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

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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

Address:  Usborne Books & More
5402 South 122nd East Ave.
Tulsa, OK  74146

My consultant ID # is ________________________________

My incentive period ends _________________________

My e-commerce shopping site is  
(Your Cons ID#) __________.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 email. 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: Parties, School & Library, Book Fairs, 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.

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

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 leaders, never to the customer or organization. Your business success will be achieved in working with other consultants in a professional manner.

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.
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.

You must list “Independent Consultant” on all forms, business checks, advertising, listings, and websites that you use when referring to your business.

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 business 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 parties, book fairs, and web sales 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.

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**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 100 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 ratio 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
Illustration from “Double Trouble for Anna Hibiscus!”

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.
Exclusive to New Consultants

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 hosts, who have a minimum of $250 in sales plus one future booking. See the Host Rewards on page 15-16 in this guide. OR you may offer the current Monthly Host Special, whichever is best for you and your host.

*see the Consultant Toolbox > New Consultants

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**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 Consultant Toolbox > QuickLinks

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

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**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!

*see the Consultant Toolbox > New Consultants

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**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 parties and in retail stores, the fair market value of the product is established.
FAST START to Business

Let’s Get Started

1. Set a Goal!
2. Book Six Parties/Events
3. Find Some Friends 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 Parties/Events
3- Find Some Friends

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 _____________ Parties/Events per week.
4. My Parties/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 some friends 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 Parties/Events

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

Even if you only plan on working one party a week in the future, make 6 bookings now and you'll not only gain confidence, but also you will have earned back the cost of your New Consultant Kit.

1. Set a date to host your own party 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 > 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 parties within the next three weeks.

2. Now select other people from your booking notebook who may hold a party, 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 host (described in the party section on page 17).

4. To close, give them a choice of two dates to hold their party and ask which is best for them. Always make the assumption, with confidence, that they will want to host a party. 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 Team Leaders 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 Some Friends

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

Why find some friends now?
You’ll be able to encourage and challenge each other, attend training meetings together, and share in each other’s successes. Bringing in a friend adds even more credibility 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 and Kane Miller 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.

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 party. The section in this guide on parties (pg. 12) will lead you through the steps to ensure a fantastic party 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 $1000, you will receive a ½ kit price refund. When you have sold $2000, you will receive a FULL kit refund.

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

1️⃣ For each new recruit, you will earn $25 in FREE books of your choice.
2️⃣ When you sell $1000, you will earn Success Kit 1*.
3️⃣ When you sell $2000 and sign 1 recruit, you will earn Success Kit 2*.
4️⃣ When you sell $3250 and sign 2 recruits, you will earn $100 in FREE product of your choice.
5️⃣ When you sell $4500 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)

USBORNE BOOKS & MORE
FAST START to Parties

Steps to a Successful Party

1. Party Timeline
2. Host Coaching
3. Host Rewards
4. Pretend Host Script
 Parties 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 > Home Shows and Consultant Toolbox > Product Knowledge

1. **Party Timeline**

1. **Book your parties!** Make sure to book your parties 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. **Host Coaching**, see page 14.

3. **Prepare for your party.** 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 My Account > Add Event

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

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

  - Host Packet (3 - 5), each containing:
    - 2 - 4 catalogs (1 full catalog + 3 mini catalogs)
    - current host special
    - Host Guide
    - about 40 invitations
    - 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 Party Time!**

- Arrive in plenty of time to set up, but not too soon to disturb your host and her "pre-party" schedule. Thirty minutes should be enough time.

  Pretend host is used to help you secure more bookings at your party. 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 party. Orders are paid for by cash, check, or credit card. Each guest payment should cover the retail cost of the books, shipping, and tax.

5. **Closing Your Party**

- Your host 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 party. Leave your host 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 host 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 customer service to guests who were not able to attend.

  Make sure to offer them the opportunity to earn free books by hosting a party or to join your team. At the scheduled time, call or meet with your host to gather the last of the orders and her own free and discounted books order.

