

Help your Business Thrive when you MOVE Ruth Smith

We moved out of state away from extended family into a small apartment while looking for a house two months before having our 4th child. Situations don't have to be perfect to have a great Usborne business.

It is exciting & scary to move. You've got a lot to deal with just keeping your family secure & happy. Our family-friendly company doesn't require big monthly minimums & lets you continue your business even when family needs take up extra time. This isn't the time to stop; its the time to GROW your business.

Here are some suggestions to help your business THRIVE during a move:

- 1) Keep some Usborne books, catalogs, current UBAH newsletter, etc. out of storage so you'll have access to them! Change your address with the Home Office as soon as possible.
- 2) If you are leaving a local group you have built, pick a couple strong consultants from your old area to "run the show". They could work on promoting to Supervisor now! You probably have some GOOD leads, hostesses, book-fairs, events, etc. to pass on to them. Be generous with these contacts, even if it feels like you're giving away everything you've worked hard to build.

This can be a great time of growth for your group; it can bring out the leaders in them & let them shine!
- 3) If you're a Sponsor or Supervisor with local meetings, help them continue your regular sessions by sending them a "meeting box" of a few books to give away, business supplies, specials flyers, HO info, etc. to make it easy for them. Make sure they have all your area consultants' phone numbers & email addresses to simplify contact for meetings, sharing events, racks, etc. They already know the other local consultants in your group & would be good at including them in their meetings. Help them be supportive & appreciative of each other.
- 4) Have an email address & toll-free phone number and encourage contact. Maybe even schedule weekly calls and/or online chat sessions with them. For scheduled online training meetings, you can have a "free book drawing" for attendees from your group just as you may have had for your local meetings.
- 5) Start business in your new area just as you'd train a new consultant to do. Have new business cards & stamp made right away. When you meet new people, ask them what they do & they'll probably ask you what you do. You can start the relationship having an identity as the book lady or man. Hand them a business card or flyer & ask if you can get their contact information to invite them to something fun.
- 6) Better still, have a Grand New Opening Show already scheduled to invite your new acquaintances to. Smile & be excited to tell about these great books & this great company. THEY'll be glad you did.
- 7) Check with the Chamber of Commerce, the newspaper, bulletin boards in the grocery store, etc. to learn about local events that would be appropriate for you & your books. Of course, always ask if they already have an Usborne consultant. Join groups with common interests to make new friends (PTA, LLL, church, library board, Mothers of Preschoolers, support groups, etc).
- 8) Search for local consultants from other direct selling companies. You can do events together & share support. Check to see if Belinda Ellsworth or Ilene Meckley or other great speakers are coming to the area. You'll meet more interesting people there.
- 9) Make friends with the local area Usborne consultants if there are some so they don't feel like you're going to step on their toes, but can be their book buddy. Maybe some of your new friends would like to do this, too. My best friends are my book friends. It gives you another good excuse to stay in touch.
- 10) Don't wait to see what happens; GO FOR IT!
Take advantage of this chance to BUILD your Usborne business!