

Usborne Books At Home

Now is the Time!



The opportunity of a lifetime comes along several times but taking advantage of the opportunity is something that only you can do! Network marketing is the perfect vehicle to realize dreams and empowerment because of the logic of exponential growth. UBAH provides this opportunity! The product is terrific, the marketing and compensation is competitive and the program is duplicable. Building a large, growing network company is not easy but it is attainable if you follow the handbook, share the opportunity with others and guide them to do what you are doing. Network marketing is one of

the strongest growth industries in the world. It is practiced in the United States and in over 75 countries around the globe. Millions of independent distributors produce an annual volume estimated at 60 to 80 billion dollars. Network marketing can give you a lifestyle. Some of the unique benefits of this business are

- Working from home
- Choosing the hours you want to work
- A small investment to begin your own business
- Selling a terrific product that benefits children
- Building lifetime friendships
- Self improvement and confidence
- Opportunity for the income you desire
- A chance to build success while empowering others to succeed
- Quality time with loved ones

Mission Statement: "The future of our world depends on the education of our children. UBAH delivers educational excellence one book at a time. We provide economic opportunity while fostering strong family values. We touch the lives of children for a lifetime." UBAH believes that children should have every opportunity available to them. One of the basics is a good education. We offer a product that is unsurpassed in the quality of illustrations and material content.

Commonly Asked Questions

What kind of money can I make?

This is truly up to you. You can do this as a full time job doing 4 to 5 Home Shows a week, meeting many potential recruits and building a network organization quickly or you can work part time working around your family's schedule.

What kind of up front investment do I need to make?

We offer two kits: one is a small kit special that changes monthly and the other is our base kit with a larger sampling of titles. The kits contain everything you need to begin your business. You can order more supplies as you need them from the supply order form.

What if I don't feel like a salesperson?

Most of the best sellers say they are not a salesperson in the beginning, but successful selling involves finding a product you love and the desire to share it with others.

THE VARIOUS MARKETING PROGRAMS

Usborne Books At Home is a network marketing system. The five ways that you can market Usborne Books are Home Shows, Direct Sales, Book Fairs, School & Library and Web sales. This is an opportunity for someone who wants to work for him or herself, either part-time for an extra income, or full-time, building financial security.

Home Shows The Hostess earns free books based on the Retail Sales and Customer Specials. Customer Specials are available for customers to purchase when they order a minimum at retail. The Retail Sales for a Home Show must be at least \$85.00. Hostess pays processing fee, s/h and tax.

Direct Sales Retail Sales to customers with no Hostess involved. Customer Specials can also be offered on Direct Sales. The minimum order for a Direct Sale is \$25.00 retail.

Book Fairs Retail Sales sponsored by a hospital, daycare, preschool or other organization. The minimum order is \$200.00 retail. Book Fairs earn 25% of the total Retail Sales in free books to the organization when the total sales are between \$200.00 and \$499.99 and 50% in free books if the sales are over \$500.00 retail to the organization. Also, eFairs are available with a UBAH web site! This program may be modified for fundraisers or the Reach For The Stars (RFTS) reading incentive program. *Customer Specials are not offered on Book Fair sales.*

School & Library Sales to the School and Library market. You must be an *Educational Consultant* to sell directly to public and private K–12 schools and libraries. Only *Educational Consultants* may conduct Book Fairs and Fund Raisers at schools and libraries. Minimum order is \$25.00. *To become an Educational Consultant, you must purchase the EC Kit, read & sign the code of ethics and send it into the Home Office prior to approaching the School and Library market.

Web Sales You may purchase a UBAH web site for \$75 when you first become a consultant (it is \$95 thereafter) and only \$50 per year to maintain. Your customers may order online. Orders are shipped direct to them. Web sites include eShows, eFairs and Wish List Registrations. Commission is based on the following: From \$0 to \$84.99 = 15% and \$85 and over = 25%

Commissions You keep from sales you've collected, and the net amount is sent to the company for orders.

Bonuses Based upon min of \$350 net in all programs except book fairs. You can earn a personal sales bonus in your first month on orders submitted by the cut off date. You are also eligible for bonuses on your recruit's sales, if any when the \$350 net min is met.

