More Freedom
More Choices
More Business
More Income
More Success
More You

Usborne Books & More!
A Message from the President

We are delighted that you have joined Usborne Books & More, the home business division of Educational Development Corporation.

Usborne Books & More believes that children should have every opportunity available to them, especially a good education. We proudly offer a product that is unsurpassed in quality, content, illustrations and photography. Our books entice children to dive into the information and surface again eager to learn more. From enchanting baby board books to puzzle books that stretch the imagination, we offer books for every child (including the child within us all). Many Usborne books are internet-linked or internet-referenced.

Through your new venture you'll meet and make new friends, receive recognition at all levels, experience personal growth and develop new skills while still placing your family first. Whether you are looking for a part-time job or a full-time career we are confident that Usborne Books & More can meet your dreams and goals.

Congratulations on your smart decision to join Usborne Books & More, where you are in control of your time and income. By sharing the opportunity with others, you will secure your own success. Set your goals, take responsibility for achieving them and look forward to enjoying a brighter financial future!

Sincerely,

Randall White

Helpful Information

Web Site: www.usbornebooksandmore.com
Consultant Services:
918-622-4522 • 1-800-611-1655
Customer Service: 1-800-806-1162
1-800-380-6529 • 1-800-806-1156
Fax #: 1-918-663-2525
Information Line: 1-877-884-8224 (toll free)
Address: Usborne Books & More
10302 East 55th Place
Tulsa, OK 74146

My consultant I.D. is_____________________
My incentive period ends__________________
My e-commerce shopping site is
consultantID.myubam.com____________________
My Back Office site is: consultants.myubam.com

My sponsor is___________________________
Sponsor's phone # _______________________
Sponsor's email___________________________

My Team Leader is:_______________________
Leader’s phone # ________________________
Leader’s email______________________
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Welcome

“No matter how impossible it may seem, never underestimate the power of a dream.”

Welcome to Usborne Books & More, the Home Business Division of Educational Development Corporation. We are excited that you have decided to represent our wonderful line of children’s books. Your consultant I.D. and incentive date are found in your welcome letter. Please use your Consultant I.D. on all correspondence with the company. New consultants, please refer to the Write Your Own Success Story Reward Program on page 10. This is only available to you as a new consultant during your incentive period. This is a great opportunity to receive a refund on your kit, add additional products to your display set and earn cash during your first 12 weeks in business.

Your decision to start your own business with Usborne Books & More is a positive move in the direction of controlling your income, destiny and time. You are the one who will make it happen. You need to set goals and take responsibility for achieving what you want out of the business. Usborne Books & More provides an opportunity for success and by sharing this opportunity with others, you will benefit from the success that follows.

By following this guide, having a positive attitude, and working consistently with a purpose, you will achieve the dreams and goals you have set for yourself and family.

Usborne Books & More is unique as it offers a wide variety of programs with which to build a successful business: Home Shows, School & Library, Book Fairs, Toys for Tots®, Reach for the Stars!! Reading Incentive Program, Literacy for a Lifetime™ Matching Grants, Cards for a Cause fundraisers and a personal eCommerce website.

Ethics

Usborne Books & More takes pride in our reputation of having the highest integrity, offering quality products and providing superior customer service. Each consultant must protect and enhance this reputation by being honest and accountable with clients, other consultants and the Home Office.

Amazon, eBay & other online retailers - Usborne Books & More Consultants are not permitted to sell Usborne Books & More products on Amazon or through eBay and other online retailers; doing so will result in termination of their business.

2. It is unprofessional and unproductive for several consultants to approach individuals or organizations at the same time. When approaching individuals or organizations for the first time, it is required that you see if there is an established relationship with another Usborne Books & More consultant. If they are satisfied with the current consultant with whom they are dealing, it is beneficial for you to seek business opportunities elsewhere. If this occurs, it is most appropriate for you to say, “I am delighted that you have an Usborne Books & More representative and enjoy our product.”

3. Always present a professional image. If you feel that a situation has been mishandled, express your concern to the other consultant involved or your up-line supervisors, never to the customer or organization. Your business success will be achieved in working with other consultants in a professional manner.

Booth events and listed schools and libraries are an exception. Please refer to the booth policy and the School & Library Manual for more details.

There are several guidelines you need to follow as an Usborne Books & More consultant when making business contacts.

1. Usborne Books & More has no territories, which means that no one consultant “owns” an individual or organization. The fact that a particular consultant may have been the first or last to deal with an individual or organization does not give that consultant the exclusive right to continually deal with that individual or organization. They are free to deal with the consultant of their choice and should not be put in the position to render judgment between Usborne Books & More consultants.

By following this guide, having a positive attitude, and working consistently with a purpose, you will achieve the dreams and goals you have set for yourself and family.

Usborne Books & More is unique as it offers a wide variety of programs with which to build a successful business: Home Shows, School & Library, Book Fairs, Toys for Tots®, Reach for the Stars!! Reading Incentive Program, Literacy for a Lifetime™ Matching Grants, Cards for a Cause fundraisers and a personal eCommerce website.
Independent Consultant

You are your own boss! You are not an employee of USBORNE BOOKS & MORE but rather an independent consultant. We supply you with the training, support and product for your business. As an independent consultant, you are responsible for filing income taxes and keeping records. The Internal Revenue Service states, “The consultant will not be treated as an employee for Federal or State Tax purposes.” Refer to the Consultant Toolbox for general tax information.

Usborne Books & More - Who We Are & History of Educational Development Corporation

When the opportunity of a lifetime comes along, choose to take advantage of it! Network marketing is the perfect vehicle to realize dreams and empowerment because of the logic of exponential growth. Usborne Books & More provides this opportunity! The product is terrific, the marketing and compensation is competitive and the program is easily duplicated. Building a large, growing, network company is not easy, but it is attainable if you follow this guide, share the opportunity with others and show them how 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 over 75 countries around the globe. Millions of independent distributors produce an annual volume estimated at 60 to 80 billion dollars. Some of the unique benefits of this business include:

• 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

Educational Development Corporation was founded in 1961 to develop supplemental curriculum material for schools. In 1978, EDC acquired the rights to publish children’s books from Usborne Publishing in England.

The corporate office and distribution center is located in Tulsa, Oklahoma. EDC began distributing Usborne books through the Publishing Division in 1978. What began as a supplement to the corporation’s product line has grown to become the largest product line for the company. During the 1980’s, EDC eliminated the other product lines to concentrate exclusively on Usborne books and on March 1, 1989, created the direct selling division Usborne Books at Home (UBAH). In late 2008 EDC acquired Kane Miller Publishing, an internationally known publisher of children’s books with over 20 years in the industry. Concurrently with that acquisition, the name of the direct selling division was changed to Usborne Books & More.

Educational Development Corporation presently has two divisions. The Publishing Division distributes books to bookstores, toy stores, museums, specialty stores and other retail outlets. The Home Business Division distributes books through independent consultants who sell directly to the consumer via home shows, direct sales, book fairs, and web sites and also, when registered as educational consultants, have the right to sell to the school & library market.

The company’s strategic plan includes maintaining market share in the retail division while depending on the growth engine of the company to be the direct selling division, Usborne Books & More.

Educational Development Corporation is a publicly traded company listed on the NASDAQ stock exchange under the symbol EDUC. For more information go to www.edcpub.com, and click on “Investor Relations.”
Usborne Books & More - Who We Are (continued)

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 opportunity while fostering strong family values. We touch the lives of children for a lifetime. With a strong Mission Statement and the pressing need for improved literacy in the United States, we feel Usborne Books & More has an unlimited growth opportunity. Belief in this mission creates pride in our company and provides a strong foundation for your business.

Peter Usborne & Usborne Books

“Since 1975, when we published our first books, Usborne Publishing has grown into one of the world’s leading publishers of non-fiction for children with translations in over forty languages, as well as having won the Times Educational Supplement Information Book Award.

“The remarkable success of Usborne books derives from the simple idea that it is possible, without any sacrifice of quality, to produce non-fiction books as interesting and entertaining as television, magazines and comics – media that most children instinctively prefer. We compete with those “friendly” media in a number of ways, many of them unique to Usborne Publishing.

“First, and most important, we spend an enormous amount of time and money producing every one of our books. These huge investments are essential for researching, visualizing and illustrating often very difficult subjects, such as computers, biology or typography, in a really simple, stylish and appealing way without losing detail or accuracy. We can only afford to do books in this laborious way because we persuade dozens of publishers overseas to share cost with us in return for the right to publish our books in their own languages.

“The sale of our books overseas is now so widespread that it is probably quite difficult to go on holiday anywhere in the world without bumping into an Usborne book. Apart from time and money, we use a number of other ingredients to make our books appealing to children: humor whenever possible; a remarkably wide variety of illustration styles, increasingly including photography, a very high ration of pictures to text; short magazine-like paperback formats; tremendous detail; and a totally clear, simple but unpatronizing text. We never, never talk down to children.

“The growth in the sales of Usborne books in the last few years has been quite remarkable, helped, we believe, by a rapidly increasing concern among parents to support the education of their children by providing stimulating and interesting books at home. It is becoming more and more widely accepted that the presence-and ownership-of books at home is one of the key factors linked to success at school. Many more teachers now accept that parents can, and should, play an important role in helping with children’s education.

“Meanwhile, we continually experiment with new directions and media.”

Why are Usborne Books so incredible? Because of the founder’s philosophy:

“Children are clever – they are our equals. We shouldn’t talk down to them, but look across at them. Books should be friendly, and as much like magnets as possible. They should be reliable and accurate, stylish and artistic. They should be accessible, and also surprising and provocative. Books should help get you off your couch so you’re not just sitting there watching TV and chewing gum. They should promote wondering. They should be better than good.”

– Founder, Peter Usborne
The Kane Miller Philosophy

Illustration from “A Friend”

For more than 25 years, Kane Miller has been publishing award-winning children’s books from around the world. We choose the books we publish with extraordinary care and attention. We think about them, we discuss them, we argue about them. We read them aloud, and then we read them to ourselves, to our families, and to each other. In the end, we publish those books that speak to us—and those that we believe will speak to children. Kane Miller books have won both national and international awards, including the UNESCO Prize, the Australian CBC Book of the Year, The Philippines National Book Award, Child Magazine’s Book of the Year, and the Parent’s Choice Award.

