



BUILDING A CAREER WITH USBORNE BOOKS

Do you love books? Are you interested in earning money? Do you need a business with flexible hours?

Usborne Books at Home is an excellent home business that allows you to be your own boss set your own hours and earn extra income while fostering the love of learning in your community and beyond.

With your Usborne business you'll be proud of what you do while you...

- Help families and schools access our outstanding books
- Take advantage of unlimited income potential
- Work from home around your family's schedule
- Set your own hours
- Enjoy generous rewards and recognition
- Receive ongoing training and support
- Experience personal growth while meeting new challenges
- Build an incredible home library
- Earn free luxury vacations

Usborne Books

Usborne Books are written with humor & surprise in an easy to read & retain format. Their outstanding illustrations and pictures make them irresistible for all ages & they cover a wide selection of subjects. The books are of excellent quality, most titles having sewn and glued bindings, printed with high quality ink on sturdy acid free paper. They are very affordable, ranging from \$3.95 to \$47.95 - 75% of them are under \$10!

Our catalog includes over 1300 books and kid kits, plus a few CD ROMs, that entice and challenge readers and make learning fun! We get new titles added every January and July.

What Does a Consultant Do?

Most consultants get started with home shows - they are informal and pleasant! A hostess invites her friends and family to come to her home. As a consultant, you set up a display of great books, show features & benefits of some of the best sellers & favorites, and help them find books their family will love! You take orders that night & the hostess may collect orders from those who cannot attend. The hostess earns a generous amount of free books & you earn 25% of the retail sales as your commission. Books arrive by UPS within 2 weeks & you take them to the hostess to give to her friends. Home shows are good places to meet others who will want to join your fun business.

Other consultants specialize in Book Fairs & Fund Raisers, Web Sales, Conferences & Booth Events, or School & Library Sales. Many consultants do a combination of types of events. Find the areas that you enjoy the most!

HOW DO I BECOME AN USBORNE BOOKS CONSULTANT?

Simply fill out the consultant agreement/kit order form, getting either the Base Kit OR this month's Kit Special.

To get started:

1. Sign up online
2. OR email or call me for a kit order form or we can take care of it by phone.

I would like to answer any questions that you might have.



Where do I sell Usborne Books?

We have a broad marketing program through which you can sell Usborne Books. With so many marketing opportunities, you are constrained only by the amount of time that you can give to your business.

Direct Sales - You can sell directly to individuals & groups and at booth events.

Home Show Sales - Home Shows are fun & profitable, and the host or hostess earns free books based on the sales.

Catalog Show - A host or hostess takes catalogs & order forms and collects orders - great for people who work full time. You earn the same commissions as a home show.

Book Fairs - You set up a display of books for a private or public school*, hospital, daycare, preschool, homeschool group, organization, etc. and collect orders. They receive:

- 50% of retail sales in free books with sales of \$500+
- 25% of retail sales in free books with sales of \$200 - \$499.99

Reach for the Stars Book/Fundraisers - A pledge-based reading incentive program that at least 110% goes back to the school in the form of cash and/or books.*

Web Site Sales - You can sell directly from your online bookstore or through e-shows on your very own website, available through our Usborne home office for \$95 for setup & first year, \$50 per year thereafter. You may purchase your website at the same time you sign up for \$75 for the first year and setup. This is a one time offer.

Educational Services - You can sell directly to teachers, schools, and libraries.*

* You become an Education Consultant to sell to libraries and schools K-12, by purchasing the Educational Consultant Kit (around \$22) under supplies or alternate supplies, reviewing the manual, & sending in the proper paperwork.

Benefits with Usborne Books

Each of us has a different vision for our home business, which may change as our families grow & change. Do you want great books for your family, to meet new people who also value children & education, to pay for a new van or house, or build your leadership skills and your income as a Supervisor?

Whatever your business goals, Usborne Books at Home can help you reach them!

Earn Extra Money!
Have Fun and Meet New People!
Enjoy New Books!
Help Motivate Children to Read!

Consultant resources include monthly newsletters and our online website with an active message board, chat rooms, order tracking and more. OrderPro is online ordering software - it makes ordering easy from any location with internet access, which might be from home or your public library. The current version is free with your kit, then is just \$1.30/mo.

You will receive support, training & encouragement from your sponsor, your Supervisor & the home office, with no pressure or monthly requirements, but rewards and bonuses for doing well.

The work is rewarding as you help families, teachers and librarians get great books to motivate children to read and be excited about learning.

How Much Does a Consultant Make?

It depends on how much time and effort you put into the business. Since the average home show sales are around \$400, most consultants make about \$100 per show, plus bonuses. Multiply that by the number of events you are willing to work per month and you can get a rough estimate of how much you will make as a new consultant.



