Congratulations, your Usborne Books & More consultant ecommerce website is up and running at [www.myubam.com/</*CONID*/].

This is the first in a series of five training messages designed to help you utilize your website.

Please add techsupport@myubam.com to your address book to help ensure you receive this training.

We don’t intend to overwhelm you with information, and you may prefer to save these messages to reference later. You will receive message two in approximately one week, then three through five are spaced roughly four days apart.

Message # 2 – Your UBAM ecommerce Site Domain Name
Message # 3 – Spreading News of your UBAM ecommerce Site
Message # 4 – UBAM eShows and Combo Shows
Message # 5 – UBAM Marketing emails and inTouch

If you would like to see all the campaign emails that you will be receiving you can find on the CIA site, under the New Consultant category.

Your new business holds HUGE potential, and you have our commitment to help you realize that potential!

**Additional Resources for Help**

Ecommerce sites, eShows and eFairs:
1. Log into your My UBAM page
2. Go to Web Sales Admin
3. Click "Helpful Web Information” in the upper right corner

FAQ’s for ecommerce sites:
1. Log into your My UBAM page
2. Hover over "Business Forms/Tools"
3. Click "Consultant Website info"

OPOL and inTouch has “Page Specific Help”
From any page in OPOL or inTouch, just click on “Help” on the OPOL toolbar and "Page Specific Help”.

Subscription info and features can be found on the OPOL login page at [http://orderpro.myubam.com](http://orderpro.myubam.com).

Overview OPOL and inTouch tools at CIA:
1. Log into your MyUBAM page
2. Click the round CIA button
3. Along the left, click Online Resources

If you can’t find the help you need, try your upline Supervisor. More technical support is available at the Home Office, Monday through Friday, 8:00 am to 5:00 pm CST at: techsupport@myubam.com

Your Home Office IT and Marketing Staff
Congratulations on deciding to explore the unlimited potential of website commerce with Usborne Books & More. A website lends credibility to your business and helps you reach more potential customers.

**What is a Domain Name?** It is a more easily recognized and marketable business name completely unique to you.

When you purchased your kit you were assigned a web address. You can create your own domain name, for example [www.MyUsborneDomainName.com](http://www.MyUsborneDomainName.com) and all traffic to the domain name can be automatically forwarded to your [www.myubam.com/]<*CONID*> address.

**Do I Have To Make The Domain Name Decision Now?** No, however, using a domain name makes your website more easily recognizable as you use it on your business cards, flyers, brochures, marketing emails, email signatures, etc.

**How Do I Set Up A Domain Name?**
We suggest you speak with your sponsor/supervisor and ask if there is a company that they recommend. If not, try searching for a company online using [www.Google.com](http://www.Google.com) and using “domain hosting” or “domain name registration” as the keywords. There are many companies that sell domain names, each with different features. Prices will vary, but is usually less than $10 a year.

**Important** - Remember to have your domain host turn on URL Forwarding to the web address issued by Usborne Books & More (i.e. [www.myubam.com/]<*CONID*>). This ensures that visitors/customers arrive at your ecommerce site.

**Enter your Domain Name in your UBAM profile**
Once you have a domain name, log in to your “My UBAM” page at [www.myubam.com](http://www.myubam.com). Once logged in, you will see a link to “My Profile” near the top and center. Entering your domain name in your My Profile page enables us to show your domain name on any Marketing emails.

Have fun and be creative with your domain name – make it a reflection of you and your business!

Your Home Office IT and Marketing Staff
Are you sharing the exciting news about your website?

Email your online friends, family, extended family, school friends, current and previous neighbors; anyone you can think of who values children and education!

Here's an example of a message you might use:

Hi!
I want to share my exciting news with you! I have a new website with Usborne Books & More! Are you familiar with Usborne and Kane Miller books? They are incredible fiction and non-fiction children's books (babies through teens and adults like them too!). Please visit my website at: ___________________, where you can take a look at the books, place an order, begin an eShow and even join me as an Usborne consultant. This would be fun and profitable to do together!