We firmly believe in the importance of introducing children to books from other countries, cultures and communities. 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. Books can personalize the world. For example, here is a story about a boy living in Africa. Here is what his house looks like. This is what his family does. Africa suddenly becomes a little more easily imagined, more personal.

We’re proud that our books bring the world closer to children but at the same time open their minds to the differences that are part of that world. We believe there’s no more subtle and powerful way of teaching a child than by saying this book I am reading to you comes from a country called Korea. A country important enough to write a story about and important enough for me to read to you. This is how they do things there.

Children need as much information about themselves and their world as we can provide. Information about their bodies and how they work and about the rest of the world in which they live. Our aim is to publish books that make kids say “Wow that’s just like me” and also “Wow, that’s different.” Books that make kids say, “I want to go there someday,” or even just sometimes “Wow, what a silly story.” And for them to know that maybe someone in another part of the world is saying “Wow” about the exact same book.
Owning your business can be one of the most rewarding, exciting, and profitable things you can do. During your incentive period (your first 12 weeks), we have given you extra advantages and incentives. We want you to be successful! We have extensive online resources and training available to you through your Consultant Toolbox.

**Double Merchandise Allowance:**
In your first 12 weeks, you can offer DOUBLE the already generous amount of free books to your hostesses, who have a minimum of $250 in sales plus one future booking. See the Hostess Rewards on page 16 in this guide. OR you may offer the currently Monthly Hostess Special, whichever is best for you and your hostess.

*see the Consultant Toolbox under New Consultants

**Express Success:**
If you are serious about your Usborne Books & More business and serious about making money from the start - we have the challenge and reward for you. Promote to Team Leader within your incentive period and you will earn $300 in FREE product of your choice from the current catalog, and $200 cash!

*for more information, refer online to the Consultant Toolbox under New Consultants

**Write Your Own Success Story Reward Program:**
Our Write Your Own Success Story Reward Program fuels you with CASH and FREE books and supplies to add to your display. See the Write Your Own Success Story Reward chart on page 10.

*for a printable version of the chart, see the Consultant Toolbox, QuickLinks

**OrderPro:**
New consultants receive a free 6-month subscription to OrderPro with their Kit. OrderPro is an easy-to-use on-line ordering system offered through Usborne Books & More.

**Usborne Books & More - How Are We Different?**

The following four core values exemplify the differences between Usborne Books & More and other direct selling companies.

1. Low start-up costs.
2. No monthly minimums for consultants. Thus, supporting our mission statement as being family friendly.
3. Competitive compensation. We are very competitive with other hard goods companies in our commission structure and payout to the field.
4. Fairly priced products. The retail price is printed on the back of every book. Since the books are sold at the same price at home shows and in retail stores, the fair market value of the product is established.
Let’s Get Started!

1. Set a Goal!
2. Book Six Home Shows/Events
3. Find a Friend to Join You
4. Write Your Own Success Story
Where to Start - Three Things to Do This Week

1- Set a Goal!
2- Book Six Home Shows/Events
3- Find a Friend

1. Set a Goal!

• Goals should be specific, measurable, and have a deadline. Your goal may be to make a car payment or perhaps save for a vacation.

• Set a realistic but challenging goal. If you attain your goal in less time than planned, go ahead and raise your goal. Push yourself to achieve more.

• Write down your goal and post it where you will see it constantly, perhaps on a mirror or refrigerator.

• Visualize your goals. Picture yourself driving a new vehicle or taking a vacation or remodeling your home. Imagine your feelings of satisfaction.

• Reward yourself as you meet the steps to attaining your goal. Treat yourself to a little something special, a manicure, an afternoon with a good book, or maybe a movie. Recognize your successes and keep your eye on the goal.

“'You have to set the goals that are almost out of reach. If you set a goal that is attainable without much work or thought, you are stuck with something below your true talent and potential.”’

–Steve Garvey

Goal Setting Action Set your goals now and fill in the blanks:

1. I want my average income to be $__________ per month to pay for ___________________________.

2. I will devote ____________ hours per week to my Usborne Books & More Business.

3. I will hold ____________ Home Shows/Events per week.

4. My Home Shows/Events will need to average $ _____________ per week to meet my income goal.

5. I aim to receive a full kit refund.

6. I plan on finding a friend to join me this week. My first recruit will be _______________________.

7. I look forward to rewarding my successes by _____________________________________________.

Now share these goals with your sponsor and Team Leader.
They will be happy to help and offer encouragement.
2. Book Six Home Shows/Events

Your commitment to your business is to schedule 6 home shows/events within your first 30 days.

Even if you only plan on working one show a week in the future, make 6 bookings now and you’ll not only gain confidence, but also you will have paid for your starter kit.

1. Set a date to host your own home show and schedule it in your appointment planner.

2. Create a Booking Notebook (a list of people you know you can talk to about your business) using the files found on the Consultant Toolbox under New Consultant, Downloads.

3. Decide now which days you are going to work your business and mark them in your appointment planner.

It is time to pick up the phone and start talking!

1. You probably know a few people who are eager to help you and willing to book with you right away. Call these people first and put the bookings in your appointment planner. Remember to always book shows within the next three weeks.

2. Now select other people from your booking notebook who may hold a show, place an order, or become a consultant, and make an appointment with them to meet and share how Usborne Books & More could benefit them. If they are not interested themselves, ask them for contact information for referrals. (Offer a small gift for any referrals who book with you.) Remember to let the new contact know who referred them to you.

3. Take a selection of books when you meet with your contacts. Share your excitement and briefly explain the benefits. New consultants can offer double merchandise allowance on retail sales of $250 plus one booking. Ask if you can practice your booking talk and demonstrate pretend hostess (described in the home show section of this guide).

4. To close, give them a choice of two dates to hold their show and ask which is best for them. Always make the assumption, with confidence, that they will want to host a show. You are offering them a wonderful opportunity to receive lots of free books in exchange for having their friends over one night in the next three weeks.

Your sponsor and supervisor are there to help you along the way, but it is your own determination that will bring success! By sharing your excitement about your new business, you’ll attract other excited people.

For additional help go to the Consultant Toolbox “Home Shows”.

3. Find a Friend

You’re excited, enthused, and raring to set off on a new adventure!
Your attitude is contagious. It is the perfect time to find a friend
and enjoy the Usborne Books & More experience together.

Why Find a Friend Now?
You’ll be able to encourage and challenge each other, at-
tend training meetings together, and share in each other’s
successes. Bringing in a friend adds even more credibil-
ity to your decision to join Usborne Books & More. Prove
yourself right!

For every person you recruit within your first 12 weeks,
you can choose $25 worth of FREE Usborne product.
There is no limit to how many people you can recruit or how
many free books you can earn. See the Write Your Own
Success Story Reward Program for details.

An added incentive for you to find a friend is the 4% recom-
cruiting bonus, paid monthly, according to your friend’s
sales volume. You’ll learn more about this bonus (and oth-
ers) in the section on compensation in this guide. For more
information on recruiting, go to the Recruiting section in this
guide and the Consultant Toolbox.

When you have completed your goal setting, have secured
six bookings, and have talked with friends about joining
you, it is time to become familiar with an Usborne Books &
More home show. The section in this guide on home shows
(pg. 12), will lead you through the steps to ensure a fantas-
tic show from start to finish.
Write Your Own Success Story

Your Story Begins Here:

Earn back the cost of your New Consultant Kit!
By day 30: When you have sold $750 net, you will receive a ½ kit price refund.
When you have sold $1500 net, you will receive a FULL kit refund.

Net Sales = The retail sales less your commission

Earn extra product and MORE! to help with your business!
In your first 12 weeks (incentive period):

1. For each new recruit, you will earn $25 in FREE books of your choice.
2. When you sell $750 net, you will earn Success Kit 1*.
3. When you sell $1500 net and sign 1 recruit, you will earn Success Kit 2*.
4. When you sell $2500 net and sign 2 recruits, you will earn $100 in FREE product of your choice.
5. When you sell $3500 net and sign 2 recruits, you will earn $100 CASH.

*Success Kits will include books and supply items valued at $50 that will enhance your business.

Express Success
Promote to Team Leader by the 1st of the month following your first twelve weeks, and get even MORE!
• $300 in FREE product of your choice
• $200 CASH bonus!

Important Dates!
my first 30 days ends:
my incentive period ends:
(These dates are in your Welcome email)
What You Need to Know for a Successful Home Show

1. Home Show Timeline
2. Hostess Coaching
3. Hostess Rewards
4. Pretend Hostess Script
1. Home Show Timeline

Home shows should be the backbone of your Usborne Books & More business. To ensure that you maximize each event, we have given you a thorough timeline from booking all the way to entering your order. For more information, go to the Consultant Toolbox, under the “Home Shows” and “Product Knowledge” sections.

1. **Book your shows!** Make sure to book your shows within 3 - 4 weeks. If a date is questionable, pencil it in - this is easier than trying to contact your lead later to schedule the date and will reduce the potential for cancellations.

2. **Hostess Coaching**, see page 14.

3. **Prepare for your show.** Set up your eShow 2 weeks ahead of time. This can be done several different ways: On your Web Sales Admin page, through OrderPro Event Manager, or directly on your eCommerce website by clicking “Host a Show.”

   **Things to take with you:**
   - Books
   - Calendar
   - Calculator
   - Pens
   - Extra Customer Order Forms
   - Out of Stock List
   - Hostess Gift (optional)
   - Wish List (to download a copy of this form go to the Consultant Toolbox under Home Shows)

   - Customer Folders, each containing:
     - catalog/mini catalog
     - current customer specials
     - order form
     - door prize slips
     - hostess special
     - recruiting special
     - recruiting brochure

   - Hostess Packet (3 - 5), each containing:
     - 2 - 4 catalogs (1 full catalog + 3 mini catalogs)
     - current hostess special
     - current recruiting special
     - Hostess Guide
     - about 40 invitations, or “Home Show Invitation Mailing List”
     - 6 - 8 order forms for outside orders

   - Recruiting Folders (3 - 5), each containing:
     - current recruiting packet, found on Consultant Toolbox
     - recruiting brochure
     - your business card

4. **It’s Show Time!**

   Arrive in plenty of time to set up, but not too soon to disturb your hostess and her “pre-Home Show” schedule. Thirty minutes should be enough time.