Commission Earned on Your Own Sales

TYPE OF SALE	MIN. SALES	COMMISSION (on retail sales)	MONTHLY BONUS	FREE BOOKS
Home Shows & e-Shows	\$85	25%	YES	YES
Direct Sales	\$25	15%	YES	NO
	\$85	30%	YES	NO
Book Fairs	\$500	17%	NO	YES
	\$200	20%	NO	YES
Literacy for a Lifetime 50% matching grant	\$0	17%	NO	YES
Reach for the Stars Book/fund raiser	\$200	17-30%	NO	YES
Web Site Sales	\$0	15%	YES	NO
	\$85	25%	YES	YES
School & Library Sales	\$25	25%	YES	NO
	\$200	17%	YES	YES

MONTHLY SALES BONUS!

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

- 3% for net sales of \$350-\$699.99
- 5% for net sales of \$700 or more

MONTHLY RECRUITING BONUS!

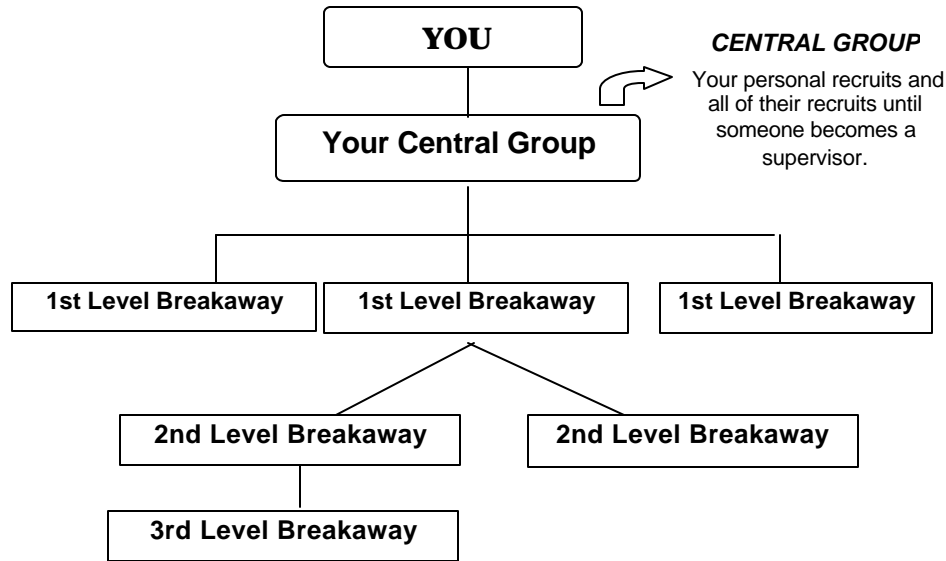
You will earn a 4% bonus on your recruits' sales every month that you sell at least \$350 net.

Company covers cost of free books for Home Shows, e-Shows, Book Fairs, e-Fairs, Reach for the Stars and Literacy for a Lifetime!

HOW TO EARN MORE...

If you enjoy this business and are willing to help others start a home business with UBAH, you can promote to Supervisor earning an override check based on your recruits' sales. There are no territories and you can sponsor new people as soon as you sign up. There is no limit to your growth potential.

This chart shows how you can grow with UBAH!



BREAKWAY LEVELS

UBAH maintains a 3-level breakaway system. When someone in your central group promotes to Supervisor, they and their entire central group become your 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

- You can receive 15-30% commission, starting with your first sales.
- You can receive 3-5% sales bonuses on personal sales every month you turn in at least \$350 net sales.
- You can receive 4% recruiting bonus on your personal recruits' net sales every month you turn in at least \$350 net sales.

Supervisor

- You will become a Supervisor with 5 personal bronze recruits, 5 active consultants (may be the same as the 5 bronze), personal sales of \$700 net two consecutive months, and group sales of \$2000 net the same two months.
- You can receive 2% recruiting bonus on your personal recruits' net sales any month you turn in a minimum of \$350 net sales as long as they are still in your central group.
- In addition to your commission, you earn 11% on your central group's sales, including your personal sales, 7% on your first level breakaway sales, and 5% on your second level breakaway sales*.

Executive Supervisor/Senior Executive Supervisor/Director

- You will become an Executive Supervisor when you have 3 first levels, at least 1 third level, and combined sales from your central group, first levels, second levels and third levels of at least \$25,000 net in one month.
- You earn an override of 1% on your third level breakaways in addition to the overrides listed in the Supervisor section.

*All overrides, bonuses & awards are based on net sales. Retail minus commission = "net".

* Overrides on book fairs, Reach for the Stars & Literacy for a Lifetime are half the amounts listed above.