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# USBORNE BOOKS AT HOME



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Thank you for inquiring about Usborne Books at Home. On the following pages you'll find information about this fast-growing home business opportunity. Usborne Books at Home is for those of you who want to work for yourselves -- part-time, earning an extra income, or full-time, building financial security.



**Usborne Books at Home (UBAH)** believes that children should have every opportunity available to them. One of the basics every child deserves is a good education. We offer a product that is unsurpassed in the quality of illustrations and material content. An UBAH home-based business offers you the chance to really make a difference for the children in your own home, the children around your community and the children across Canada -- while earning a good income at the same time.

## Some Background

Since 1975, Usborne Publishing has grown into one of the world's leading publishers of nonfiction for children, with translations into more than sixty languages. As well, Usborne books have won numerous prestigious awards. In fact, it is the only publishing company to have won the Times Educational Supplement Information Book Award two times!

The remarkable success of Usborne Books derives from the simple idea that it is possible, without any sacrifice of quality, to produce nonfiction books as interesting and entertaining as television, magazines and comics - media that most children instinctively prefer. With more than 800 titles available, Usborne -- widely imitated but never bettered -- continues to innovate with new and exciting concepts in publishing. Usborne was first to link books to the Internet.

Usborne Publishing spends an enormous amount of time and money producing every book. Huge investments are required for researching, visualizing and illustrating difficult subjects, such as science, history or geography, in a simple, stylish and appealing way --and without losing detail or accuracy. The sale of Usborne books worldwide is now so widespread that it is probably quite difficult to go on holiday anywhere in the world without bumping into an Usborne book.

Usborne also uses a number of other ingredients to make books appealing to children: humour whenever possible; a remarkably wide variety of illustration styles; a very high ratio of pictures to text; short magazine-like paperback formats; tremendous detail; and a totally clear, simple yet unpatronizing text.

The remarkable growth of Usborne books has been helped by a rapidly increasing movement among parents to support the education of their chil-

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dren by providing stimulating and interesting books at home. More and more parents have come to accept that the presence and ownership of books at home is one of the key factors linked to success at school. Increasingly, teachers now accept that parents can, and should, play an important role in helping with their children's education.

Meanwhile, Usborne continues to experiment with new directions and media. There are a whole range of learning games for younger children, language-learning tapes, and activity packs in the works. Usborne always tries to stick to the first principle:

*Finding out can and should be one of life's greatest pleasures!*

*In a study of 400 people highly successful in a variety of fields, researchers found there was a common factor in the way they were parented. Their parents weren't the "force feed the child flashcard facts at two years of age type", neither did they have the attitude "that's the school's job." They surrounded their child with a rich variety of educational materials to arouse the child's curiosity and were available to answer questions.*

*- Cradles of Eminence study*



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*50% of the year's best information books for 11 - 16 year olds are from Usborne Publishing.*

*- The Times Educational Supplement Awards*

### Usborne Books' unique features include:

- Double page layouts which open so that the book is easily propped up, enticing the child to delve into the pictures
- Step-by-step explanations of the "Hows and Whys"
- Internet links to relevant, approved websites, updated regularly by Usborne researchers at [www.usborne-quicklinks.com](http://www.usborne-quicklinks.com) or [www.usborne.ca/IL](http://www.usborne.ca/IL)
- Dozens of the most recent and most popular titles available in French
- Cutaway illustrations so children can get the inside view
- Pages filled with activity - a lot of material to explore on each topic
- Straightforward text, consistently positioned below each picture, simplifying the reading exercise - the use of short sentences encourages the child to read
- Most titles priced below \$10 (ranging from \$2.95 to \$49.95)
- Books truly appeal to all ages, toddlers to teens and adults too
- Many preschool books charmingly illustrated by Stephen Cartwright -- with the "find the duck" theme, too





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## OVERVIEW OF PROGRAM



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### Commission Structure

#### HOME SHOW

**Commission - up to 25%** [base 20 - 22% plus bonus]

- Minimum order \$100.00 (qualified show)
- **Hostess Show Value and Booking Benefits** vary. Provided by UBAH at no extra cost to the consultant
- Consultants have the opportunity to choose books worth up to \$30 retail at a 70% discount

#### DIRECT SALE

**Commission - up to 30%** [base 25 - 27% plus bonus]

- Minimum order \$50.00

#### LITERACY FAIR

**Commission - up to 19%** [base 14 - 16% plus bonus]

- Minimum retail sales of \$500.00
- 30% in **Free Books** to the organization provided by UBAH at no extra cost to the consultant

#### EXHIBIT ORDER

**Commission - up to 25%** [base 20 - 22% plus bonus]

- Minimum sales of \$500.00
- 15% in **Free Books** provided by UBAH at no extra cost to the consultant

**Note:** *All commissions and bonuses are calculated on retail sales. All consultants can earn a sales bonus every month -- sell \$1,000 or more in a month, and receive an additional 7% free books (or 3% cash) of your total sales. Regular contests and incentive trips are available for all consultants.*

### Leadership Opportunities

Build your team and increase your income. You succeed by helping others succeed.