   Pretend hostess is used to help you secure more bookings at your show. Remember to be confident in what you have to offer – the best educational, entertaining books on the market, the opportunity to get them for free and the opportunity to have a worthwhile rewarding career!

   Spend time with each guest as they place their order. Remember to ask everyone whether they would like to receive free books by hosting a show. Orders are paid for by cash, check or credit card. Each guest payment should cover the retail cost of the books, shipping and tax. One advantage of holding Home Shows is that you earn (and retain) your 25% commission on the day of the event: no waiting for the Company to send you a check.

5. **Closing Your Show**

   Your hostess may want to wait a few more days to get orders from guests that were not able to attend. Before you leave schedule a time within a week to get the final orders from her and close the show. Leave your hostess several order forms with instructions on how to calculate the total due including shipping and handling and tax.

   A couple of days later, check in with your hostess to see how she is doing with outside orders and if she has any questions. Offer to call the customers with potential outside orders for her. This is a great way for you to provide excellent customer service to guests who were not able to attend. Make sure to offer them the opportunity to earn free books by hosting a show or to join your team. At the scheduled time, call or meet with your hostess to gather the last of the orders and her own free and discounted books order. There is a $2 hostess charge for any level achieved on the Hostess Rewards Chart. The hostess pays tax on the $2 instead of the retail value of the merchandise she receives.

6. **Entering Your Order**

   This is done electronically through OrderPro. For detailed information see pages 22 and 23.

   Remember that the final total amount due on the order is calculated AFTER you have retained your 25% commission.
2. Hostess Coaching

Effective hostess coaching is vital to having a great show. Follow the steps below for success!

Why Hostess Coach?
Hostess coaching is the most important step for achieving success with your home shows. Setting your expectations and goals high will ensure high show averages, happy hostesses, satisfied customers and will result in more bookings.

Coach the Hostess
Help the hostess understand what’s in it for her, for what things you will be responsible and what is expected of her. Keep her excited and engaged and the show will have great results for both of you. Give the hostess a hostess packet; the contents are listed on page 13. Go over the papers and make sure the hostess understands how to get outside orders, how to get people to her home show, and how bookings will help her in receiving more product. Also, if you have a Usborne Books & More website, remember to send the email invitation (found in your OrderPro Online Tools) to all of your guests. Those unable to attend will be directed to the eShow to place an order.

Send a Booking Letter
Send a letter the day after the show is dated, thanking the future hostess for booking, listing the day and time, and repeating the hostess steps for having a successful show.

Call the Hostess
Ten days before the show, call the hostess to see if she has any questions. Remind her to mail or hand out the invitation postcards and to work on outside orders and bookings from guests she knows are unable to attend the show. (Some consultants prefer to mail out the invitation postcards for their hostesses.) Ask your hostess if she has looked at the recruiting brochure and considered joining your team. She will probably tell you she hasn’t had time yet; that’s fine, you just want to introduce the idea to her.

Call the Hostess Again
Three days before the show, call and remind your hostess to call everyone on the guest list. The guests should be reminded to come, to bring a friend or to place an order if they cannot attend. An opening line to use is “Did you receive my invitation postcard to…?” Sometimes, the hostess is hesitant about calling her friends so you should give her a reason to call. An example is telling her to let everyone know that if they wear anything red to the show, their name will go into a special drawing. Then tell her that if she knows exactly how many people will be at her show before you arrive, and the number is correct, she will receive an extra gift. Tell the hostess you will call right before you leave for the show to get directions and to find out how many people to expect so you can plan on supplies.

Before you leave for the show, call the hostess one more time to make sure someone is there, get directions and confirm how many people will be attending. It is your job to get the hostess excited and trained to have a good show.

Generate Excitement
By staying in contact, keeping excitement high and coaching on how to have a good show, you will have successful home shows.

*For helpful tips for hostess coaching see the Consultant Toolbox under Home Shows, Downloads.
# 3. Hostess Rewards

Hostess Specials are offered monthly. A current flyer is available to download in your Consultant Toolbox under QuickLinks and in the monthly Bizbook.

New Consultant Hostess Rewards

Usborne Books & More gives new consultants an ADDED ADVANTAGE. During your first 12 weeks you can offer your Hostess DOUBLE the usual generous Merchandise Allowance. All your hostess needs is $250 in retail show sales and one booking.

<table>
<thead>
<tr>
<th>Show Sales</th>
<th>One Booking</th>
<th>DOUBLE Merchandise Allowance</th>
<th>Plus This Much at 1/2 Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$950</td>
<td>✔</td>
<td>$360</td>
<td>$225</td>
</tr>
<tr>
<td>$900</td>
<td>✔</td>
<td>$340</td>
<td>$225</td>
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<tr>
<td>$850</td>
<td>✔</td>
<td>$320</td>
<td>$200</td>
</tr>
<tr>
<td>$800</td>
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<td>$300</td>
<td>$200</td>
</tr>
<tr>
<td>$750</td>
<td>✔</td>
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<td>$700</td>
<td>✔</td>
<td>$260</td>
<td>$175</td>
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<tr>
<td>$650</td>
<td>✔</td>
<td>$240</td>
<td>$150</td>
</tr>
<tr>
<td>$600</td>
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<td>$220</td>
<td>$150</td>
</tr>
<tr>
<td>$550</td>
<td>✔</td>
<td>$200</td>
<td>$125</td>
</tr>
<tr>
<td>$500</td>
<td>✔</td>
<td>$180</td>
<td>$125</td>
</tr>
<tr>
<td>$450</td>
<td>✔</td>
<td>$160</td>
<td>$100</td>
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<tr>
<td>$400</td>
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<td>$140</td>
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<td>$250</td>
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<td>$80</td>
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<tr>
<td>$200</td>
<td>–</td>
<td>$30</td>
<td>$50</td>
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<td>$150</td>
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<td>$20</td>
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</tr>
<tr>
<td>$125</td>
<td>–</td>
<td>$15</td>
<td>$25</td>
</tr>
</tbody>
</table>

Double Merchandise Allowance Offer is available to consultants in their incentive period (first 12 weeks in business).

Hostess Rewards

After your first 12 weeks, Usborne Books & More offers a generous Hostess Reward Program.

See the Monthly Hostess Special for extra incentives and full details.

<table>
<thead>
<tr>
<th>Show Sales</th>
<th>Merchandise Allowance</th>
<th>Plus This Much at 1/2 Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$950</td>
<td>$180</td>
<td>$225</td>
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<tr>
<td>$900</td>
<td>$170</td>
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<td>$800</td>
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<td>$150</td>
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<td>$25</td>
</tr>
<tr>
<td>$125</td>
<td>$15</td>
<td>$25</td>
</tr>
</tbody>
</table>
Hostess Rewards

On the “Select Books” section in OrderPro, there are several options:

1. **Merchandise Allowance:** Free books a hostess earns based on retail sales.

2. **Hostess Books:** Up to $25 worth of books to use as an additional hostess incentive. (Your cost is 35%.)

3. **1/2 Price Books:** An additional $25 in books at 1/2 price for every $100 in retail sales. Available to the current hostess.

4. **Booking Special:** When a hostess has a booking from her show, she can order up to $20 in product for 25% of cost when the new show is held.

5. **Bonus Gift:** For every third booking dated from her show, she can order any one item in the catalog at no cost to her. The cost to you is 35% and the item is ordered with the third show.

6. **Special Date Credit:** An extra $5 in Merchandise Allowance may be selected if the show is booked and held on the original date.

---

Sample Home Show Outline

Use this easy outline at your next home show.

1. **Introduction:** Smile and welcome everyone and thank the hostess.

2. **History:** Explain a little about Usborne Books & More.

3. **Give information about literacy and the importance of quality reading materials.**

4. **Highlight the unique features of our books.**

5. **Talk about the monthly specials.**

6. **Walk the guests through the door prize slip and do pretend hostess.**

7. **Help people choose their books and complete their orders.**

8. **Date future shows and recruiting follow up meetings/calls.**
5. Home Shows - Pretend Hostess

Pretend Hostess Script

“If you could get out your door prize slips and look at the questions, I’d like to go over them with you.

There is a question asking if you are interested in receiving free books for hosting a show just like this one in your own home. I’d like a volunteer so I can show you just what you’d receive for helping out our hostess in this way! All you need to do is clear off your lap. (SMILE)

Super!

Let’s all pretend now for a moment that __________________ is our hostess. What do you suppose she might receive for an average show?

The first books you receive will be FREE! Now, __________________, you look like you are fairly special, but just for today, we’re going to call you average. I hope you don’t mind. (SMILE)

We want to also reward you with some half-priced items, but I have to be honest, I’m not sure I even have enough books here to show you all of that, so let’s just imagine first off that you could take ANY VALUE PACK in the catalog home for 1/2 price if you do what I coach you to do at your show.

Half-priced books are great for starting a stash of birthday presents. Many of my hostesses will get the sets geared for babies or a set full of books that would be great to give to their child’s friends so they are never left without the perfect gift without having to run to the store. Others will get the Internet-Linked Encyclopedia set because they want to build up their family’s resource library.

If __________________ has an average show, with about 8 to 10 orders and a few friends, she’ll be able to walk away with a LOT of free books. Let’s see how much! I’m going to need help with the math.

Here’s __________________, which is about $8, and this one is $5, which makes…$13 and here is ________________, which is $18, so that makes…$31 (continue piling books onto her lap, rounding up to the nearest dollar until you are close to $60)…which makes $53…and then this one. That is about $60 in FREE BOOKS!*

In addition, if you schedule your show within the next 3 weeks, I’ll also toss in another $5 book.

AND…if you __________, I’m also going to give you ______________ (if you want to add on any extra incentives using either the hostess books or the bonus gift in order to fill up your calendar). For example: And…if you book tonight, I’m also going to give you any value pack in the catalog for __________ price on top of everything else!

Now, that looks like a pretty nice stack of books, but we’re not done yet!

When I get to your show, I’ll show everyone this stack and like you, all your friends are going to want books also. At each show that is held from yours, you’ll get $20 in books for $5! SO, at the first one, you might pick out these three, at the second show, you might get this one and at the third, you might get these two books. (keep adding them to the stack)

And, at this third party that is held, you’ll get to select ANY TITLE from our catalog FREE. Of course, you’re going to want to select one of our Internet-Linked Encyclopedias or one of our fun wind-up books, since those are our most expensive items! (Pick one of those up and lightly slam it on the top of the stack.

