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**Beside my commission and building my family's library, is there anything else I should know about?**

Every selling season (there are four each year) Usborne Books at Home runs contests for all consultants and supervisors. You can win weekend getaways, dinners for two, plenty of FREE books, and much more. They also run promotions strictly for hostesses several times a year. This way your most successful hostesses are rewarded even further.

On top of all this, Usborne sponsors year-long sales contests that allow winners to enjoy fun-filled vacations! In the spring of 2004, our hard working winners visited Italy, and there have been a lot of great exotic vacation spots (like Hawaii, Mayan Riviera and Dominican Republic) enjoyed every year! Sound great? In 2005 everyone is working hard to earn an all-expense paid Caribbean Cruise!! Wow!

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Use this space to make note of any questions you have about starting your own Usborne Books at Home business. I will be happy to go over these with you at your convenience:

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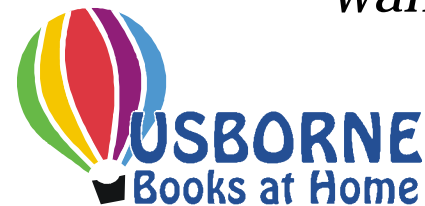
*Thanks for taking the time to review this pamphlet.  
I look forward to hearing from you!*

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Is an  
**USBORNE BOOKS  
AT HOME**  
business for you?

*Frequently Asked Questions*

*So you love the books and  
want them all! But...*



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This booklet is compliments of:

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## What exactly is UBAH?

Usborne Books At Home (UBAH) is the network marketing division of Riverwood Publishers Ltd., based in Newmarket, Ontario. Riverwood Publishers is 100% Canadian owned, and has the exclusive rights to Usborne Books in the Canadian market.

A combination of home party sales, direct sales, literacy fairs and fundraisers through a network marketing system, UBAH provides an opportunity for someone who wants to work for themselves, either part-time or full-time. Usborne Books have been marketed successfully through home party plans in Australia, Hong Kong, Singapore, England, the USA and here in Canada.

Whether you are looking for full or part-time income, your Usborne Books At Home business can be tailored to fit your needs. Special incentives, free books, bonuses and awards are all added to your profit base to increase your total earnings. In the Supervisor's Marketing Program, you can increase your income dramatically by building and training a strong downline base.

It's a job to be proud of... and it's fun!

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## How much is this going to cost me?

You start your own new business by ordering a kit, and signing a consultant agreement. Three kits — the choice is yours.

- » Business Bundle
- » Mini Kit (includes Business Bundle and sample books)
- » Base Kit (includes Business Bundle and sample books)

The first kit, the Business Bundle, costs **\$29.95** and contains everything you need to start-up a catalogue sales only business. Or, it may be an option you would consider if you already own lots of Usborne Books. Keep in mind, the books sell themselves and, although the catalogue is a great selling tool, your friends and neighbours will really want to see some of the books as samples.

The second kit is the Mini Kit. With this kit you receive nearly 20 of our most popular titles (valued at over \$200) for only **\$99.00** and you get all the paperwork (manual, order forms, catalogues etc.) in the Business Bundle at no charge. You'd probably consider this kit if you're wanting to invest minimally to set out on a successful new

there are regional all-day training sessions and a national convention each year. Home office provides a comprehensive online resource website available exclusively to UBAH consultants including: a discussion forum, forms and flyers, tips and training material. The manual addresses the day-to-day procedures.

Ultimately, it is me, your sponsor/supervisor who is responsible for providing you with all the support you require to make your business a success. I take sponsoring, training, and supervising very seriously, and I promise you I will do my best to provide you with whatever training and support you need.

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## How many other consultants are there in my area?

Unfortunately, I can't provide you with accurate numbers of consultants in your area. But listen to this... not too long ago, I read that the potential of a network marketing organization can be measured by examining the ratio of active consultants to the population as a whole. A "ground floor" opportunity would exist if the number of active consultants in any given area were fewer than one half of one percent of the total population. That means that in a city the size of Greater Vancouver, for instance, with a population of more than one million, Usborne Books at Home would be considered a ground floor opportunity as long as there were fewer than 5,000 active consultants in the area.

Bearing in mind we currently have fewer than 2000 active consultants in the entire country, clearly UBAH is in its infancy making it very attractive indeed. In fact, although Usborne Publishing has been an international, award-winning publishing company since 1975, the Canadian home business plan has been in place for less than 10 years... the "growing pains" have subsided, Usborne is much more recognized by the general public, and the training programs and sense of teamwork are well established. Saturation is far from being an issue for UBAH consultants here in Canada.



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## I've heard that some of your books can be purchased at book stores. What can you tell me about this?

You will certainly find some of our books in retail stores, but probably a very limited range. Usborne consultants, on the other hand, have access to the complete line of Usborne Books.

With more than 900 titles currently available, and plenty of new titles arriving every January and August, you can offer your customers the best in children's books.

Usborne Books at Home shows are geared to the pocketbook of the average family... there are several ways our customers benefit from buying from us.

- » personal, knowledgeable service right in the comfort of home
- » half-price books offered as customer specials
- » hostesses receive free books just for inviting a few friends over to enjoy these wonderful books
- » Literacy Fairs and Fundraisers allow children's/parent's organizations to acquire free books or much needed cash
- » *Combined Volumes\** exclusive to UBAH customers

\* *sometimes known as Bind-ups*. These are books featuring from three to seven titles from a particular series, bound in one volume, and are available at a substantial savings. Virtually all of the combined volumes are available exclusively through independent UBAH consultants — not available in any bookstore!