  There is a $2 host charge for any level achieved on the Host Rewards Chart. The host 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 to Home Office will include the commission on the order.
2. Host Coaching

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

Why Host Coach?
Host coaching is the most important step for achieving success with your parties. Setting your expectations and goals high will ensure high party averages, happy hosts, satisfied customers, and will result in more bookings.

Coach the Host
Help the host 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 party will have great results for both of you. Give the host a host packet; the contents are listed on page 13. Go over the papers, and make sure the host understands how to get outside orders, how to get people to her party, 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 party is dated, thanking the future host for booking, listing the day and time, and repeating the host steps for having a successful party.

Call the Host
Ten days before the party, call the host 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 party (some consultants prefer to mail out the invitation postcards for their hosts). Ask your host 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 Host Again
Three days before the party, call and remind your host 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 host 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 party, their name will go into a special drawing. Then tell her that if she knows exactly how many people will be at her party before you arrive, and the number is correct, she will receive an extra gift. Tell the host you will call right before you leave for the party to get directions and to find out how many people to expect so you can plan on supplies.

Before you leave for the party, call the host 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 host excited and trained to have a good party.

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

*For helpful tips for host coaching see the Consultant Toolbox > Home Shows > Downloads.
3. Host Rewards

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

New Consultant Host Rewards

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

<table>
<thead>
<tr>
<th>Party 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>
</tr>
<tr>
<td>$850</td>
<td>✔</td>
<td>$320</td>
<td>$200</td>
</tr>
<tr>
<td>$800</td>
<td>✔</td>
<td>$300</td>
<td>$200</td>
</tr>
<tr>
<td>$750</td>
<td>✔</td>
<td>$280</td>
<td>$175</td>
</tr>
<tr>
<td>$700</td>
<td>✔</td>
<td>$260</td>
<td>$175</td>
</tr>
<tr>
<td>$650</td>
<td>✔</td>
<td>$240</td>
<td>$150</td>
</tr>
<tr>
<td>$600</td>
<td>✔</td>
<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>
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<tr>
<td>$450</td>
<td>✔</td>
<td>$160</td>
<td>$100</td>
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<tr>
<td>$400</td>
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<tr>
<td>$350</td>
<td>✔</td>
<td>$120</td>
<td>$75</td>
</tr>
<tr>
<td>$300</td>
<td>✔</td>
<td>$100</td>
<td>$75</td>
</tr>
<tr>
<td>$250</td>
<td>✔</td>
<td>$80</td>
<td>$50</td>
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<tr>
<td>$200</td>
<td>–</td>
<td>$30</td>
<td>$50</td>
</tr>
<tr>
<td>$175</td>
<td>–</td>
<td>$25</td>
<td>$25</td>
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<tr>
<td>$150</td>
<td>–</td>
<td>$20</td>
<td>$25</td>
</tr>
<tr>
<td>$125</td>
<td>–</td>
<td>$15</td>
<td>$25</td>
</tr>
</tbody>
</table>

Orders claiming Double Merchandise Allowance must be submitted by 10:00 am CT on the last day of your incentive period.

Host Rewards

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

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

<table>
<thead>
<tr>
<th>Party 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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<td>$900</td>
<td>$170</td>
<td>$225</td>
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<tr>
<td>$850</td>
<td>$160</td>
<td>$200</td>
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<tr>
<td>$800</td>
<td>$150</td>
<td>$200</td>
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<tr>
<td>$750</td>
<td>$140</td>
<td>$175</td>
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<tr>
<td>$700</td>
<td>$130</td>
<td>$175</td>
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<tr>
<td>$650</td>
<td>$120</td>
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<td>$400</td>
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<td>$150</td>
<td>$20</td>
<td>$25</td>
</tr>
<tr>
<td>$125</td>
<td>$15</td>
<td>$25</td>
</tr>
</tbody>
</table>
Host Rewards

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

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

2. **Host Books**: Up to $25 worth of books to use as an additional host 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 host.

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

5. **Bonus Gift**: For every third booking dated from her party, 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 party.

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

---

Sample Home Party Outline

Use this easy outline at your next party.

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

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 host.**

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

8. **Date future party and recruiting follow up meetings/calls.**
5. Home Parties - Pretend Host

Pretend Host 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 party 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 host 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 host. What do you suppose she might receive for an average party?