Then pause.

And say, “And this, is a pretty average home show, so just imagine what you might receive, being an above-average person!”

“But…it was pretend, so let’s take this huge stack off your lap before you get hurt.” (SMILE)

“Now, on your door prize slip, please circle YES if you’d like to schedule a show and take home your Free Catalog tonight. Select MAYBE if you want this stack, but you just don’t know how to fit it into your busy schedule. I’ll work with you on that. And, please, if you really don’t want this stack of Free Books at ALL, circle NO at least three times. I wouldn’t want to inadvertently give you anything free.” (BIG SMILE)

“I’d like to thank our pretend hostess with this __________ and let’s all give her/him a round of applause! I really appreciate your help. And I know __________(current hostess) would also like your help. In order for her to receive all the books she has on her wish list, she needs to have a few friends schedule their own shows. I’ll be scheduling those when you check out. Now…let’s get to shopping!”
Show Me the Money!

1. Usborne Books & More Compensation Overview

2. Levels of Achievement

3. Show Me the Money - Commission
   - Home Shows
   - Direct Sales
   - Book Fairs
   - Reach for the Stars!!

4. Sales Tools
   - eCommerce Website
   - Usborne Books & More Bizbook & Bragbook
   - Customer eNewsletter
   - InTouch
   - Cards for a Cause fundraiser
   - Literacy for a Lifetime™
   - School & Library Market
   - Web Sales
   - Business Supply Store
   - Catalogs
   - New Title Flyers
1. Compensation Overview

**Commission on Personal Sales**

<table>
<thead>
<tr>
<th>Home Shows</th>
<th>Web Sales</th>
<th>School &amp; Library</th>
<th>Book Fairs, Reach for the Stars!! &amp; Reading Incentive Programs</th>
<th>Literacy for a Lifetime</th>
<th>Cards for a Cause Fundraiser</th>
<th>Direct Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>25% @ $85</td>
<td>25%</td>
<td>25% @ $200 w/ discount 25% without a discount</td>
<td>17% @ $500 20% @ $250-$499</td>
<td>17% @ $200</td>
<td>17% @ $250</td>
<td>15% @ $25-$85 30% @ $85</td>
</tr>
<tr>
<td>Plus Personal Sales Bonus (minimums apply)</td>
<td>Plus Personal Sales Bonus (minimums apply)</td>
<td>Plus Personal Sales Bonus (minimums apply)</td>
<td>No Sales Bonus</td>
<td>No Sales Bonus</td>
<td>No Sales Bonus</td>
<td>Plus Personal Sales Bonus (minimums apply)</td>
</tr>
</tbody>
</table>

### Qualifications

<table>
<thead>
<tr>
<th>Title</th>
<th>Consultant</th>
<th>Team Leader</th>
<th>Senior Leader</th>
<th>Executive Leader</th>
<th>Senior Executive Leader</th>
<th>Director</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>To Become a Consultant:</strong></td>
<td>Purchase a Consultant Business Kit.</td>
<td>To Maintain Title: $750 Personal Net Sales per quarter</td>
<td>To Achieve Title: Maintain Leader Requirements Plus have 2 First Level Team Leaders &amp; 1 Second Level Team Leader</td>
<td>To Achieve Title: Maintain Leader Requirements Plus have 3 First Level Team Leaders, 1 Second Level Team Leader &amp; 1 Third Level Team Leader</td>
<td>To Achieve Title: Maintain Leader Requirements Plus have 4 First Level Team Leaders, 2 Second Level Team Leaders, 1 Third Level Team Leader &amp; 1 Executive Team Leader</td>
<td>To Achieve Title: Maintain Leader Requirements Plus have 6 First Level Team Leaders, 2 Second Level Team Leaders, 1 Third Level Team Leader &amp; 1 Executive Team Leader</td>
</tr>
<tr>
<td><strong>To Promote to Team Leader:</strong></td>
<td>Minimum 3 Success Bound Recruits</td>
<td>Sponsor 2 new recruits with a total of $750 in net sales every 6 months Jan - June &amp; July - Dec.</td>
<td>To Receive Promotion Bonus for Senior Team Leader: Combined net sales of $20,000 from Central, 1st &amp; 2nd Levels ***</td>
<td>To Receive Promotion Bonus for Executive Team Leader: Combined net sales of $30,000 from Central, 1st, 2nd &amp; 3rd Levels ***</td>
<td></td>
<td>To Receive Promotion Bonus for Director: Combined net sales of $100,000 from Central, 1st, 2nd &amp; 3rd Levels ***</td>
</tr>
</tbody>
</table>

#### Personal Sales Bonus

<table>
<thead>
<tr>
<th>Personal Sales Bonus</th>
<th>5% @ $750 Net</th>
<th>5% @ $750 Net</th>
<th>5% @ $750 Net</th>
<th>5% @ $750 Net</th>
<th>5% @ $750 Net</th>
<th>5% @ $750 Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Group</td>
<td>n/a</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>First Level</td>
<td>n/a</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Second Level</td>
<td>n/a</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Third Level</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Promotion Bonus **</td>
<td>n/a</td>
<td>$250</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$1000</td>
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<tr>
<td>Recruiting Bonus *</td>
<td>4% @ $350* Net</td>
<td>2% @ $350* Net</td>
<td>2% @ $350* Net</td>
<td>2% @ $350* Net</td>
<td>2% @ $350* Net</td>
<td>2% @ $350* Net</td>
</tr>
</tbody>
</table>

* Sell $350 net to receive 4% recruiting bonus on your personal recruit’s sales. 2% of consultant recruiting bonus is provided by the Team Leader. ** Payment of promotion bonus: 1/2 paid at Team Leader promotion, 1/2 paid at completion of A Leader Story... continued. To earn promotion bonus you must have the title and relevant sales the month prior to the promotion of the consultant from your central group. *** Until sales requirement is met, you will receive the previous level promotion bonus.

**Book fairs, Literacy for a Lifetime, Cards for a Cause fundraisers and Reach for the Stars!! receive 1/2 of the listed override percentage.**

### Consultant

A consultant is one that enters the Usborne Books & More sales force in order to gain income from selling books through the various marketing channels.

**Team Leader**

Supervisor information and requirements are shown above and in the Leader section of this guide (pg. 28). Please call your supervisor for an application, or apply on-line.

**Senior Leader, Executive Leader, Senior Executive Leader, Director**

Information and requirements on these levels are shown above and in the Team Leader section of this guide.

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* 1. Compensation Overview
* 2. Levels of Achievement
* Consultant
* Team Leader
* Senior Leader, Executive Leader, Senior Executive Leader, Director

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19
3. Show Me the Money!

Usborne Books & More Has a Variety of Sales Options Available to all Consultants

Home Shows
The Hostess earns free books based on the retail sales and customer specials. Retail sales for a home show must be at least $85. Consultants with a website can also offer eShows!

Commission = 25% of retail

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 retail.

Commission = 15% at $25 - $84.99 retail
30% at $85 and above

Book Fairs
Retail sales sponsored by a school, hospital, daycare, etc. The organization receives 25% of the total retail sales in free books when the total sales are between $200 and $499.99 and 50% of the total retail sales in free books when their total sales are over $500. Consultants with a website can also offer eFairs!

Commission = 20% at $200 - $499.99 retail
17% at $500 and above
17% on eFairs

Reach for the Stars!!
Pledge-based reading incentive program. Participants get free books based on the amount of their pledges.

Commission = Minimum of 17% based on the retail amount submitted

Example:
Pledges received = $5,000.00
Total books needed to order = $5,000.00
(Kids will receive $2,500 in books and organization will receive $2,500 in books.)

Formula: (how to enter this order under Book Fair category)
$5,000.00 (total books) X .67 = $3,350.00 entered as full retail.
$3,350 (full retail) ÷ 2 = $1,650 entered as free books.

You received payment of $5,000.00 but the total due on the order is $3,350.00 (full retail), so you earned the difference of $1,650.00! You also earn 17% commission on the retail part of the order.
$3,350.00 X 17% = $569.60 commission!

Your total earnings: $1,650.00 + $569.60 = $2,219.60, minus any incentives/expenses.

Cards for a Cause Fundraiser
A fund raising program offering boxed card sets at $30 each. Perfect for most groups raising funds. The organization receives $13 for every box sold (may be subject to tax). Usborne Books & More receives $17 and covers the shipping. Minimum order of 15 sets required to receive full benefits.

Commission = 17% of every $17 collected.

Literacy for a Lifetime™
A 50% matching grant program partnering Educational Development Corporation (EDC) with businesses, foundations, and individuals to support local educational institutions. Donations may be tax deductible and are paid to the educational institution, then forwarded to EDC for the matching grant portion. Donations of $200 or more receive a 50% matching grant in product from Usborne Books & More. For example, a $1,000 donation results in $1500 in books to the receiving organization. The organization selects the books from over 1500 titles. Literacy for a Lifetime™ can be used as often as donations/grants become available. There is no cap on the amount that can be donated or matched. For more details and to download a Grant form, refer to the Consultant Toolbox.

Commission = 17% based on the retail amount submitted

School & Library Market
You must be an educational consultant to service public and private K-12 schools and libraries. The School & Library Manual is in the Educational Consultant Kit, which can be ordered through OrderPro or the Business Supply Store. Do not contact any schools until you receive the EC manual and return your Code of Ethics. Minimum orders are $25. See the School & Library Manual for details.

Information on Tax exempt orders is found under “Important Information”.

Commission = 25% at full retail, 17% if discount or free books given

Web Sales
This is a personal e-commerce website offering the Usborne Books & More catalogs with a secure shopping cart plus current information on the Usborne Books & More Opportunity. Orders are shipped directly from the Home Office. Your website can be personalized to include your favorite books, testimonials etc. Your e-commerce website is consultantID.myubam.com.

Commission = 25%, 17% on eFairs
4. Sales Tools

Usborne Books & More has a variety of sales tools available to help make your new business a success!

1. eCommerce Website
The eCommerce website is a very valuable tool. New consultants receive a free six month subscription to an eCommerce site, consultantID.myubam.com, which is activated when your consultant ID is created. Thereafter you may renew your subscription for $50 per year. The eCommerce site gives your customers the opportunity to shop online in your own virtual bookstore. Throughout the year, Usborne Books & More offers special internet sales and web specials. It also allows visitors to easily sign-up to become a consultant. The site is easy to navigate and is maintained by EDC.