Your Customer Email List
This is a list of people who are interested in your product, company and you. Every person you come into contact with is a potential customer and should be added to your Customer Email List. Gather email addresses from customers at events such as home shows, book fairs, and booths. Invite them to join your email list to receive special offers on your website. Mention to your contacts their benefits for visiting your website.
- They can register every month to win $50.00 in free books (paid for by UBAM)
- They can browse the entire, searchable online Usborne Books & More catalog
- They can sign up to host an eShow to receive free books
- A personal order over $85.00 entitles them to free books
- There are 50% Off Internet Specials available only through your ecommerce website. These specials change every two weeks for renewed interest.
- There are discounted customer specials for purchases over $35. These change every two months.

Website Promotion
The next step is to promote your website; you may have chosen to use a domain name so people can find you easily.

- Always put your website address on everything that you pass out to customers, hostesses and potential recruits: catalogs, flyers, business cards, return address labels, sales receipts, thank you notes, etc. Promote your website at every opportunity.
- Include your website in the signature line of every email you send.
- Include your website on any social networking sites you're a part of, like Facebook, Twitter, etc
- When ordering items online or completing surveys, often there’s space in the address line to place your web address.
- Sign guest books at websites you visit and include your own web address.
- Find directories and listings as you visit sites on the web - perhaps sites for teachers, parents, home schoolers, gifted, special needs, science, early childhood, etc. Some sites allow you to add your address and others will want to swap links with you. That's fine. You can add the links on to the ecommerce website customization page that is located on the web sales admin page.
- **AddMe.com** is a free promotion site that submits your website to search engines. As you visit different search engines you'll see a button or link that says ADD URL or ADD SITE. Click on it and go through the process to add your website.

**Contact Manager** (CM) is a module within OrderPro Online (OPOL) that helps you organize your contact information. It provides you basic input for name, address, contact numbers, children details, birthdays, notes, etc. The more information you maintain on a customer, the more reason you have to contact them in the future. For example, having notes about their children’s interests, ages, and birthdays could potentially lead to repeat orders. CM also includes a correspondence log and sales summaries.

When entering orders through OPOL, use the "Customer Receipt Mode". It can be turned on or off on the "Select Books" page (Step 3) of the order entry process. With a record of who your customers are and what they have ordered, the Home Office can help you service them more effectively by giving you suggestions of additional books they might enjoy.

Your website adds a professional touch to your business, and it continues to work for you while you are at another event, or even on vacation. Make the very most of this personal assistant!

We’re working with you.

Your Home Office IT and Marketing Staff
ON LINE SHOWS
Boost your business by offering online shows (eShows) in addition to Home Shows.

An eShow - offers a customer the opportunity to host an online party with their local and long distance friends and family, and earn free merchandise based on the sales. At the conclusion an email is sent to the eShow host with a link to claim the free books earned on the eShow. If customers visit an expired eShow link they are automatically redirected to your website.

An eShow can stand alone, but we strongly recommend combining them with a real home show whenever possible. If you do decide on a stand alone eShow make sure your hostess knows to tell her friends and family the benefits of having Usborne and Kane Miller books in their homes, and suggest reasons why they would love these products.

Add an eShow to Every Home Show (Combo eShow)
Combo eShows allow you to combine an eShow with a physical home show. You enter the home show orders using OrderPro Online and you order the merchandise allowance and other host benefits on behalf of the host. Combo e-Shows increase the show sales while promoting your website. Customers visiting the eShow link browse the catalog and often share the eShow link with their friends, thus building your business. The entire catalog is here, along with information about becoming a consultant and more. Customers may return to your website and place orders in months to come.

Where Do I Set Up eShows/Combo eShows?
1. Go to your Web Sales Admin link in the upper right of your My UBAM page.
2. Along the left side click Set-up e-Show.

How Do I Edit the eShow/Combo eShow?
You can edit the eShow if you made a typo, need to change the date or want to switch it from an eShow to a Combo eShow. The default is that eShows are set up as Combo eShows.
1. Go to Web Sales Admin. You'll see your eShows listed.
2. Click the eShow number you wish to edit.
3. Click on the check box next to the phrase – “Combine with Home Show” and claim Free books in OrderPro.