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)

If ___________________ has an average party, 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 might need help with the math.

Let’s just say, to make it simple, that all of these books are $10. Most of our titles are actually less than that, but the $10 price will make the math a bit simpler.

(start piling books on her lap, counting as you go)
One, two, three, four, five, six, seven...there are about $70 in FREE books. In addition, you also qualify for half-price books.

(pile more books on her lap until you have added 10 more) One, two, three,...nine, ten! That’s another $100 in books that you will earn for half-price.

Now, truth be told, there are a few more ways to earn even more books, but ______________ looks like this stack might be getting a little heavy for her.

Just remember that these books represent what you will earn from a pretty average party, 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 party 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 host, and let’s all give her/him a round of applause! I really appreciate your help.

I know ____________(current host) 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 parties. I’ll be scheduling those when you check out. Now...let’s get to shopping!”
FAST START to Sales

1. Usborne Books & More Compensation Overview
2. Levels of Achievement
3. Commission
   - Parties & Web Sales
   - Special Programs
   - Cards for a Cause Fundraiser
   - School & Library Market
4. Sales Tools
   - eCommerce Website
   - BizBook & BragBook
   - Customer eNewsletter
   - InTouch
   - Business Supply Store
   - Catalogs
   - New Title Flyers
1. Compensation Overview

### Commission on Personal Sales

<table>
<thead>
<tr>
<th>Parties &amp; Web Sales</th>
<th>School &amp; Library</th>
<th>Special Programs^</th>
<th>Cards for a Cause Fundraisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>25% with no discount</td>
<td>17% (minimum $250)</td>
<td>10% (minimum $450)</td>
</tr>
</tbody>
</table>

**Eligible for 4% Personal Sales Bonus+**

<table>
<thead>
<tr>
<th>Team Leader Bonus &amp; Override*</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>Central Group</td>
<td></td>
<td></td>
<td>8 1/2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Level</td>
<td></td>
<td></td>
<td>5 1/2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second Level</td>
<td></td>
<td></td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Third Level</td>
<td>$250</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$1000</td>
</tr>
</tbody>
</table>

* Team Leader override amounts on Special Programs and Cards for a Cause Fundraisers are ½ of the listed override for Home Shows, Web and School & Library sales.

**To earn the Promote Out Bonus you must have the title and relevant sales the month prior to the promotion of the Consultant from your Central Group. Payment of Promote Out Bonus: ½ paid when Team Leader promotes out and ½ at completion of A Leader Story... continued.

^ A Personal Sales Bonus is 4% paid on Home Shows, Web and School & Library Sales only. $1000 monthly personal sales minimum (from these categories) is required to earn this bonus.

^ Special Programs include Book Fairs, Reach for the Stars!! and Literacy for a Lifetime orders

2. Levels of Achievement

**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**

Leader information and requirements are shown above and in the Leader section of this guide (pg. 28). Please call your Team Leader 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.

---

**Your tiara is waiting...**
3. Show Me the Money!

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

Parties & Web Sales

**Commission** = 25%

The Host can earn free books based on total sales including customer specials. Total sales for a party must be at least $85 to qualify for Host Benefits.

Consultants with a website can also offer personal shopping to customers as well as eShows. 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.

**Special Programs:**

**Commission** = 17% (minimum $250 sales)

**Book Fairs**
Sales sponsored by a school, hospital, daycare, etc. The organization receives 50% of the total sales in free books when the total sales are over $250. Consultants with a website can also offer eFairs!

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

**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 $250 or more receive a 50% matching grant in product from Usborne Books & More.

For example, a $1,000 donation results in $1,500 in books to the receiving organization. The organization selects the books from over 1,800 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, refer to the Consultant Toolbox.

**Cards for a Cause Fundraiser**

**Commission** = 10% (minimum 15 boxes)

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.

School & Library Market

**Commission** = 25% with no discount

- 20% with Free Shipping

You must be an Educational Consultant to service public and private K-12 schools and libraries. The Educational Consultant 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 pass the quiz.

See the Educational Consultant Manual for details. Information on Tax exempt orders is found under “Important Information”.

