



A Home-Based Career Opportunity

- Gain Recognition and Awards
- No Inventory or Delivering Required
- Control Your Own Schedule
- Earn Free Books
- Earn Luxury Travel Contests



Make a Difference – Promote Literacy!

Starting a Business with Usborne Books & More

1. Choose a Kit – the New Consultant Kit with 25 titles or the New Consultant Mini Kit with 8 titles. Both include enough supplies to get started, tech tools and an ecommerce website subscription.
2. Complete the consultant agreement online at the website listed below. Or, fax/mail agreement to Office before kit special deadline.
3. Take full advantage of the Write Your Own Success Story program...
Hold 6 parties in your first 30 days to earn a refund on your kit price!
4. Sell min. of \$350 net every 3 months to remain “active” and to retain booth events and school/library listings. If you become inactive, however, simply place an order to become active again – no need to purchase another kit.



For More Information Please Contact

www.UsborneBooks.com

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Independent Usborne Supervisors

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Our Products

Usborne Books – The Books Kids Love to Read!

Educators trust Usborne books for the high quality of their information and great child appeal. Each book is carefully written and designed to engage children and to present information in a fun, interactive way. This magic quality means that Usborne books really do sell themselves and are often the first choice when teachers are looking to buy new reading resources.



Usborne's award-winning books cover a wide variety of subject matter including such topics as history, science, math, geography, nature, educational picture books, crafts, logic puzzles, foreign languages, chapter books, and classics retold in a kid friendly format. Plus, there are also interactive kid kits, flashcards, sticker books, touchy-feely board books, and more.

There are over 1,400 titles available – 80% are under \$10! Most titles are available in a durable Class A library binding – the perfect choice for libraries.



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 behind Kane/Miller is to introduce children to books from other countries, cultures and communities. Kane/Miller books teach attitudes, they reinforce or break stereotypes, they make the world seem a bigger place or a smaller one, they humanize events, and they make children feel empathy, sympathy and wonder.



Our Mission Statement

The future of our world depends on the education of our children.
Usborne Books & More delivers educational excellence one book at a time.
We provide economic opportunities while fostering strong family values.
We touch the lives of children for a lifetime.



Frequently Asked Questions

Q. Will I have trouble selling children's books in today's economy?

A. **Absolutely not!** - Children's books are traditionally recession-proof. Families cut down on luxuries when money is tight, but not their children's education. Plus, Consultants can offer families incredible discounts and many ways to get free books.

As an Educational Consultant, you also have a unique opportunity to sell to the fastest-growing, biggest market for children's books - schools. The educational market is recession-proof. The Government may reduce spending in other areas, but education will always be a top priority.

Q. I have never done any selling – help!

A. Don't worry, neither had almost all of our other Consultants before they started. Usborne books have a 'pick-me-up-and-eat-me' quality that requires no hard selling. A Consultant's enthusiasm and their own children's Usborne experiences are enough to sell these fabulous books.

"You don't sell Usborne books, they sell themselves - everybody loves Usborne."

Sally Colledge, Group Executive

Kane/Miller is a publisher that has name recognition in the school and library market. Librarians and teachers appreciate the uniqueness and multi-cultural aspects that Kane/Miller books offer.

Q. What Does a Consultant Do?

A. Most Consultants get started with home shows. A hostess invites her friends and family to come to her home. The Consultant shows the features & benefits of some of the best sellers and favorites – helping customers find books their family will love! The hostess earns a generous amount of free books & you earn 25% of the retail sales as your commission. Your goal is to book 6 parties within your first 30 days.

Other consultants specialize in Book Fairs & Fund Raisers, Web Sales, Conferences & Booth Events, Book Display Marketing, or School & Library Sales.

Q. How does it all work?

A. Everything you need to know will be sent you as a new Consultant. Your Starter Kit will include a **Consultant Training Handbook**. Tools and training can also be found on a **Consultants Only Website**.

You will receive **support, training & encouragement** from your Sponsor, your Supervisor & the Home Office and **rewards and bonuses** for doing well.



Write Your Own Success Story

Earn extra free books and cash in the Write Your Own Success Story rewards program. These rewards are in addition to your commissions earned.

Your Story Begins Here...

First 30 Days – earn the cost of your kit back...

- Sell \$750 net (about 3-4 avg parties) and receive a 1/2 kit price refund
- Sell \$1500 net (about 5-7 avg parties) and receive a full kit price refund

First 12 Weeks – earn books and cash...

**For each new recruit you sign,
you will receive \$25 in product!!**

In Addition...

- Sell \$750 net (*about 3-4 avg parties*)
Earn Success Kit 1*
- Sell \$1500 net (*about 5-7 avg parties*)
Earn Success Kit 2*
- Sell \$2500 net (*about 9-12 avg parties*)
and sign 2 people **Get \$100 in books**
- Sell \$3500 net (*about 12-15 avg parties*)
and sign 2 people **Earn \$100 CASH**

**Success Kits include books and supply items valued at \$50.*

The Next Chapter –

Promote to Supervisor...

And you'll receive a \$100 CASH bonus!

To promote, you need:

- 3 Success Bound recruits
(those who have sold at least \$750 net in their first 12 weeks)
- And 3 Active recruits *(can be the same people)*
- \$750 in Personal Net Sales *(for two consecutive months)*
- \$2000 Central Group Net Sales
(for the same two consecutive months)

Express Success –

Promote in First 12 Weeks...