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## What about support and training?

Because almost all the consultants representing Usborne Books at Home are committed parents — indeed many are moms — we basically all “walk in the same shoes”: juggling our Usborne businesses around soccer schedules, nap-times, volunteer work, piano lessons and jobs outside the home. Many of our most successful consultants and supervisors are also home-schoolers. So, chances are, your supervisor/sponsor will be able to empathize, encourage and provide practical solutions and ideas for any challenges you may encounter.

In addition to regular local monthly trainings (where applicable),

adventure with Usborne Books at Home.

The third kit, our most popular, is the Base Kit. Like the Mini Kit, this kit offers you a wonderful variety of our best-selling titles at half their retail cost. Now you would receive more than 30 titles (valued at over \$400) for **\$199.00**. And again, you receive all the paperwork required to get yourself under way. In my opinion this is by far the best value - let's face it, you get more than \$200 in FREE BOOKS right away. Indeed this is the costliest way to start up, but I think you will agree that the investment of \$200 is minimal when you look at the potential.

You will find it far easier to provide these excellent books to your customers, if they can actually see, feel, and experience them before they decide which ones they would like to have.

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## What are the quotas? What are my obligations?

With UBAH there are no monthly quotas. There are no territories within the Canadian border. To remain “active”, your obligations are to submit, within any given six-month period, orders that total \$500. That's it.

Although not mandatory, it is recommended that you, as a consultant, attend the monthly training meetings in your area (if applicable) as well as keep in touch with your sponsor and supervisor on a fairly regular basis. You are the owner of your own business and you work for yourself... but there is no reason for you to work by yourself.

The sense of teamwork and fellowship among the UBAH consultants is really quite remarkable.

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## Do I need to buy a new kit every season?

No. You are only required to purchase a predetermined kit when you start up. After that, any additions to your kit are your choices. Each time a book is released for the first time, the consultants are offered the opportunity to purchase it at half the retail price. This allows us to provide our customers with all the newest titles available while ensuring a varied kit showcasing the new titles and the “old favourites”. But these “new titles upgrades” are totally optional. You, as an independent businessperson, decide which titles you would or would

not like in your kit (family library) and can pick and choose which to order at half price.

We are also offered samples of the upcoming customer specials at half price a few times a year. Again, optional.

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## How many parties do I have to have?

You are not obliged to have any parties. Although the most successful UBAH consultants will agree, home parties *are* the basis of our business... it is entirely possible to have a successful business while never having a party.

This is your business and you make all the decisions. If you choose to market Usborne books solely through trade shows and market places, you can. If you wish to take only catalogue orders, great. Literacy fairs and fund-raisers sound more appealing to you? Terrific! Again, there are no quotas for sales, and no quotas for how many parties you have. However, time and again one can read in major financial publications that direct-selling, network marketing, is one of the fastest growing industries in North America.

The public loves the convenience of shopping at home and the service provided by knowledgeable, independent consultants. It is the way of the future. And besides, as a consultant, you are not hosting the party (i.e. sending out invitations, vacuuming, preparing goodies). You are the invited "book lady" for a few hours. Then you go home.

So, if parties are what you are interested in, be sure to check out the Quick Start Program which can give you an additional \$50 in free books to add to your growing collection. Just pre-book five events to be held within 30 days of your Start Date (2 weeks after you fax in your Consultant Agreement and Kit Order Form) and your business will be off to a great start. You can even host one of those events yourself and invite all your friends over to see what you are so excited about! With this kind of quick start to your business, your kit will be paid for in no time at all...and you will have money in your pocket!

There are also great bonuses you can earn in your first 12 weeks of business... be sure to ask me about hitting Gold, Silver, Platinum and Double Platinum! More free books are waiting for you!

It really is a lot of fun!

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## How does the commission structure work?

All consultants with UBAH are paid the same initial base commission of 20% until you have accumulated \$1000 in sales. From this point on, you will then receive 22% on all qualified parties (\$100 minimum in sales). This is calculated on the retail total of books sold — not on the wholesale price as with some other companies.

All hostess benefits and bonuses, customer promotions and literacy fair bonuses are provided by the company, not by the individual consultant. Your 22% commission (for home parties) is yours to keep immediately. You collect the orders and money right away from your customers; when you submit the summary order you pay UBAH only the wholesale cost (i.e. 78% of what you collected). You do not have to wait for a commission cheque.

In addition to the standard commission rate, everyone is eligible to receive a 7% bonus in free books (or 3% cash) each month by attaining a very achievable bonus level of \$1000 in sales. The commission rate for direct orders (no hostess involved) is 25 - 27% and the commission rate for literacy fairs is 14 - 16%.

Should you decide to become a supervisor, you would receive an additional 7% override on your own personal sales and those of your group. I can explain in greater detail the supervisor's marketing programme personally (or, over the phone!) if you want more details.

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## How much inventory will I need to buy?

Zero. zilch. none. The kit you choose to buy when you first start up and any books you acquire free or at half price as a consultant are yours. They belong to your family's library. They are your samples and are therefore, a tax-deductible expense.

Some consultants have acquired a small inventory of the most popular titles, which they keep on hand as a customer service. This is not a requirement. There are supervisors who have been in the business since almost the beginning who don't keep any inventory. Some consultants have a large inventory. It is entirely up to you.

You are the boss.