![Image of Happiness Books](image)
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 emails 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 online Business Supply Store found on your Back Office page > 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.

There are 3 catalogs available for Consultants to use:

- **Full Catalog** – provides information on all books available from Usborne and Kane Miller, as well as information about the host benefits and the recruiting kits.

- **Mini-catalog** – showcases new season titles as well as best-sellers. These offer a glimpse into the line of books that are offered and are a great introduction to what Usborne Books & More has to offer.

- **School & Library catalog** – provides information on all books available from Usborne and Kane Miller, highlighting library-bound collections and the different programs Educational Consultants can offer.
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 Consultant 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.

![OrderPro Home Screen Diagram]
*Type in host information. Info is automatically saved when you click “Next Step”.

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

<table>
<thead>
<tr>
<th>4. Order Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>STEP 1</td>
</tr>
<tr>
<td>Merchandise at Retail</td>
</tr>
<tr>
<td>eShow Retail Combined</td>
</tr>
<tr>
<td>STEP 2</td>
</tr>
<tr>
<td>Special Delivery/Direct Delivery Merchandise</td>
</tr>
<tr>
<td>Total Customer Sales (A + A1 + B)</td>
</tr>
<tr>
<td>STEP 3</td>
</tr>
<tr>
<td>Hostess Worksheet</td>
</tr>
<tr>
<td>Merchandise Allowance</td>
</tr>
<tr>
<td>Merchandise Selected</td>
</tr>
<tr>
<td>Overage</td>
</tr>
<tr>
<td>Subtotal</td>
</tr>
<tr>
<td>1/2 Price Books</td>
</tr>
<tr>
<td>Add $2 Hostess Fee</td>
</tr>
<tr>
<td>Subtotal</td>
</tr>
<tr>
<td>Add S/H on Total (I)</td>
</tr>
<tr>
<td>Subtotal (K + J)</td>
</tr>
<tr>
<td>Add 8.51700% Tax on (L)</td>
</tr>
<tr>
<td>Total Hostess Owes</td>
</tr>
</tbody>
</table>

*Enter payment information and click “Authorize now” to authorize credit cards.

*Enter “Order Name” (e.g. Host Name), then complete rest of steps.

<table>
<thead>
<tr>
<th>5. Payment Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Amount Due for this order: $0.00</td>
</tr>
<tr>
<td>Total Customer Payments or Credits: $0.00</td>
</tr>
<tr>
<td>Amount Due From Consultant: $0.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consultant Payment or Credits:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment Type: Visa</td>
</tr>
<tr>
<td>Name On Card: Michelle White</td>
</tr>
<tr>
<td>Check Number: 9887772222</td>
</tr>
<tr>
<td>Billing Zip Code: 78910</td>
</tr>
<tr>
<td>CVV Code: 56</td>
</tr>
</tbody>
</table>

*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!

<table>
<thead>
<tr>
<th>6. Final Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click the ‘Review Order’ button below to have your:</td>
</tr>
<tr>
<td>Preview Order:</td>
</tr>
<tr>
<td>Order review succeeded. To authorize all previously Order’ button below:</td>
</tr>
<tr>
<td>Submit Order:</td>
</tr>
<tr>
<td>This order has already been submitted. Click: the button below to post this order’s totals to</td>
</tr>
<tr>
<td>Post To Expense Ledger:</td>
</tr>
</tbody>
</table>
FAST START to Recruiting

10 Reasons to Love Your Usborne Books & More Business

1. Extra income - earn as much as you want!
2. Flexible schedule - work when you want, around your family’s activities
3. Exciting bonuses - prizes and incentives including cash and vacations
4. Meet new people - form life-long friendships
5. No inventory required
6. Represent a high-quality product that enriches the lives of children and their families
7. Develop an incredible home library
8. Outstanding host benefits
9. No monthly minimums
10. Be your own boss - training and ongoing support provided
Recruiting

Who do you recruit?

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

- Hosts
- 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 & dads.

#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 parties - remember the majority of recruits are found at parties.

#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 Team Leader, you earn an 8.5% 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 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.

To start, you have to date parties to get recruit leads. Home parties, 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!