Commission Structure

Marketing Programs	Minimum Retail Sale	Commission Earned	3% or 5% Sales Bonus Applicable	4% Recruiting Bonus Applicable	Supervisor % Override on Net Sales
Home Show	\$85.00	25%	Yes	Yes	11, 7, 5, 1
Direct Sales	\$85.00	30%	Yes	Yes	11, 7, 5, 1
	\$25.00	15%	Yes	Yes	11, 7, 5, 1
Book Fair --also used as fund raisers & RFTS	\$500.00	17%	No	Yes	5.5, 3.5, 2.5, .5
	\$200.00	20%	No	Yes	5.5, 3.5, 2.5, .5
Educational Services School & Library sales *	\$25.00	17% & 25%	Yes	Yes	11, 7, 5, 1
Web Sales-optional (when web site is purchased)	\$0-\$84.99	15%	Yes	Yes	11, 7, 5, 1
	\$85.00+ <i>see info above</i>	25%	Yes	Yes	11, 7, 5, 1

ONE STEP at a TIME PROGRAM

The *One Step at a Time* Program caters to the new Consultant. *The first twelve weeks in business are considered an incentive period.* During this time, when various sales levels are achieved, Usborne products can be purchased at a discounted price to add to the sample display. This is in addition to commissions. An award certificate is issued by the 15th of the following month for the various levels achieved. After the Incentive Period is over there are additional awards obtainable until the end of the first year. If a consultant attains all the steps in the program, they can earn up to \$500 in CASH, \$200 in FREE Usborne products, and purchase up to \$350 in product at a 70% discount. *You are also eligible for personal sales on all programs except Book Fairs and recruiting bonuses when \$350 net minimum is met.*

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| Step 1. \$ 250.00 in net sales | TIN | Award: \$50.00 in product for \$15.00 |
| Step 2. \$ 500.00 in net sales | COPPER | Award: \$50.00 in product for \$15.00 |
| Step 3. \$ 750.00 in net sales | *BRONZE Recruit | Award: \$50.00 in product for \$15.00 |
| Step 4. \$1,000.00 in net sales | SILVER Recruit | Award: \$50.00 in product for \$15.00 |
| Step 5. \$1,500.00 in net sales | GOLD Recruit | Award: \$50.00 in product for \$15.00 |
| Step 6. \$2,000.00 in net sales | PLATINUM Recruit | Award: \$100.00 in FREE product |
| Step 7. \$2,500.00 in net sales | RUBY Recruit | Award: \$50.00 in product for \$15.00 |
| Step 8. \$3,000.00 in net sales | EMERALD Recruit | Award: \$50.00 CASH Bonus |
| Step 9. Share the opportunity w/1 st person (earn bonus on their sales!)..... | | Award: \$50.00 in product for \$15.00 |
| Step 10. Share the opportunity w/2 nd person (earn bonus on their sales!)..... | | Award: \$50.00 in product for \$15.00 |
| Step 11. Have one *Bronze recruit & achieve
Step 6 by end of incentive period | STAR Consultant | Award \$50.00 CASH Bonus |
| <i>The above must be completed by your incentive date</i> | | |
| Step 12. \$6,000.00 net sales & 3 platinum recruits
by end of your 6 th month | EXECUTIVE Consultant | Award \$100.00 CASH Bonus |
| Step 13. Promote to Supervisor by 9 th month | SUPERVISOR | Award \$100.00 CASH Bonus |
| Step 14. Maintain \$2,000.00 net group sales
and \$700.00 net personal sales for first 3 months as supervisor . | | Award \$200.00 CASH Bonus |

THE PRODUCT

In 1973, Peter Usborne decided that educational, nonfiction books would need to change in order to compete with TV and comics. He borrowed some ideas from these two media and hired educational consultants to oversee the writing to make sure that the books would satisfy the child's interest but also arouse it. In 1973, Peter Usborne published his first book, *Spycraft*, which is in the Know-How Series. This is still a popular Usborne title. In 1988, Usborne published, with startling success, the Puzzle Adventure Series. At the same time, they began rapidly increasing the number of preschool and early reading books.

Explanatory books, which merely explain, are doing only half the job; if a book fails to make its subject attractive and interesting to the reader, chances are that the explanation will fail. Usborne Books are designed graphically to draw the students in, to make them want to learn the material and to help them retain that knowledge. The magic of Usborne Books is that they make both reading and learning fun and do not create a boring or intimidating experience. Peter Usborne set out to break down a child's resistance to reading and learning at home. These books are so well organized that children absorb and recall much of the vast amount of information presented.

