

101 THINGS YOU CAN DO TO BUILD YOUR USBORNE BOOKS BUSINESS TODAY

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WARNING: FOLLOWING ANY OF THESE IDEAS MAY CAUSE YOU TO BE SUCCESSFUL IN YOUR BUSINESS. DO NOT READ THIS IF YOU DON'T WANT TO BE SUCCESSFUL!

TRAINING YOURSELF

Watch the training video sent with your kit 2 more times.. Read through the Consultant Handbook.

Do a practice show for your spouse and/or kids.

Read this month's newsletter for the latest news.

Study the Book Reviews in the company newsletters. These could be attached to the inside front cover of the book being reviewed for easy reference.

Assist your supervisor or another consultant with a bookfair. It will train you better than papers can. Read the descriptions of books in the UBAH catalog.

Study until you thoroughly understand the hostess benefits.

Study the charts in the UBAH catalog (charts on languages, science, etc..).

ADVERTISING

Give only Usborne Books at the birthday parties your kids go to.

Give only Usborne Books to your family at birthday time (for both children and adults. Adults love books, too!) Give Usborne promo books away as party favors at your child's birthday party. Leave mini-catalogs in every doctor's/dentist's office you go into. Hand 5 business cards out to strangers each day.

Send books with your child to school for show and tell.

Carry business cards with you always - in your purse, day planner, glove compartment, pocket – everywhere!

Hand out bookmarks with your stamp at Halloween. Put an ad in the newspaper.

Put business cards in- restaurant drawings.

Offer to trade books for every service you can (child care, hair cuts, having nails done, cosmetics, house cleaning, chiropractor, Tupperware, etc...).

Put business cards up in Laundromats.

Put business cards up in grocery stores. Put a bumper sticker on your car.

Put a bumper sticker on your spouse's car.

Get an UBAH t-shirt/sweatshirt and wear it at least once a week.

Get UBAH t-shirts/sweatshirts for your kids. Have them wear them to school. Keep catalogs and a sample book in your car at all times.

Give your child's teacher a book (appropriate for the age she teaches) as a gift for Christmas and Parent/Teacher Conference.

Give a book to your pediatrician as thanks for his/her great service at Christmas or anytime!

Send an Opportunities brochure with all of your checks when paying bills.

Put something about UBAH on your answering machine.

Get a name badge and wear it everywhere you go for a day.

HOW TO GET MORE SHOWS

Trade a party with a consultant from another company (Discovery Toys, Pampered Chef, Mary Kay, etc,...). This leads to all kinds of new contacts.

Hold a Mystery Hostess show in your home as a past customer appreciation. (Then offer a free promo book for those who book a show)

Participate in a craft fair or boutique. Offer a drawing for free books and collect names and phone numbers. **CALL BACK WITHIN 48-72 HOURS!**

Talk. The more you talk, the greater your results will be.

When new Customer Specials come out look through your customer survey/door prize slips at the list of favorite books. When you find one of those books that are also on the new Specials, call the person with the great news. They may want to have a show so their friends can take advantage of the Special too!

Have hostess packets ready and waiting for people who express interest. Ask for referrals.

Include a flyer describing the benefits of hosting an UBAH show in the book bags of all customers attending shows.

Call a past hostess. Let her know of upcoming special deals she might be interested in (double hostess credit, hostess appreciation meeting, recruiting specials, books on Customer Specials that you know she wanted). **ASK** if she would like to book a show for a specific time.

ALTERNATIVE SALES ARE GREAT!

Send a basket of books to work with your spouse.

Visit local dance studios with your ballet, dance and theater books and a catalog. Suggest setting up at their recital or open house. Perhaps they would like to include Starting Ballet with the tuition for all young kids. Call school librarians (if you've signed up to be an EC) to set-up appointment to explain popular bookfair program. Be sure to take a basket of books for her to fall in love with.

Approach soccer coaches and soccer leagues with your Starting Soccer and Soccer Skills books. They always need more money and may be interested in you setting up at registration. They also may be interested in including a soccer book with the registration fee.