So, you have decided that you love the Usborne Books & More program and want to do more. Let’s say that your party average is $400. At 25%, you are making $100 a party. 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 8.5% on the sales of the consultants who are in your central group plus 8.5% on your personal 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 parties 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.
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 parties. 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 party, 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 party 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 party, 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** - Parties take approximately four hours including preparation and entering the order. If you do two parties a week, it provides an excellent part-time income.

   **I’M NOT A SALESPEOPLE** - 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 Appreciations** - Many consultants were hosts first. Invite them out to dinner and give awards to the hosts 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. 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 sign up at these functions.

8. **Hold opportunity sessions** in your home, a restaurant, or a meeting place. Invite everyone, previous hosts, 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 located in your Back Office > Resources

Many Leaders find recruiting and team building the most rewarding aspect of their Usborne Books & More business.
Team 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 sales of your central group (including your personal sales), in addition to commission and bonuses based on your personal sales. (Refer to Compensation Program.)

Overrides

1. Central Group - Earn an 8.5% override on parties, web sales, and school and library sales, including your own. A 4.25% override on the sales of Special Programs and Cards For A Cause fundraisers. This includes the sales of all your personal recruits and their recruits, and so on.

2. First-level Breakaway - Earn a 5.5% override on parties, web sales, and school and library sales. A 2.75% override on the sales of Special Programs and Cards for a Cause Fundraisers. When a consultant in your central group promotes to Team Leader, he or she 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 4% override on parties, web sales, and school and library sales. A 2% override on the sales of Special Programs and Cards for a Cause Fundraisers. 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 Leaders, Senior Executive Leaders, and Directors. Earn a 1% override on parties, web sales, and school and library sales. A 0.5% override on the sales of Special Programs and Cards for a Cause Fundraisers, when your group (central, 1st, 2nd, & 3rd levels) sells $30,000. 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.

Promote Out Bonus
This 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 the Promote Out 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 sales must total at least $1,000 for each of the two consecutive months before promotion.

2. You must have minimum group sales of $2,750 for each of the two consecutive months before promotion goes into effect. (This will include your personal sales.)

   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 $500 each 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 > 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.

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
   - Maintain Team Leader requirements
   - Have 2 First-Level Team Leaders and 1 Second-Level Team Leader

To Receive Senior Team Leader Promote Out Bonus:
   - Combined sales of $20,000 from Central Group and 1st and 2nd levels the month prior to the promotion

D. To Achieve Executive Leader Status
   - Maintain Team Leader requirements
   - Have 3 First-Level Team Leaders, 1 Second-Level Team Leader, and 1 Third-Level Team Leader

To Receive Executive Leader 3rd Level Override & Promote Out Bonus:
   - Combined sales of $30,000 from Central Group and 1st, 2nd, and 3rd levels the month prior to the promotion

E. To Achieve Senior Executive Leader Status
   - Maintain Team Leader requirements
   - Have 4 First-Level Team Leaders, 2 Second-Level Team Leaders, and 1 Third-Level Team Leader

To Receive Senior Executive Leader 3rd Level Override & Promote Out Bonus:
   - Combined sales of $50,000 from Central Group and 1st, 2nd, and 3rd levels the month prior to the promotion

F. To Achieve Director Status
   - Maintain Team Leader requirements
   - Have 6 First-Level Team Leaders and at least one Executive Team Leader

To Receive Director Promote Out Bonus:
   - Combined sales of $100,000 from Central Group and 1st, 2nd, and 3rd levels the month prior to the 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 sales must total at least $1,000 within the previous three months.
      b. Your central group sales must total $4,000 per quarter.

Leader override payments 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 Team Leader 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” is allowed every three years.
Team Leader Information

I. To Reclaim Team Leader Status

While on probation your personal and central group sales for the previous three months are reviewed. 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. 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.

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.

Important Information

A. Cut-off Dates & Time

Monthly cut-off dates are published in the newsletter and consultant update. Orders must be received by 10am CT on the cut-off date. 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 CT on cut-off day.

Orders placed by consultants within their incentive period must be received by 10am CT on the last day of their incentive period for the sales to count toward the Write Your Own Success Story Incentive Program. New Consultants - Double Merchandise Allowance expires at 10am CT on the last day of your incentive period. After that time this offer is no longer available.

