

Sample of what to say at show using the DUCKS presentation



Now I'm going to share some of the unique features of Usborne books using our favorite acronym!

One of the great features of our books is the **double page spread**. (Show the *Great Animal Search*) Peter Usborne recognizes that book pages are a two-page spread, not a left and right page. When kids read books, they lay them out flat, elbows down to devour the book in front of them. So why not use that whole space to capture their attention? Usborne illustrations are **BIG** and often they cross the center of the book. Today you have to be as big as a television or computer to capture the kid's attention. Pictures like this (*Great Animal Search*) can do it!

(Show a *Puzzle Adventure*) Usborne books are filled with **unlimited activity!** **They let a child be part of their** reading experience. Any science experiment or craft book will engage the child in an activity in addition to reading. Usborne Books are different. Even our fiction titles engage children in activity. In our puzzle series, your child reads the page and then is asked a question to further the action in the story. Young readers find the answers in what they've read or in the page's illustrations. More advanced readers get information from text and illustrations, then draw conclusions or make inferences! These methods build the skills your children use throughout their education preparing research papers and projects. But to them, it's just fun!

(Show *Machines That Work* - gas tanker) Everyone has heard the expression "a picture is worth a thousand words" well, Peter Usborne knows it's true! He has over 100 full time illustrators on staff in London. They often use **cut away illustrations like this**. **They don't just do this for the older children with the Cutaways series. Our books** start this at a very young age. Removing part of a gas tanker wall to show that it is divided into separate sections for 87, 89, 92 and diesel explains more to a 3 year old (or an adult for that matter) than anything you could ever say to them in words!

(Show *Complete Book of Astronomy and Famous Women*) Your kids will read our books, even kids who now seldom open a book. The primary reason is our high picture to text ratio. Another is the layout of our books. Open any Usborne Book and notice how text is separated by headings and illustrations. This makes information manageable. Wherever your child looks in a book, they'll find something that catches their eye and has a visible "end" to it. They're not overwhelmed by a page covered with text and one tiny illustration. They get **knowledge in bite-sized pieces. This enables information to be easily "filed". And when it's easily filed, it's easily recalled.**

(Show *What Shall I Do Today*) Look at our how-to and craft books. These titles are amazingly different from others you may have seen. Why? Because their **step by step directions allow a child to perform the project** himself. Often a child does not even need to read yet. By following illustrations, they will not only finish the project, but it will look like it's supposed to! There is no better way to boost a child's self esteem than to put them in a position where they generate their own success!

That Spell **DUCKS!** And that means **Stephen Cartwright!** (Show *Find the Duck and Farmyard Tales*) Point out how Stephen Cartwright books have a hidden duck and some even have other characters as well.

These farmyard tales are a good example of our **dual reading level books**. **They are written with a language expert** so the emerging reader can read the top line and the adult reads the bottom. This provides a nice back and forth with the parent and the child is not trying to struggle through an entire book by itself.

This, of course, is a guide and can be altered any way you need to feel comfortable with it, or to highlight books that you actually own and can show. Use colored poster board ducks with the letters on them to lay down when you say the bolded words if you like, you can even put some reminder notes on the back!