Hold a show at your home. Invite past customers and have each attending to bring a friend. Give away \$50 - 100 in free books. Reorder these books as Merchandise Allowance and Hostess Books on the order and use promo books. They love this!

Call local convention center regarding dates and contacts for upcoming kids or women's shows or other shows or expos that may be appropriate for a booth. You need to always ask if they have had an UBAH booth previously. If so, the previous consultant gets first dibs. Talk with you supervisor about booths.

Bring a picture of your kids to your shows or have a computer picture pin made. Take a project your kids made from our books to your shows. Talk about why you love this business at every show.

Give an Opportunity Brochure to at least one person at every show. Follow up with a phone call inviting the person to a meeting, training or Opportunity Session.

Spend two hours on the phone before every meeting, training or Opportunity Session inviting people to come visit. Offer to pick them up!

Call friends who live out of town to tell them how excited you are about you business. Then send them a recruiting packet.

Ask around for people who need a new job.

Find out what people's needs are and then show how a career with Usborne Books at Home can fill that need - whatever it may be (need money, don't want to leave kids with sitter, tired of commute, tired of boss, want to be appreciated for efforts, want to work at own pace, want something to get them out of house, etc...).

Present the Usborne Opportunity to everyone. Try not to prejudge if this is "right for them." Let them make that decision.

Have recruiting packets ready and waiting for people who express interest. JUST LISTEN!

TIME AND BUSINESS MANAGEMENT

Prepare a weekly schedule. Break it up into daily pieces. Know where your time is going. Open your own checking account. It makes your finances much neater!

Get a business line coming into the part of your house designated as your "office." Add voice messaging and 3- way calling. Call your phone company. They are very willing to spread the price out over several months and often have deals for additional lines. (Total life saver! Your spouse and teenagers will love you!)

Set up fairly rigid, regular office hours. You will not be happy or successful if you are either working way too much or way too little.

Get and use a day planner

Get and use a simple filing system. Know where your materials are. Keep them accessible and organized. Read (or buy the tapes for) "The Seven Habits of Highly Effective People," by Stephen R. Covey. This will change your life more quickly than any other time management course you could take, and is much less expensive.

Carry a briefcase. It adds to your professionalism.

Read "Wave 3, The New Era in Network Marketing," by Richard Poe. It has been highly recommended!

GOAL SETTING

Realize that a goal is a dream with a deadline!

Always have a goal you are striving for! Write it down and talk with your Supervisor about it. Let her know what you really want out of this business. Break your goal up into little pieces, so you can see what you need to do each week and month to accomplish it.

Study your Supervisor's recruiting and sales awards. Set a goal with these and go for it.

Set your goals in intervals so you can track your results as you go. Set immediate goals (next six months), short-term goals (one to five years) and long-term goals (six to ten years).

Put a picture of something you want on your refrigerator or in your office. Don't take it down until you've reached your goal.

Start to achieve your goal today - don't wait until next week! Go for it!

Think seriously about what it would take on your part to attend Supervisor's Conference. Talk with your spouse about it. Talk with your Supervisor about it. She would love to have you go with her!
Think seriously about the next travel award being offered by the company. Figure out what it would take for you to go. How about taking your spouse? Break the requirements down by month and then week. It's probably easier to go than you realize.

ATTITUDE

Make a list of all the successes you've had in business, include even the small ones. Hang it where you can see it when you're feeling down.

Keep the big picture in mind. Working hard for a few months will result in a permanent full-time income while working part-time hours.

Things will not always go smoothly. It's the "rough" that makes the climb worth it. Whatever you do, just keep climbing!

Talk with at least two people, or better yet, ten, every day about your business.

Call your Supervisor when you're feeling low. She can help you recognize the great progress you've made and help you set goals for the future.

Be excited about your UBAH business and let it show!! When you are excited, having fun and making money too, others are going to want to get in on what you are doing!!!