It is advisable to submit your order 24 hours before your incentive date.

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 2-3 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. Payments and Direct Deposits

Enroll for electronic delivery of your commission payments, bonus payouts, Team Leader overrides, etc.

Back Office > My Business > Manage Direct Deposit

Home Office will process deposits for weekly commissions on Wednesdays. This will include commissions for orders that invoiced the prior week (Sunday – Saturday).

If a Consultant is not signed up for Direct Deposit, payments will be made by check on the 15th of the month. This will include commission payments from the previous month’s events (payments made by check are only mailed if the amount due exceeds $25).

Team Leader Overrides and Bonuses are paid on the 5th business day of the month.
Important Information

D. 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 or USPS within ten business days of receipt at the Home Office. To avoid disappointment, please allow extra time at month-end and holidays.

Orders to Hawaii, Alaska, Guam, Puerto Rico, APO, DPO 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, and CFAC, you can select 4% shipping.

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

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.

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

E. Payments
When placing orders through OrderPro, include all customers' credit card payments. The remainder due (after all customer payments have been added) 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: For Visa, MC, and Discover authorizations
• Dial 1.888.706.1526
• Merchant ID: 266139#
• Enter [Card Holder Number]#
• Enter [Four Digit Expiration Date]#
• Press [2] for Card-Not-Present
• Enter [Total Sale Amount] Example, enter 12345# for $123.45
• If correct press [1]
• Enter CV2 code followed by [#]
• Listen for your approval code and write it down
• Additional authorizations can be made by pressing [*]
Important Information

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.

F. Order Confirmations
All orders are invoiced and a copy is mailed or emailed 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.

G. Problems with the Order
If you have a problem or error with your order, please complete the “Problem with My Order” form.

H. 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.

Back Office > Essentials > Out of Stock List
I. 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 > 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.

J. 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 Books & More” and the house logo on business supplies connected with the sale of Usborne and Kane Miller 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/Kane Miller/UBAM/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.”

K. 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 the name of the school or library.

Fax number: 918-663-2525
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. Parties 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 $500 in 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.

Booth Policies
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 ID#, 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.

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 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.
Glossary

**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 host when the third party booked off her party 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 party.

**Booking /Recruiting Seed**
Hints and suggestions about why someone would want to date a party 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 party 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 (CV)**
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, and you can also set up eShows and eFairs.

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

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

**Educational Consultant (EC)**
A consultant who has purchased the Educational Consultant Kit (EC kit) (available in the business supply store) and passed the online quiz. The kit includes a library-bound book, cataloging brochure, order form, School & Library catalogs, sample flyers, and the Educational Consultant Manual.
## Glossary

### eFair
An eFair is an online book fair that may be held in conjunction with a ‘live’ book fair.

### eShow
An eShow is a party held through a consultant’s website. An eShow can either be held independently or combined with a home party.

### 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 Team Leaders.

### Home Business Division
The division of Educational Development Corporation that markets products through home parties, web sales, Special Programs, school & library sales, and Cards for a Cause Fundraisers.

### Home Show / Party
Party in someone’s home or online where a Host invites guests to attend.

### Host Book(s)
Consultant can offer up to $25 in books in addition to the Merchandise Allowance to help build the party. 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 host earns when hosting a party. 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.

### 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 Online (OPOL)
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 (OP)
A title that has become unavailable and will not be offered again.

### Out of Stock (OS)
A title that is temporarily unavailable.

### Overrides
Money paid to Leaders based on personal and group sales.

### Personal Sales Bonus
Bonus earned for selling at least $1,000 in a month (4% bonus). Personal sales bonus is not paid on Cards for a Cause fundraisers or Special Programs.

### Previous Host
The host who held the party from which the current home party was booked.
Glossary

Qualified Party
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.

Special (Direct) Delivery
To ship an order to another address instead of with the host's order. The charge is 8% or $6, whichever is higher.

Sponsor
The person who recruited you.

Success Bound Recruit
One who sells $1,000 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 Sales
The total amount of merchandise selected, special delivery merchandise selected, 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.