Usborne Books are fascinating, lavishly illustrated books written with humor, surprise and drama. They incorporate activities and puzzles to challenge a child's observation and intelligence. Their superb printing quality and exceptionally well produced graphics, high ratio of pictures to text, short magazine-like format and unique detail set Usborne Books apart from anything yet produced. There is a wide range of subjects covering hobbies, science, nature, parent's guides and more. Usborne Books truly appeal to all ages, infants to adults, with prices to suit everyone. The books are printed on acid free paper, so the pages will last forever if taken care of properly.

Usborne's award winning children's books are sold worldwide in many different languages. Usborne Books are sold successfully through home party plans in Australia, Hong Kong, Singapore, England and, since 1989, the USA. There are over 1,000 Usborne titles.

Product Updates

The product line is updated in January and July of each year to ensure that the product line is new and exciting. This is great for repeat business. At the time the new titles are announced, the prices change and the catalogs are updated. UBAH offers new titles to consultants at a wonderful discount so they may add them to their display kit. The summary order form and summary disk also change at this time. An updated supply form is mailed out approximately one month before the new prices go into effect.

How Usborne Quality is Created

- 1. Action** -- Promotes realism and brings the characters to life.
- 2. Comprehensive Concepts** -- Our minds must be able to categorize and file information. Usborne accomplishes this by teaching the whole concept, not simply the introduction and the conclusion.
- 3. Humor** -- Keeps the reader entertained and attentive.
- 4. Involvement** -- Helps the reader relate.
- 5. Contextual Learning** -- Usborne Books place objects within the context that they are most often found.
- 6. Visual Stimulation** -- Usborne Books contain a high picture-to-word ratio.
- 7. Color** -- Stimulates curiosity and maintains interest.

The Special Features of Usborne Books

1. Step-by-step explanations of “How and Why”.

This fosters logical sequencing of events, the order in which they occur and why. Explanations of "how and why" enhance a child's understanding.

2. Cut-away illustrations so children can get the inside view.

The books show the inside view of those places children rarely have a chance to see, whether inside or underground, etc. They also make understanding the unknown easy and help children to investigate what's inside.

3. Double page layouts which open so that the book is easily propped up, enticing the child to delve into the pictures.

Children lay on the floor with the books imagining they are there. They "play" with the illustrations because they are so real and so large. They truly invite the child to take part in the wonderful adventure of learning. The strongest readers will take the longest amount of time looking at the pictures.

4. Pages bursting with activity - a lot of material to explore on each topic.

This stimulates analytical thinking. Hands-on activities are included in most cases to prove the concept to the child and facilitate the kinesthetic (hands-on) mode of learning. It is very important that all concepts being taught use the three modes of learning: visual (seeing), auditory (hearing) and kinesthetic (hands-on). Some children learn primarily by the hands-on approach and Usborne does not leave them untaught!

5. Straightforward text consistently positioned below each picture simplifying the reading exercise - the use of short sentences encourages the child to read.

Presenting the text in this method also facilitates retention and recall of the information. The child sees the concept visually in the picture and then in writing. It helps them to make the necessary bridges to other information they already have and to file it away in an appropriate file. The cognitive thinking system is like a file cabinet of information. It helps recall if the file is placed in an appropriate location, i.e. attached to other pertinent information. Making these bridges is actually one of the higher levels of cognitive (and critical) thinking called "synthesis". Most American text is watered down by using words with fewer syllables, which leads to boring and often ambiguous text. Usborne's approach makes books children-friendly by keeping their interest with meaty bits of information, but cut in pieces they can chew! It works well with all reading levels. The child can digest as much or as little as they desire on each page. They don't have to read a page of text to simply find out what's going on in a picture either, which equals curiosity satisfaction!

6. Many of our preschool books feature charming illustrations by Stephen Cartwright with a “find-the-duck” theme throughout.

Children love to find the duck on each page! They are comfortable when they see something familiar to them and feel secure with a new book when they recognize something in it.

For More Information Contact Independent Educational Supervisor--Ann Agent
800-429-8588 or <http://UsborneDirect.com/moreinfo.html>
<http://UsborneDirect.com/business.html>