You can also host eShows and combination eShows for home parties and eFairs for school and library book fairs. EShows are individual orders and cannot be combined with other eShows.

All Internet sites connected with the sale of Usborne books must carry the following disclaimer: Usborne Publishing Ltd. has no connection with these pages and does not sponsor or support their content.

2. Consultant Update
Emailed to you every Tuesday with the latest business information, contests, & news relevant to your business.

3. Usborne Books & More Bizbook & Bragbook
These informative monthly newsletters are an excellent resource for all the latest specials, contests, and ideas on building your business. Look for your name when you achieve success in sales and recruiting.

4. inTouch
An extremely important tool for any consultant. InTouch helps you organize your mailing lists, create mailing campaigns, and set up autoresponders. You can also create additional email accounts that will end in @myubam.com so that business emails can stay business. To sign up for this feature, simply upgrade to OrderPro deluxe for an additional cost of $5 + tax per month.

5. Read All About It Customer eNewsletter
Monthly e-mails are designed with your customer in mind. This professional publication includes articles, reading tips, current specials, book highlights, activities and more. These will be automatically sent on your behalf at the end of each month. After the send, you will receive Warm Call Reports on the 1st, 3rd and 7th day. These will allow you to “see” who has viewed your eNewsletter and then make warm calls based on their specific interest. Use of this marketing tool is available to all consultants at a minimal cost. New consultants receive their first 90 days as part of their kit, after that, you can sign up for a 6-month or 1 year subscription online (for $30 or $50 respectively).

6. Business Supply Store
For business supplies go to the on-line Business Supply Store found on your UBAM Back Office page under Resources, miscellaneous.

7. Catalogs
Produced semi-annually - January and July. These complete full-color catalogs list all Usborne and Kane Miller books available in the USA.
4. Sales Tools

OrderPro® Guide
To Help You Process and Track Your Orders, Expenses, Contacts and Inventory!

Everyone receives a free six month subscription to OrderPro online with their new starter kit. After the subscription expires you will be able to renew for a very low cost of $1.30 plus tax, a month. (You choose how many months.)

1. Access OrderPro by going to orderpro.myubam.com and then login. (Notice: no http or www on this address.)

2. At the top right, click on “My OrderPro”

3. This will put you at Order Manager (as seen below). This is the Home Screen.

4. For new orders click on “New Order” (see ‘A’ arrow below)

5. To navigate through the order process, click on “Next Step” (see ‘B’ arrow below) or “Previous Step” (see ‘C’ arrow below) or you can advance by simply clicking “Go To Step” (see ‘D’ arrow below)

6. Be sure and check out the “Help” menu (see ‘E’ arrow below) for questions regarding OrderPro. We have listed a “Frequently Asked Questions” document & specific help documents for each “page” or step in the process.

Note: Any changes made to a completed order will not be saved.
Type in hostess information. Info is automatically saved when you click "Next Step".

Enter "Order Name" (e.g. Hostess name) then complete rest of steps.

Enter orders by customer using Customer Receipt mode "on" to take advantage of marketing features. Select books by searching for titles or by clicking on a letter of the alphabet. To select hostess benefits, change Customer Receipt Mode to "off". Then use the "Type of selection" drop down box to select the type of hostess benefits, & select books as above. Repeat for each hostess benefit.

This screen breaks down the calculations used to figure amount due.

Enter payment information & click "Authorize now" to authorize credit cards.

Be sure and look at your order closely. Once you have reviewed your order, click on "Submit Order" then "Post to Expense Ledger". You have now successfully completed your order! Congratulations!

6. Final Review

Click the 'Review Order' button below to have your

Order review succeeded. To authorize all previously Order' button below.

This order has already been submitted. Click the button below to post this order's totals to
Top 10 Reasons to Love
Your Usborne Books & More Business...

10. Be your own boss – Training and ongoing support provided

9. No monthly minimums

8. Outstanding hostess benefits

7. Develop an incredible home library

6. Represent a high quality product that enriches the lives of children and their families

5. No inventory required

4. Meet new people; form life-long friendships

3. Exciting bonuses, prizes & incentives, including cash & free vacations

2. Flexible schedule – Work when you want, around your family’s activities

1. Extra income – Earn as much as you want!
Recruiting

Who do you recruit?

Or should we ask, who do we not recruit? Offer the USBORNE BOOKS & MORE opportunity to everyone!

- Hostesses
- Customers
- Family
- Friends
- Neighbors
- Teachers
- People who are not happy at their jobs
- Working moms that want to be home with their kids
- Stay-at-home moms who need extra cash
- People who are busy
- Day care providers
- Christmas card list
- Grandmothers
- Soccer moms
- People with whom you went to school
- People with whom you worked
- Old neighbors
- Extended family
- Can you list 30 people?
- Can you list 100 people?

What?

Recruiting is all about sharing!

Sharing this business with others is one of the most generous things you can do. You don’t know which families need another $500 a month. What would the opportunity to earn $500 a month, $1,500 a month, $5,000 a month and even more, mean to them?!

We want to take people from NOT KNOWING to KNOWING and let them make their own decisions. They can only do this if they’re informed. So, let them know what’s available, and let them choose if it’s right for them.

Where?

Top Ten Places to Find Recruits!

#10 At playgroups, home school groups, daycare, any group that involves moms.

#9 Talking to co-workers of yours or your spouse’s, current and past.

#8 At the grocery store, bookstore, the park, McDonald’s, laundromat, etc.

#7 At Book fairs or Reach for the Stars!! Remember to use your drawing box for leads.

#6 At events - This could be your state fair, craft fairs, children fairs, etc.

#5 Through social media connections such as Facebook and twitter

#4 Talking to friends - remember they can live anywhere in the United States.

#3 Talking to family members - don’t you want them to have the same opportunity?

#2 At home shows - remember the majority of recruits are found at home shows.

#1 Talking to anyone who is within three feet of you about this wonderful opportunity.

When? The time is now!

Why recruit others to join Usborne Books & More?

- It’s personally rewarding to share something you love.
- The opportunity available with Usborne Books & More is fantastic.
- You earn more money. As a consultant, you earn 4% recruiting bonus on your recruits’ sales, and as a Team Leader you earn an 11% override. That is a significant pay raise!
- You can make new friends who also value children and education.
- You can stay home with your children while working.
- You’re working toward promoting to Team Leader.
- You’re working toward earning exotic travel incentive trips and other special offers from the Home Office.
- Your impact on literacy is increased each time you help someone new get started at Usborne Books & More.
- You want to achieve your goals.
- Your children watch you build a business.

How does a Consultant earn the recruiting bonus?

Every month a consultant has $350 in personal net sales, they earn a 4% bonus on the total net sales of their personal recruits.

How does a Team Leader earn the recruiting bonus?

Every month a Team Leader has $350 in personal net sales, they earn a 2% bonus on the total net sales of their personal recruits. This is in addition to the 11% override they receive on their contral group sales.
Recruiting Bonus Q&A

Q. Do all types of sales count?
A. Yes, all retail sales count for recruiting bonus. This includes home shows, direct sales, book fairs, school and library sales, web sales, Literacy for a Lifetime™, Cards for a Cause, and Reach for the Stars!!

Q. What if I don’t sell $350 net in a month’s time frame?
A. You will not receive your recruiting bonus, but you are eligible to earn it the next month you sell $350 net.

Q. At what time, after the new recruit signs up, does the recruiting bonus go into effect?
A. You will earn the recruiting bonus beginning the first day your recruit submits a retail order.

Q. When will I be paid?
A. Direct deposit takes place on the 5th business day of the month. Checks are mailed on the 15th of the month.

Q. Who is paying for this?
A. The company and your Leader have teamed up to provide this wonderful program. We are each contributing 2%.

Q. Do I have to train my new recruit?
A. If a recruit is properly trained in the beginning they will be more successful in the business and you will both benefit. Discuss a training program with your supervisor. The responsibility of training could be handled by the recruiter if distance is a problem. Keep in mind that everything a new recruit needs to get started is in this guide and the Consultant Toolbox.

How to Submit an Application

Applications should be submitted online. Be sure to direct your recruit to your own website. Also remember, applications must include a legitimate social security number for income tax purposes and a current email address.

So, you have decided that you love the Usborne Books & More program and want to do more. Let’s say that your show average is $400. At 25%, you are making $100 a show. If you have spent a maximum of four hours, after expenses, you should average at least $25 per hour. When you promote to Team Leader, you receive an additional 11% on the net sales of the consultants who are in your central group plus 11% on your personal net sales. This can add up to a considerable amount of money.

Your goal should be to have your consultants duplicate you. If you had three people who did three average shows a week, your override check would be generous. What if you had more consultants doing this, or better yet, what if each of your consultants recruited one person? Your check would double! Sound good? Now, your goal is to recruit more people and teach them to recruit.

The recruiting bonus is a great incentive for people to want to recruit. To start, you have to date shows to get recruit leads. Home Shows, preschools, community centers, neighborhood associations etc., are all places to contact to display your books. Once people see the books, they love them and once they know more about the program, they may want to do this, too!

Enjoy sharing the books!
Enjoy sharing the business!
Effective Recruiting

1. The most important part of recruiting is listening to the needs of the person with whom you are talking and answering truthfully how Usborne Books & More can be their answer.

2. Always talk about recruiting at your shows. The best way is to start in the beginning. “Hi, I’m so and so and I joined Usborne Books & More because...” People will relate to you and ask questions later.

3. Another method is to drop recruiting seeds. An example is while talking about the books at a show, you can explain that these books come in the kit when they sign up to be a consultant. Recruiting seeds are little things you say that people listen to and reflect upon.

4. Customer care calls are extremely important. An example – you heard a customer say that her daughter wanted to take dance lessons. When they place their orders, you should mention that doing one Usborne Books & More home show a month would pay for their daughter’s dance classes. They will go home, think about it and when YOU CALL to mention it again they will probably decide to try Usborne Books & More! At the show, use your door prize slips to give customers the chance to ask for more information about the Usborne Books & More Opportunity.

5. How to overcome some objections:
   - **TIME** - Home Shows take approximately four hours including preparation and entering the order. If you do two shows a week, it provides an excellent part-time income.
   - **I’M NOT A SALESPERSON** - The books sell themselves, and I’ll teach you the rest.
   - **COST** - For a minimal investment you can start your own business and start making money right away!