**Team Leader** - Start building your team and get paid too! Sponsor two consultants and earn 2% of their sales. Sponsor three consultants and earn 3% of their sales. Sponsor four or more consultants and earn 4% of their sales.

**Supervisor** - Further develop your leadership skills and earn an additional 7% on your own sales and on your entire team's sales as well.

**Senior Supervisor, Executive Supervisor, Sales Director, Executive Sales Director** - For unlimited growth and income, ask your sponsor for information about these additional achievement levels. Earn increasing over-rides and bonuses, as well as high-tech business tools. Even earn the use of a Mini Van!

### Kit Building Program for New Consultants

#### Qualify as a Bronze Consultant

Achieve **\$500.00** in retail sales within first **4 weeks** and purchase an additional \$100.00 worth of books for \$30.00.

#### Qualify as a Silver Consultant

Have a personal retail sales volume of **\$1,000.00** in your first **12 weeks** of business and you'll earn \$50.00 in free books.

#### Qualify as a Gold Consultant

Have a personal retail sales volume of **\$2,000.00** in your first **12 weeks** of business and you'll earn another **\$100.00 in Free Books.**

#### Qualify as a Platinum Consultant

Have a personal retail sales volume of **\$3,000.00** in your first **12 weeks** of business and you'll earn another **\$100.00 in Free Books.**

#### Qualify as a Ruby Consultant

Have a personal retail sales volume of **\$4,000.00** in your first **12 weeks** of business and you'll earn another **\$50.00 in Free Books.**

#### Extra Sponsor's BONUS

Sponsor a consultant who achieves Silver Status within **your first 12 weeks** and you'll earn **\$100** in free books for each recruit! When you sponsor a consultant who achieves Silver Status after your first 12 weeks, you'll earn **\$50** in free books.



### Combined Volumes

Usborne publishes "combined volumes" of many of their popular series. Combined Volumes (sometimes known as bind-ups) contain between 2 and 16 individual titles from a series bound in one single volume. These are available at a substantial savings compared to purchasing individual titles.

**Almost all of these combined volumes are available exclusively from Usborne Books at Home consultants**, and cannot be found in any bookstore!

*"It has always been my goal to have my own business - to be the boss. As a new mother, I was looking for an opportunity that would allow me to be my own boss, but gave me the chance to spend more time with my family.*

*"Usborne Books allowed me to do this; I set my own hours and goals and I work from home. The great thing about this opportunity is that although I am the boss, I certainly don't work alone. I'm part of a great team in a supportive environment that helps me all the way. We share ideas because we benefit from each others success."*

*Alice Seba  
Independent Consultant, Surrey BC*

# Yes!

## Congratulations!

*You've decided to join the Usborne Books at Home team and own your own business.*

### How do you get started?

*Here is what you do:*

Contact the person who gave you this information.

Complete the current **Kit Order Form** to purchase one of the Usborne Books at Home kits currently offered (prices from \$29.95 to \$199.95)

Complete and sign the Usborne Books at Home **Consultant Agreement Form**.

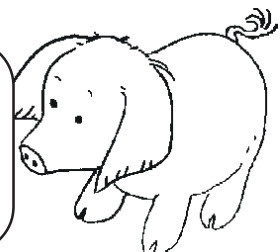
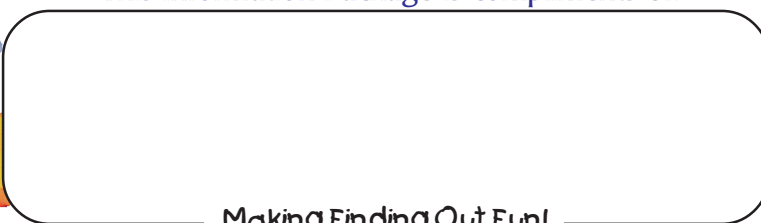
Fax the signed Agreement and, Kit Order Form with your Visa or Mastercard number to:

**1-800-461-6858**

or mail with full payment to:

**USBORNE BOOKS AT HOME  
471 Eagle Street  
Newmarket, ON L3Y 1K7**

This Information Package is compliments of:



Making Finding Out Fun!