



USBORNE BOOKS

At Home

Business Overview



OVERVIEW

Usborne Books at Home is the Home Business division of Educational Development Corporation (EDC) whose corporate office is located in Tulsa, Oklahoma. Usborne Books are published in England and EDC owns marketing rights in the United States. There are currently over 1300 Usborne titles, with new titles being added every 3-6 months.

The **Usborne Books At Home** (UBAH) division has a network marketing dimension where consultants may work with a variety of programs including direct sales, home shows, internet sales, book fairs, and School & Library Sales (with extra Educational Consultant training), "Reach for the Stars", a pledge based reading incentive program, and "Literacy for a Lifetime", a grant matching program. There are no territories, except for listed schools & libraries. You may sell books and recruit people into your group from anywhere in the U.S.

When you become a consultant UBAH you are your own boss, not an employee! Starting a business with UBAH is a positive move in the direction of controlling your income, time and future. You are able to set your own goals and achieve what you want from your business. Your sponsor, supervisor and the UBAH home office will provide ongoing training and support to help you reach those goals.

There are many benefits of becoming a consultant, including increasing your income, expanding your circle of friends, making a positive difference in your community, earning travel and product contests, and building a home library! Usborne Books At Home provides an opportunity for you to realize your dreams, and by sharing the opportunity with others, you will benefit from the successes of those you help.

Cutting edge technology through the UBAH home office provides access to ecommerce websites, online training materials, and online ordering.

LEVELS

Consultant - Supervisor - Senior Supervisor,
Executive Supervisor, Senior Executive Supervisor,
Director

One Step at a Time Program

This generous program rewards consultants for building their business. In addition to commission, which starts with the first order, UBAH offers discounted & free product and cash awards for the levels reached during your 12 week Incentive Period. These new products will enhance your kit and help get your business off to a great start!

COMPENSATION STRUCTURE

Program	Com- mission	Sales Bonus	Minimum Retail Sales
Direct Sales	30%	yes	\$ 85
	15%	yes	\$ 25
Home Shows	25%	yes	\$ 85
Internet Sales	25%	yes	\$ 85
	15%	yes	\$ 1
Book Fairs & RFTS	17%	no	\$ 500
	20%	no	\$ 200
School & Library Sales	17- 25%	yes	\$ 25

Bonuses

Consultants receive monthly Sales Bonus of 5% with sales of \$700+, or 3% with sales are \$350 - \$699.99. This applies to all personal net sales from home shows, web sales, direct sales, and school & library sales. Additionally, any month you turn in \$350+ net sales, you earn a Recruiting Bonus of 4% based on your personal recruits' net sales that month.

Supervisors receive monthly Sales Bonus of 5% on their sales of \$700+. This applies to all personal net sales except bookfairs. Supervisors earn monthly Override Checks based on personal & group net sales.

Marketing Options

Direct Sales - Sales with no hostess involved. This includes sales to individuals, organizations, booths at meetings, conferences, fairs & festivals; places where educators, parents, or families gather.

Home Shows - Sales involving a hostess or hosting organization, include Home Shows, Workshops, Catalog Shows, or Open Houses. Hostesses earn free books based on sales at no cost to the consultant.

Internet Sales - UBAH maintains websites with "shopping carts" for consultants for a yearly charge. UBAH handles the orders & shipment.

Book Fairs - Sales during an event at a private or public school, library, hospital, daycare center, preschool, church, or other organization. They get:

~ 25% of the total retail sales in Free Books when sales are \$200 - \$499.99, or

~ 50% of the total retail sales in Free Books when sales are \$500 or more,

at no cost to the consultant.

Educational Services - Most Usborne Books are available in high quality library binding. With extra training, you may become an Educational Consultant and service the school & library market.