6. Make thinking about helping others and recruiting a natural part of your everyday life. The people at the grocery checkout, McDonald’s and K-Mart all work long, hard hours. The mom who stays home all day with her children might want a break to talk to adults and make some extra money. The people who are working full-time might want a chance to work around their children and be home for them. These people should all be aware of the opportunity they can have with Usborne Books & More. It is a fun job where they are their own boss and make the money they want to make. Talk to them, give them information and follow through.

7. Hold Host/Hostess Appreciations - Many consultants were hostesses first. Invite them out to dinner and give awards to the hosts/hostesses with the most sales and most bookings. You can do this by yourself or as a group and split the cost. Ask them to try the Usborne Books & More Opportunity and have a consultant agreement form ready for them that night. The cost of the dinner is tax deductible. You can also use your home and do a simple buffet. Usually about 30% of the hosts/hostesses sign up at these functions.

8. Hold opportunity sessions in your home, a restaurant or a meeting place. Invite everyone, previous hostesses, consultants, teachers, friends, customers and relatives. Tell them to bring a friend. Call and REMIND them to come. Tell the story about why you decided to join Usborne Books & More and tell them about the company. Offer something for anyone who signs up that night.

9. The most important part is to follow through with all of your leads within 48 hours. Call and thank them for coming. Ask what they thought about the meeting. Ask if they had ever thought of doing this business. If they want more information, invite them to Starbucks for coffee and dessert. If there is interest, sign them up! Don’t procrastinate.

Now you are off to building your business. You can be as successful as YOU want to be. It’s up to you. Work with your people, train them and be supportive. It has been said that if you help and give to enough people it will turn around and repay you ten times.

For more information on effective recruiting, listen to the audio recordings from past UBAM conventions at www.myubam.com/audiotraining.

Many Leaders find recruiting and team building the most rewarding aspect of their Usborne Books & More business.
Leader Information & Express Success

Why should you consider promoting to Team Leader?
To earn additional overrides and bonuses on your personal and group sales and take the opportunity to train, motivate and contribute to the success of others.

What is Express Success?
Promote to Team Leader within your incentive period and you will earn $300 in FREE product of your choice from the current catalogs, and an extra $200 cash bonus! If you are serious about your Usborne Books & More business and serious about making money from the start - we have the challenge and reward for you.

A. Leader Earnings
As a Team Leader you are eligible to earn overrides on the total net sales of your central group (including your personal net sales), in addition to commission and bonuses based on your personal sales. (Refer to Compensation Program.)

Overrides

1. Central Group - Earn an 11% override on net sales of home shows, direct sales, school and library sales, and web sales, including your own. A 5.5% override on the net sales of book fairs, Reach for the Stars!!, Cards for a Cause fundraisers and Literacy for a Lifetime™. This includes the sales of all your personal recruits and their recruits, and so on.

2. First-level Breakaway - Earn a 7% override on the net sales of home shows, direct sales, web sales and school and library sales. A 3.5% override on the net sales of book fairs, Reach for the Stars!!, Cards for a Cause and Literacy for a Lifetime™. When a consultant in your central group promotes to Team Leader, they and their entire downline are now a first-level breakaway. You can have an unlimited number of first-level groups.

3. Second-level Breakaway - Earn a 5% override on the net sales of home shows, direct sales, web sales and school and library sales. A 2.5% override on the net sales of book fairs, Reach for the Stars!!, Cards for a Cause and Literacy for a Lifetime™. When a consultant from your first-level breakaway promotes to Team Leader, he or she and their entire downline are now a second-level breakaway from you. Again, you can have an unlimited number of second-level groups.

4. Third-level Breakaway - For executive supervisors, senior executive supervisors and directors. Earn a 1% override on the net sales of home shows, direct sales, web sales and school and library sales. You will earn a .5% override on the net sales of book fairs, Reach for the Stars!!, Cards for a Cause and Literacy for a Lifetime, when your group (central, 1st, 2nd & 3rd levels) sells $30,000 net. When a consultant from your second-level Breakaway promotes to Team Leader, he or she and their entire downline are now a third-level Breakaway from you. Again, you can have an unlimited number of third-level groups.

Bonuses

1. Recruiting Bonus - As a Team Leader, each month that your personal net sales exceed $350 net you will earn a 2% recruiting bonus on the total net sales of your personal recruits. Team Leaders will contribute 2% of the 4% recruiting bonus paid to your consultants and the company will contribute the other 2%. The Team Leader’s 2% contribution to their consultant’s recruiting bonus is automatically deducted from the Team Leader’s override check.

2. Promotion Bonus - Promotion bonus is paid to a Team Leader (or higher) when a consultant in their central group promotes to Team Leader. Half is paid when the Team Leader promotes, and half when they complete Team Leader Story minimums. To earn promotion bonus you must have the title and relevant sales the month prior to the promotion of the consultant from your central group. See the chart explaining the Usborne Books & More compensation program on page 19.

B. To Achieve Team Leader Status

1. Your personal net sales must total at least $750.00 for each of the two consecutive months before promotion.

2. You must have minimum group net sales of $2,000.00 for each of the two consecutive months before promotion goes into effect. This must be the same two months that requirement one is achieved. Ex: April and May for a June 1, promotion.

3. You must have three personal active recruits (selling $350.00 net within the last three months) in your group at the time of promotion.

4. You must have three personal Success Bound recruits. They do not need to be the same recruits as in requirement three.

5. Complete a Team Leader’s Application, found in your Back Office under Essentials, Forms & Flyers, Team Leader Application, by the 28th of the month prior to promotion.

6. Promotions are effective the first of the month following the month requirements are met. The Home Office will send a confirmation letter.
Leader Information

If you have a consultant in your central group who promotes before you do, you have three months to meet the Team Leader requirements to reclaim the promoted group. The promoted Team Leader and group do not count toward requirement two or three as stated above.

C. To Achieve Senior Leader Status

1. Maintain Team Leader minimums for personal sales and recruiting.
2. Have at least two first-level Team Leaders.
3. Have at least one second-level Team Leader.
4. Have minimum combined net sales of $20,000 from your central, first-level, and second-level groups the month prior to the promotion.

D. To Achieve Executive Leader Status

1. Maintain supervisor minimums for personal sales and recruiting.
2. Have at least three first-level Team Leaders.
3. Have at least one second-level Team Leader.
4. Have at least one third-level Team Leader.
5. To receive override on third-level group:
   Have minimum combined net sales of $30,000 from your central, first-level, second-level, and third-level groups.
6. To receive promotion bonus on consultants in your central group who promote to Team Leader:
   Have minimum combined net sales of $30,000 from your central, first-level, and second-level groups the month prior to the promotion.

E. To Achieve Senior Executive Leader Status

1. Maintain Team Leader minimums for personal sales and recruiting.
2. Have at least four first-level Team Leaders.
3. Have at least two second-level Team Leaders.
4. Have at least one third-level Team Leader.
5. To receive override on third-level group:
   Have minimum combined net sales of $30,000 from your central, first-level, second-level, and third-level groups.
6. To receive promotion bonus on consultants in your central group who promote to Team Leader:
   Have minimum combined net sales of $50,000 from your central, first-level, and second-level groups the month prior to the promotion.

F. To Achieve Director Status

1. Maintain Team Leader minimums for personal sales and recruiting.
2. Have at least six first-level Team Leaders and one executive Team Leader in your Executive group (first three lines).
3. Have minimum combined net sales of $30,000 from central, first-level, second-level, and third-level groups.
4. To receive promotion bonus on consultants in your central group who promote to Team Leader: Have minimum combined net sales of $100,000 from your central, first-level, second-level, and third-level groups the month prior to promotion.

G. To Maintain Team Leader Status

1. Team Leader status for sales is reviewed quarterly. On April 1st, July 1st, October 1st and January 1st.
   a. Your personal net sales must total at least $750.00 within the previous three months.
   b. Your central group net sales must total $3000.00 per quarter.
2. Team Leader status for recruiting is reviewed on January 1st and July 1st.
   You must personally sponsor a minimum of two new recruits every six months. The combined net sales of all of your new recruits signed in the time frame (Jan.-June) & (July-Dec.) must be at least $750.00 net.

Leader override checks will be paid as long as you positively promote Usborne Books & More and Usborne Books & More products, provide regular leadership, training, motivation and guidance to your group. Failure to meet these criteria will result in loss of supervisor status and overrides. The Usborne Books & More Home Office decision shall be final.

If any of the above conditions are not met, you will not receive your override check and you will be put on probation.

H. Leader Pass

It is understood that life events can occur that may prevent Team Leaders from meeting minimums and subsequently place them on probation. Every Leader will be issued one “pass” to use in the event that they do not meet Leader minimums one quarter. The individual Leader can decide when to use their pass, but it is their responsibility to inform the Home Office before the end of the month prior to the end of the quarter they miss the requirements. One “pass” allowed every three years.
I. To Reclaim Team Leader Status

While on probation your personal and central sales for the previous three months are reviewed and recruiting will be reviewed for the previous six months. The period under review rolls forward at the start of the next month.

You will reclaim Team Leader status the first of the following month after meeting requirements (within the three months) and will receive override checks again. If the requirements are not met after the three months, you will be reclassified to consultant status.

For example: If Jane is placed on probation July 1, the months under review for sales will be May, June and July. The months reviewed for recruiting will be February through July. If Jane does not meet minimums to reclaim status during July we will review minimums again the following month (August). Sales will be reviewed from June – August and recruiting will be reviewed from March – August.

If Jane meets the required minimums by the end of August she will reclaim her status and begin earning overrides on her group beginning September 1 and therefore receive an override check in October based on September group sales.

At the time Leader minimums are reviewed, any Team Leader who has been on probation and reclaimed Team Leader status, but has not met all Team Leader minimums for a full twelve month period following the time they reclaim their status, will be reclassified as a consultant. They can re-promote to Team Leader by submitting a new Leader application and following the promotion guidelines. A minimum of three new ‘success bound’ recruits are required since the previous promotion. However, any Team Leader groups who promoted out of the original central group will not be reclaimed.

A. Cut-off Dates & Time

Each month we have a cut-off date. This is the last day your order or recruit application must be processed and shipped by us to count for that month and qualify for bonuses, contests, etc. Monthly cut-off dates are published in the newsletter and consultant update.

