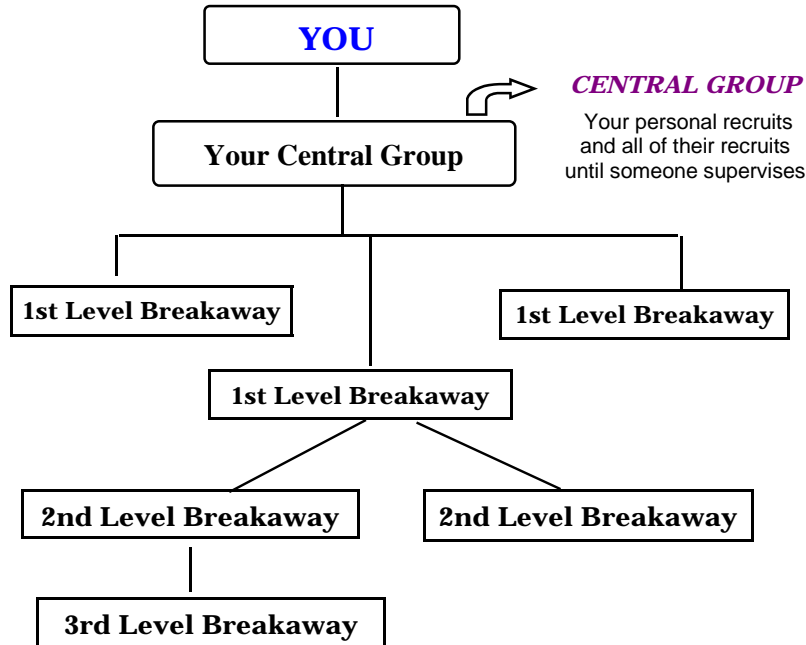
## Growth Potential with Usborne Books

Each of us has a different vision for our home business which may change as your family grows. 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 can help you reach it!!**

**This chart shows how YOU can grow with Usborne Books!**



## Ways to sell Usborne Books

We have so many opportunities to market our Usborne Books that you are only 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 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.

**Website Sales** - You can purchase a secure company website which is maintained by the company and is personalized by you. It looks great and your customers can shop from it.

**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 \$500 sales
- ~ 25% of retail sales in Free Books with minimum \$200 sales

**Schools & Library Sales (S&L)** - Consultants must purchase the S&L kit on the supply order form, review the manual and send in the paperwork to become an Educational Consultant (EC). An EC may sell directly to Schools and Libraries (private and public K-12). Preschools may be approached by any consultant, EC status is not required for preschools.

**Fund Raisers** - You can use our sales programs in different ways to help organizations earn cash instead of free books.

## How Much Can You Make?

It depends on how many hours you want to work, and most importantly, your attitude. A new consultant averages \$65-\$100 a home show for a few hours of work. Multiply that by the number of nights you desire to work each month and you can estimate of how much you will make.

You can add income with book fairs, internet sales and school sales. When you share this business opportunity with others, you can earn 4% of their sales, see the recruiting bonus below.

### Commission Earned on Your Own Sales

SHOW TYPE	MIN. SALES	COMMISSION (on retail sales)	MONTHLY BONUS
Home Shows	\$85	25%	YES
Direct Sales	\$85	30%	YES
	\$25	15%	YES
Book Fairs	\$500	17%	NO
	\$200	20%	NO
Schools & Libraries	\$25	17-25%	YES

As soon as you sell your first \$1000 total net sales, you are eligible for **Monthly Bonuses of 3-5%** on Home shows, Direct sales and S&L sales. The bonus is 3% cash for monthly net sales of \$350-\$699 or 5% cash for monthly net sales of \$700 or more.



### RECRUITING BONUS = EXTRA INCOME

You earn **4% on all of your personal recruits' sales** (people you sponsor as Usborne Consultants) any month that you sell \$350 net. You can sign someone up as soon as you sign up. There are no territories for recruiting, you can sign up friends and

## Incentive Programs for New Consultants

**Recruiting Special:** In your first 15 working days, you can offer two people the \$199 Base Kit for ONLY \$99.50 plus s/h.

### Double Merchandise Allowance in First 12 Weeks:

UBAH allows you to **DOUBLE** the Merchandise Allowance on up to 20 shows in your first 12 weeks when the hostess has at least \$250 in sales plus one booking in 4 weeks.

### One Step at a Time Program

Sell \$250 net	Purchase \$50 for \$15
Sell \$500 net	Purchase \$50 for \$15
Sell \$750 net = <b>Bronze Consultant</b>	Purchase \$50 for \$15
Sell \$1000 net = <b>Silver Consultant</b>	Purchase \$50 for \$15
Sell \$1500 net = <b>Gold Consultant</b>	Purchase \$50 for \$15
Sell \$2000 net = <b>Platinum Consultant</b>	<b>\$100 FREE BOOKS</b>
Sell \$2500 net	<b>\$100 FREE BOOKS</b>
Sell \$3000 net	<b>\$50 CASH BONUS</b>
Sign up one person	Purchase \$50 for \$15
Sign up 2nd person	Purchase \$50 for \$15
Have one Bronze Recruit & sell \$2000 net by incentive date = <b>STAR Cons</b>	<b>\$50 CASH BONUS</b>
<b>Above must be accomplished by end of your incentive period</b>	
Sell \$6000 net and have 3 Platinum recruits by end of your 6th month in business = <b>EXECUTIVE Consultant</b>	<b>\$100 CASH BONUS</b>
Promote to Supervisor by end of your 9th business month = <b>SUPERVISOR</b>	<b>\$100 CASH BONUS</b>
Maintain \$2000 net in group sales and \$700 net in personal sales for each of first 3 months as supervisor	<b>\$200 CASH BONUS</b>