Promote to Supervisor by the end of first 12 weeks to earn Express Success status and receive:

- **\$300 in free product of your choice**
- **A \$200 CASH bonus!**

A Supervisor Story – Continued...

Your first 3 months as Supervisor, if you maintain:

- \$750 Personal Net Sales
- \$2,000 Group Net Sales
(your personal sales count in towards your Group Net Sales)
- 5 Success Bound recruits by the end of your third month as Supervisor.

You'll receive a \$500 CASH bonus!



Incentives New Consultants Can Offer

As a new consultant, you have special incentives to offer that give you a “slight edge” when you are first starting your business. These are available exclusively to new consultants and only for a limited time. By taking advantage of these, you can earn even more rewards as you Write Your Own Success Story.

Double Merchandise Allowance – First 12 Weeks

Consultants in their first 12 weeks can offer DOUBLE Merchandise Allowance on any show they do that has \$250 in sales or more and one dated booking within 3 weeks. A Consultant may offer this special incentive for a maximum of twenty shows within their first twelve weeks. New Consultants *can* hold their own show(s) and collect Double Merchandise Allowance as the show host as long as the qualifications are met. There is no limit to the amount of double free books that can be earned!

Show Sales	FREE Books Earned	DOUBLE FREE Books Earned	Plus This Much At 1/2 Price
\$550-599.99	\$100	\$200	\$125
\$500-549.99	\$90	\$180	\$125
\$450-499.99	\$80	\$160	\$100
\$400-449.99	\$70	\$140	\$100
\$350-399.99	\$60	\$120	\$75
\$300-349.99	\$50	\$100	\$75
\$250-299.99	\$40	\$80	\$50
\$200-249.99	\$30	\$30	\$50
\$175-199.99	\$25	\$25	\$25
\$150-174.99	\$20	\$20	\$25

There is a \$2 hostess charge and sales tax applied. Shipping is paid on the retail value.

There is NO COST to Consultants to offer Merchandise Allowance – even when doubled!!

For every person you sign during your first 12 weeks, you will earn \$25 in FREE Books!

This is a great way to build your display – while building a team and your income level!



Titles are representative of New Consultant Kit. Actual titles received will vary.

Sell \$350 net each month to earn an extra 4% on your personal recruits' net sales!



Commission and Business Program

Usborne consultants earn commission (discounts) on every Usborne book they sell at retail or buy for personal use and samples. Commission rates are based on the total retail sales. Overrides and bonuses are based on the Net Sales. Net Sales equal the retail minus the commission. For example, a \$400 party earns 25% commission or \$100. \$400 retail minus \$100 in commission equals \$300 in Net Sales.

DIRECT SALES:

30% commission

on orders over \$85 retail

15% commission

between \$25.00-\$84.99 retail

HOME SHOWS & E-SHOWS:

25% commission

on shows over \$85 retail

WEBSITE SALES:

25% commission

on orders over \$85 retail

15% commission

between \$1.00-\$84.99 retail

*BOOK FAIRS – E-FAIRS

LITERACY FOR A LIFETIME:

20% commission

between \$200.00-\$499.99 retail

17% commission

on orders over \$500 retail

*SCHOOL & LIBRARY SALES:

25% commission

between \$200-\$499.99 retail

20% commission when offering free shipping or 20% off retail.

*REACH FOR THE STARS!!:

Approximately 30%+ profit

(see handbook for further details)

*CARDS FOR A CAUSE FUNDRAISER:

17% commission on the net sales

**You must first purchase the Educational Consultant kit and complete training to be eligible to approach public/private libraries or schools (K-12).*

Personal Sales Bonus

Earned on total monthly Net Sales for home shows, web sales, direct sales, and school & library sales.

Book fair/RFTS/LFL/Cards for a Cause sales are not eligible.

5% personal sales bonus when you sell

\$750.00 or more in net sales in one month.

The company covers the cost of free books for Home Shows, e-Shows and Book Fairs, giving you a higher profit margin.

Leadership Opportunities

By sharing the business opportunity with others and building a team, Consultants can earn additional income:

Recruiting Cash Bonuses

As a consultant, when you sell at least \$350 net in one month, you earn an additional **4% recruiting bonus** on all your *personal* recruits' Net Sales within that month.

Supervisors receive 2% on their personal recruits' net sales and pay 2% of recruiting bonus for those in central group.

Supervisor Cash Overrides

When you promote to Supervisor, you earn an **additional monthly cash override of 11%**

on your central group's net sales – including your own personal sales. *Your central group is your personal recruits, your recruits' recruit and your recruits' recruits' recruits... You can have an unlimited number in your central group!!*

PLUS, earn overrides on all 1st, 2nd and 3rd level breakaway groups' net sales in your downline of **7%, 5% and 1%** respectively. *When a consultant promotes to Supervisor, they and all their recruits, and recruits' recruits are considered a breakaway group. You can have an unlimited number of people in breakaway groups!*

NOTE: Overrides for Literacy for a Lifetime, Reach for the Stars, Cards for a Cause Fundraisers and Book Fairs orders are 50% less on all levels – 5.5%, 3.5%, 2.5% and .5% respectively.