Orders placed by consultants within their incentive period must be received by 10 am CST on the last day of their incentive period for the sales to count toward the Write Your Own Success Story Incentive Program. Fax and OrderPro orders must be received by 10:00 am CST on the cut-off date. Mail will be accepted until noon. Federal Express and UPS delivery must be addressed to: Usborne Books & More, 10302 E. 55th Place, Tulsa, OK 74146

On cut-off day we try to expedite as many orders as possible. It is advisable to submit your order 24 hours before your incentive date to ensure delivery. If you prefer your order to go into the next month’s sales, and to avoid confusion, please do not transmit the order until after 5pm on cut-off day.

Consignment inventory orders to be reconciled must be received a minimum of four business days before cut off.

B. Change of Address

It is important to update your personal information in the following two places to ensure your orders are shipped to the correct address. OrderPro online, and on your Back Office page. On OrderPro online, click “Administration,” then “Consultant Setup.” Be sure to click “Update” when you are done. On your Back Office page, make your changes through “My Profile.” Be sure to click “Update” when you are done. Allow 2 business days for the Home Office to complete the in-house update. The company is not responsible for orders shipped to a former address.

C. Direct Deposits

Enroll for electronic delivery of your bonus, Leader overrides, refunds etc. Payments are monthly, received earlier, and the $25 minimum does not apply. (Payments made by check are mailed monthly once the amount due exceeds $25.) On your Back Office page go to My Business, Manage Direct Deposit.

D. ISBNs

If you submit an order by hand we need the LAST 6 digits of the book’s ISBN in order for it to be processed. If the wrong number or NO number is listed, your order will be delayed and you could miss an important cut-off date.

E. Special Delivery/Direct Delivery

Usborne Books & More’s special delivery program is exciting because a customer can order books and have them shipped anywhere in the continental United States. The benefits of this policy are terrific!

1. Your customers can now shop and mail a gift with the utmost convenience. They SEE your books and know the QUALITY of what is being sent.
2. If a customer is visiting or lives too far away for the hostess to deliver the product, the books can be sent directly to the customer’s home.
3. During the holidays, you can display your books at offices and work places. This way, busy people can buy and send quality gifts for the children on their lists.
Important Information

4. Parents, grandparents, aunts and uncles can all order and send birthday presents or just a special gift to someone they love.

Special Delivery/Direct Delivery orders count as retail sales. There is an additional fee of $6 per address to cover the shipping needed to send the items separately.

F. Shipping Information
Standard shipping is currently 8% with a $6 minimum charge for each shipping address (subject to change).

Orders are usually shipped via UPS within two business days of receipt at the Home Office.
To avoid disappointment, please allow extra time at month-end and holidays, especially mid-November to mid-December.

Orders to Hawaii, Alaska, Guam, Puerto Rico, APO and FPO addresses: 8% covers Special 4th Class delivery which can take up to 4 weeks. First class delivery by USPS is available for an additional 4% (total 12% shipping). For first class delivery of book fairs, LFL, CFAC you can select 4% shipping.

Shipping is not available to countries other than the Contiguous USA and those shown above.

Shipping addresses must be complete and accurate. UPS determines whether addresses are accurate and they currently charge $12.35 per box for every address they change. This includes adding the word street, road, avenue, etc. If you request an order be re-directed to a different address during the delivery process, UPS charges $17.50 per box. These charges are the responsibility of the consultant and are subject to change.

Faster delivery is available for urgent orders:

<table>
<thead>
<tr>
<th>Delivery Needed</th>
<th>Shipping</th>
<th>Minimum Charged</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 days</td>
<td>20%</td>
<td>$20</td>
</tr>
<tr>
<td>2 days</td>
<td>30%</td>
<td>$30</td>
</tr>
<tr>
<td>1 day</td>
<td>35%</td>
<td>$35</td>
</tr>
</tbody>
</table>

Example: Order received by 10:00 am CT on Tuesday: 1 day would be delivered on Wednesday, 2 day on Thursday and 3 day on Friday. Take into account that the Home Office is closed on weekends and holidays.
UPS does not deliver on weekends and holidays.
Same day shipping from the Home Office is NOT GUARANTEED: allow additional time during month-end and holidays.

Tax on orders should be charged at the rate in effect for the destination of the order.

Sales credit for your orders post to your account after the order has shipped.

G. Payments
When placing orders through OrderPro, include all customers’ credit card payments. The remainder due (after commission is subtracted) will be charged to your credit or debit card. Remember that you will be depositing cash and check payments from customers into your own bank account.

Charge Cards
We accept Visa, MasterCard and Discover Card. In an effort to provide increased customer service and a one-time accurate credit card charge, the following policy holds: EDC reserves the right to audit and correct any mathematical errors made in order calculations. Subsequently, EDC reserves the right to alter, up to $50, the amount charged to the consultant’s credit card.

Authorizing Credit Cards: Why authorize? When you authorize a card it does not charge the amount entered at that time, but puts it on hold for approximately ten days in readiness for EDC to charge it. After ten days the authorization number is invalid and the amount held is released. By authorizing you are verifying that the information is correct. If we are not able to charge a customer’s card we may need to place the charge on your own card to prevent holding the order.

In OrderPro online - simply enter the credit card information as a “New Customer Payment” on the payment screen, and click “Authorize Now.”

If you are not able to access OrderPro online:
Please authorize your customers’ credit/debit cards; do not authorize your own card.

STEP 1: Figure the amount to be charged on the customer order form, then record the following: Type of card, Amount, Credit Card #, Expiration date, Name on the card, Phone number, Billing Zip Code, and CSV code.

STEP 2: Obtain a signature

STEP 3: Authorize credit card
Call 1-800-291-4840 for Visa and Master Card
Merchant # 00000073854
Call 1-800-347-1111 or 2000 for Discover
Merchant # 601101349404804
Follow phone prompts
You MUST keep the customers signatures on file. If a charge is disputed you need proof that they signed for the charge.
Important Information

Credit on Your Account
If customers pay for their order by charge card you may not be able to retain your commission when submitting the order. Credit refunds for orders submitted through OrderPro are automatic. A full explanation of the process is available on your UBAM Workstation: Back Office > Consultant Tool Box icon > OrderPro > Auto refunds.
Checks for credit are generated after a minimum of $25 has accumulated.
Sign up for direct deposit to receive your money faster, and no minimums apply.

Non-Sufficient Funds Policy
If you have one check returned for any reason, the privilege of using personal checks will be revoked for a period of three months, beginning the date that the balance is paid in full. If your account is kept current and no more problems arise, then the privilege will be reinstated. You must notify the home office that you would like to have your check writing privilege reinstated by sending a letter, attention: ACCOUNTS. If a problem occurs again, you will lose your privilege to write personal checks indefinitely. If the check returned is a bank error, we will only accept a letter from the bank.

There is a $25 service charge for processing an NSF check. Usborne Books & More cannot process any new order for an Usborne Books & More consultant until the balance is cleared. As soon as the balance is paid with a money order or cashier’s check, the outstanding orders will be processed. However, they and any future orders must be accompanied by certified funds such as a money order or cashier’s check. This policy is in line with good business practices.

H. Order Confirmations
All orders are invoiced and a copy is mailed or e-mailed to the Consultant shortly after the order is shipped.

Credit balances may be used as a cash credit on your next order. Invoices with a balance due must be paid within 30 days. We send out monthly statements to all consultants with a debit balance.

I. Problems with the Order
If you have a problem or error with your order, please complete the “Customer Service Problem with My Order Form.” You can do this online through your “My UBAM” page or download a hardcopy on the Consultant Toolbox under “Forms,” and return it to Usborne Books & More.
You may fax it to speed up the process. Please do not call, unless it is an emergency. The problem will be addressed within 24 hours after receipt of the proper form.

J. Out of Stock Books - Book Bucks
From time to time items will go out of stock or even out of print during each catalog season. Orderpro online will color code these items to help identify which item is available, out of stock or out of print. Listed below is the color key and a definition of what each color means.

1. Red = Out of Print
   (Item will no longer be sold or carried)

2. Yellow = Out of Stock (Item has been out of stock for less than 7 calendar days, with option to order) *Note: If item is not in when the order is shipped a book buck will be issued)

3. Green = Out of Stock (Item has been out of stock for more than 7 calendar days with no tentative date of arrival and with no option to order)

When an out of stock book is ordered within the first seven days of it going out of stock, you will receive a Book Buck. The Book Buck is shipped with the order as part of the yellow packing slip. It contains clear instructions on how to fill it out.

Book Bucks can be redeemed through OrderPro or by mail. Complete the Book Buck fully. Remember to include payment if you exceed the value of the Book Buck. Amounts over $10 can be charged. Forms received without payment cannot be processed.
A Book Buck can only be used to order books at retail value and cannot be used to order supplies or discounted books. Nor can it be used as a credit on your next order.

We will keep you updated regarding out of stock titles. Titles in the current catalog listed as out of stock or out of print are not available.

The out of stock list is updated each time there is a change. Any dates given are approximations; do not re-order the title until it is removed from the list.

To check the status of titles go to your Back Office page.
consultants.myubam.com
Booth Information

What is a booth?
A booth is rented space at a convention, craft fair, state fair, curriculum fair, or similar event.

What is the purpose of a booth?
The main purpose of a booth is to build your business by obtaining leads for bookings and recruits. Home shows will give you leads and a source of income close to where you live, and booths allow you to expand into other areas and build your business through recruiting. A booth is a long-term investment, not a means for quick sales.

Who is eligible to have a booth?
Consultants with a minimum of $350 in net sales in the three months prior to the event, or who are within their incentive period are eligible to participate in the booth program.

Location
A consultant should live within a 150 mile radius of the booth location. If there are no consultants within that area then a consultant can register for the booth with the intent of building a local team to service that area. Booths with traveling locations (the event location changes) are retained and serviced by the consultant from the previous year.

Booth events held at a listed school
When a school/library benefits from a booth, the listing Educational Consultant (EC) has right of first refusal to that event. If an OUTSIDE organization rents or uses school/library property where the school/library does not receive benefit, any consultant may register for the event. However, if the school/library is listed by an EC, any leads generated that would benefit the school/library are to be passed to the listing EC. If the school/library is not listed at the time a booth is reserved, any consultant may register for the booth.