How Do I Complete a Combo eShow?
1. Open your show in OrderPro.
2. Click on the "Combine eShow" button located in the upper middle in the Order Manager toolbar
3. Select the eShow from the list

IMPORTANT! Customers must place their orders through the host’s eShow link to count toward the eShow. Orders placed direct on your website cannot be transferred to an eShow.
**TIP** – Stress how important it is for customers to use the eShow link. Give your hostess the eShow link in TWO different ways:

1. write it on the hostess guide
2. email her the link

She’ll then have it on her email to send to friends, and on her paperwork when talking to her guests.

The sales from both the physical home show and the eShow orders are used to calculate the hostess merchandise allowance (free books). For example: $300 in sales at the home show + $150 in sales on the combo eShow = free books earned for $450 in retail sales.

**WANT MORE INFORMATION?**
Check out the "Helpful Web Information” link on the Web Sales Admin page.

Distance is no longer a problem; you can offer e-Shows in all parts of the country. See how far you can travel without leaving the comfort of your own home.

We’re here to help you open doors.

Your Home Office IT and Marketing Staff
UBAM Marketing Emails - How to Use Them

Have you tried the UBAM marketing email tool?
This great tool from the Home Office makes it easy to send professional emails to your customers!

Here's how you do it:

1. Log on to the Consultant Website and hover over "Business Form/Tools" (on the left gray Links menu) then click on "UBAM Marketing Emails."
2. Choose your email. One featured email was: Spring Into Usborne Books. You can preview each email by clicking on "Preview."
3. Click on "Send" to send the email to yourself.
4. Forward this email to everyone on your email contact list by opening the email you sent to yourself, clicking on "forward" and entering the email addresses. Your marketing email is automatically customized with your contact and website information (if you have a website. If you don't have a website, now might be a great time to purchase one!)

Customer Email List
You can create a customer email list starting today! Every email program will have a different format for email groups. You may choose to create an email list in Order Pro Deluxe/inTouch. At your Home Shows, Booths, Book Fairs, anywhere you're selling books, ask your customers if they'd like to hear about monthly specials via your own customer email list. Each month you might provide exactly what the Home Office offers in the marketing emails or you could expand it to include a short blurb about the recruiting special or maybe highlight a new or favorite book! A customer email list could prove invaluable to your business.

Want more info about inTouch Mailing Lists?
Now that you are making quite a few contacts, it’s time to organize your communication. Some other tools that can be used to market your website successfully are inTouch and Marketing Emails.

InTouch is:
- A module within OrderPro Online deluxe
- A suite of tools that facilitates better communication with your contacts.
- Used to create mailing lists.

A Mailing List allows you to enter multiple email addresses under one list (name). You could create a mailing list called, for example, potentialcustomers@myubam.com and add all the names and email addresses of customers that you have in the Contact Manager. You can also add individuals or import contacts from other UBAM applications or your personal contact management software. When you compose an email you would type your list name, potentialcustomers@myubah.com, in the "to" field and everyone on that list will receive that email.

(FYI: the contacts will see the name of the list in the subject line, so in the above example, the contacts would see 'potentialcustomers.' It's nice to keep this in mind when you name your list.)
Many consultants find it works well to email their customer list monthly. Keeping in touch with these people and continually adding to this list will help your web business thrive!

Marketing Emails and InTouch make it easy to stay in touch with your customers. Try it today!

Your Home Office IT and Marketing Staff
Congratulations, you have completed the UBAM ecommerce marketing campaign. Most of the ideas presented can be found online, often with more detailed information.

We know that with a little effort your consultant ecommerce site will prove to be a great sales tool enticing your loyal customers to visit often. As with any good marketing effort, it is all about contacts, contacts, contacts.

We at the Home Office congratulate you again on your decision to represent the best children’s books available, and wish you the greatest success (and fun) with your Usborne Books & More business.

Your Home Office IT and Marketing Staff