Insurance
Consultants who set up booths or displays at events, state fairs and other venues may be asked to provide a liability policy. If you need a certificate of insurance for your event listed, you can email customer service (customerservice@edcpub.com) to request one. Send your name, consultant number, event name and address, date of event and email for the event. The certificate confirms that EDC has liability insurance for the corporation and should satisfy most all event insurance requirements. However, whether the EDC certificate meets the exact event requirements is something each consultant needs to determine.

Booth Policies
When booking and attending a booth event you are representing Usborne Books & More and it is crucial for you to behave in a professional manner. The following steps must be adhered to:

Contacting the booth organization
• When you contact an organization to obtain a booth, you must enquire if an Usborne Books & More representative has already registered to attend.
  • If the answer is yes, do not proceed further.
  • If the answer is no, you must enquire whether an Usborne Books & More representative attended the previous year, and obtain their name.
  • The next step is to contact the UBAM consultant and determine whether they plan to attend the event this year. If they confirm that they will be attending, wish them luck and do not proceed further.
  • If event organizers are not willing (or able) to give you the name of the person who previously held the event ask them to add your name as a follow-up vendor and to contact you if the previous consultant does not register.
  • If you call to check on an event within 30 days of the event date and the previous consultant has not yet registered, you may proceed to register.

Register as Usborne Books & More
To avoid multiple consultants registering for the same event, registrations must be made under “Usborne Books & More”. If the event is a professional educational event then the booth must be registered as “Usborne Books & More/EDC Educational Services”. When using the Company name you may not sell or represent any other product or recruit for any other company.
Important Information

K. Book Return – Half Price Replacement and Credit Policy
If a customer wishes to return a book that is not defective we recommend that you replace the book or refund the customer yourself and sell the returned book at a later date. This means that sales, commissions, bonuses etc. are not affected. If you prefer to return the book to Usborne Books & More the customer must provide a receipt showing that the book was purchased in the past 30 days. The consultant should return the book via United States Postal Service Media Mail with a fully completed Problem with My Order form. Enclose the postage receipt to receive credit for shipping. Replacements cannot be made until the returned book has been received.
If a book is damaged through customer use, regardless of how long the book has been owned, it can be replaced for Half Price (plus tax, shipping and handling). Complete the Half Price Replacement form (found on the Consultant Toolbox under “Forms”) and return the book with payment. Merchandise that is in stock at the time of replacement is covered. If the original title is no longer available it may be exchanged for something of similar value. All books, including library bound titles, are covered.

L. Usborne Trademark & Copyright Guidelines
All Internet sites connected with the sale of Usborne books must carry the following disclaimer: Usborne Publishing Ltd. (UK) has no connection with these pages and does not sponsor or support their content. If the internet site includes the image of the Cartwright Duck the following acknowledgement must appear: The Cartwright Duck is the trademark and copyright of Usborne Publishing Ltd. All rights reserved.

Consultants may use the name “Usborne” or “Usborne Books & More” and the house logo on business supplies connected with the sale of Usborne books.

Consultants must include the word “independent” consultant/Leader etc. on all business supplies. (Example: Jane Smith, Independent Consultant, Usborne Books & More.)

Consultants may not use any Usborne/EDC name/images to create products to sell to others for commercial gain.

A Copyrighted Material Request Form is available on the Consultant Toolbox under “Forms.”

M. Tax Exempt Orders
A School or Library wishing to use their tax exempt status when placing an order, must submit a copy of their tax exempt certificate. The Home Office is required by State laws to hold a copy of the tax exempt certificate.

Tax exempt certificates can be attached through OrderPro as follows:
1. Go to “Check if tax rate is different than consultant” and check the box.
2. Change the tax rate to “0.0”
3. Enter the Tax ID# in the “Tax Exempt ID” box.
4. Go to “Upload Certificate”. Use the “Browse” button to select the file then click “Upload File”.

If you are unable to send a digital file you may fax a copy of the certificate to the Home Office. Please include your Consultant ID and name of the school or library.
Fax number: 918-663-2525
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**Back Office Page**
Your consultant information area at consultants.myubam.com. This area has your sales, tracking information, and links to important information. You can access this area without owning an eCommerce website.

**Bonus Gift**
Any title or set in the catalog selected by a previous hostess when the third home show booked off her show is held. Cost to the consultant: 35% of retail.

**Book Buck**
A book buck, similar to a rain check, is issued if the product ordered has been out of stock for less than a week. You cannot receive cash credit for book bucks.

**Book Fair**
An event that generates free books for an organization.

**Booking**
A dated home show.

**Booking /Recruiting Seed**
Hints and suggestions about why someone would want to date a home show or become a consultant. Example: “If you are like me and want to have every book in this catalog for your children, you may want to have a home show and get them for free, or better yet, become a consultant!”

**Cards for a Cause Fundraisers**
A unique program for organizations to raise funds selling boxed sets of cards.

**Central Group**
Personally-sponsored recruits and all recruits sponsored below them, who have not yet promoted to Team Leader.

**Combined Volume**
Refers to a bound compilation of books from the same series.

**Consultant**
One who promotes and sells Usborne and Kane Miller books.

**Consultant Website (or eCommerce site)**
A website that was either purchased separately or was included with your kit when you signed up. Customers can browse through the catalog, purchase books, and pay for them on this site. You will receive commission on sales (via a monthly check from Usborne Books & More), and you can also set up eShows and eFairs.

**Customer Specials**
Usborne Books & More offers discounted titles to home show and direct sale customers with a minimum purchase stated on the specials sheet. You and your hostess receive sales credit toward commission and merchandise allowance on these specials.

**Direct Sales**
Orders placed without a hostess involved.

**Downline**
Personally-sponsored recruits and all recruits sponsored below them.

**Educational Consultant**
A consultant who has purchased the Educational Consultant Kit (EC kit) (available in the business supply store) and returned a signed “Code of Ethics” form. The kit includes a library-bound book, cataloging brochure, order form, and School & Library Manual.

**Pick Line and packers**
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**eFair**
An eFair is an online book fair that may be held in conjunction with a ‘live’ book fair. Go to consultantID.myubam.com.

**eShow**
An eShow is a home show held through a consultant’s website. An eShow can either be a show independently, or combined with a “live” Home Show. Go to consultantID.myubam.com.

**Exclusive Titles**
Books, puzzles and games sold only through the Usborne Books & More division.

**Executive Group**
Your total group including your central group and three levels of promoted out supervisors.

**Home Business Division**
The division of Educational Development Corporation that markets products through home shows, direct sales, book fairs, Reach for the Stars!! Literacy for a Lifetime™, school & library sales, and through consultant websites.

**Home Show / Party**
Show in someone’s home where a Hostess invites guests to attend.

**Hostess Book(s)**
Consultant can offer up to $25 in books in addition to the Merchandise Allowance to help build the show. Consultant cost is 35%, minimum sales are $85.

**Incentive Period**
Your first twelve weeks of business. Note: This means twelve calendar weeks, (not necessarily three whole months), starting the day your application is processed.

**Internet-Linked (IL)**
An internet-linked book provides additional resources, through www.usborne-quicklinks.com, on individual pages within the book.

**Internet-Referenced (IR)**

**Merchandise Allowance**
The amount of free books a hostess earns when hosting a show. Usborne Books & More provides the books at no cost to the consultant.

**Mini Kit**
A smaller, less expensive kit that is available when a consultant signs up. It includes supplies, training materials and a sampling of titles.

**Net Sales**
Your retail sales minus commission equals net sales. Your net sales figures are used for the Write Your Own Success Story Reward Program, contests, and bonuses.

**New Consultant**
A consultant who has been in business for less than 12 weeks.

**New Consultant Kit**
This kit is available when a consultant signs up, and includes many of the best sellers for samples, training materials and appropriate forms. This kit changes every six months.

**OrderPro PC**
(OPPC) Computerized programs to enter and transmit your orders direct to Usborne Books & More, for consultants who are not on high speed connections.

**OrderPro Online**
The preferred high speed method to enter and transmit your orders to Usborne Books & More. (OPOL) OrderPro Online can be accessed on orderpro.myubam.com. (Notice: no http or www on this address.)

**Out of Print**
A title that has become unavailable and will not be offered again.

**Out of Stock**
A title that is temporarily unavailable.
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**Overrides**
Money paid to Leaders based on personal and group sales.

**Personal Sales Bonus**
Bonus earned for selling at least $750 net in a month (5% bonus). Personal sales bonus is not paid on book fair sales, Literacy for a Lifetime™, Cards for a Cause fundraisers or Reach For the Stars!!

**Previous Hostess**
The hostess who held the home show from which the current home show was booked.

**Promotional Books**
A selection of deeply discounted books available for consultants to use as incentives for bookings, recruiting, and sales.

**Qualified Home Show**
A minimum of $85 in retail sales.

**Qualifying Date**
The end of your 12 week incentive period, by which all sales counting for your Write Your Own Success Story Incentive Program must be at the home office.

**Reach For The Stars!!**
A pledge-based reading incentive program that earns cash and/or books for the organization.

**Recruit**
One who signs an Usborne Books & More agreement and purchases a kit with the intent to sell the product.

**Recruiting Bonus**
Bonus earned on the sales of your personal recruits when your net sales are over $350 net in a month.

**Retail Sales**
A general term for the total amount of an order where commission has not yet been deducted.

**Special Delivery/Direct Delivery**
To ship an order to another address instead of with the hostess’ order. The charge is 8% or $5 whichever is higher.

**Sponsor**
The person who recruited you.

**Success Bound Recruit**
One who sells $750 net within their first 12 weeks in business.

**Team Leader**
A person who has met the Team Leader sales and recruiting requirements, conducts training for their downline recruits, and receives overrides on their personal and central group sales.

**Total Group**
Your central group plus two levels of promoted out Leaders.

**Total Retail Sales**
The total of merchandise selected at retail, special delivery merchandise selected at retail, and any overage from merchandise allowance selections.

**UBAM**
Usborne Books & More, the home business division of EDC (Educational Development Corporation).

**UBAM website**
The main company website, www.usbornebooksandmore.com. It has information about the home business division, and the online catalog (which directs customers to individual sites).

**Upline**
The person who sponsored you, or anyone who is above them.

**Write Your Own Success Story Reward Program**
The program that rewards you with free and discounted books and cash during your incentive period.
Home Office appreciates the contributions of the sales force to this Consultant Guide.