



ARE YOU READY TO GET STARTED ?

COMPLETE THE CONSULTANT AGREEMENT
AND CONTACT YOUR INDEPENDENT CONSULTANT.

BUILD A CAREER WITH USBORNE BOOKS & MORE

Are you interested in earning money? Do you need a business with flexible hours? Do you love books?

Each of us has a different vision for a home business, which may change as our families grow. Do you want to pay for a new van or house, get great books for your family, meet new people who also value children and education, or build your leadership skills and your income as a Supervisor? Whatever your business goals, Usborne Books & More can help you reach them!

Earn Extra Money!
Have Fun and Meet New People!
Enjoy New Books!
Help Motivate Children to Read!

Usborne Books & More, a division of Educational Development Corporation, is a member of the Direct Selling Association. As such we strive to exceed all ethical and quality standards for the industry. Direct Selling is a multi-billion dollar industry worldwide, with nearly \$30 billion in sales in the U.S. alone. More than 15 million people in the U.S. participated in direct selling in 2007, (source: www.dsa.org). If you would like to join the ranks of those who control their work hours and income, then we can supply you with the products and support to make it happen!

Our Mission:

"The future of our world depends on the education of our children. Usborne Books & More delivers educational excellence one book at a time. We provide economic opportunity while fostering strong family values. We touch the lives of children for a lifetime."

OUR OUTSTANDING BOOKS

Usborne books are written with humor and surprise in an easy to read and retain format. The magic of Usborne books is that they make both reading and learning fun and not a boring or intimidating experience. Explanatory books, which merely explain, are doing only half the job; if a book fails to make its subject attractive and interesting to the reader, chances are that the explanation will fail. Usborne books are designed graphically to draw the students in, to make them want to learn the material and to help them retain that knowledge. These books are so well organized that children absorb and recall much of the vast amount of information presented. Their outstanding illustrations and pictures make them irresistible for all ages and they cover a wide selection of subjects. Usborne Books & More is proud to expand its product selection to include Kane Miller books. These award winning, best selling titles are primarily multicultural stories from around the world. Our books are of excellent quality, and are very affordable.

Our catalogs include over 1,400 books and kid kits, that entice and challenge readers and make learning fun!

WHERE WOULD I SELL USBORNE & KANE MILLER BOOKS?

Usborne Books & More is unique in that we have a broad marketing program through which you can sell Usborne and Kane Miller books. With so many marketing opportunities, you are constrained only by the amount of time that you devote to your business.

Home Party Sales - Home Parties are fun and profitable, and the host or hostess receives free books based on the sales.

Direct Sales - You can sell directly to individuals & groups and at booth events.

Catalog Show - A host or hostess takes catalogs & order forms and collects orders - great for people who work full time. You earn the same commissions as a home party.

Book Fairs - You set up a display of books for a private or public school*, hospital, daycare, preschool, homeschool group, organization, etc. and collect orders. They receive:

- 50% of retail sales in free books with sales of \$500+
- 25% of retail sales in free books with sales of \$200 - \$499.99

Reach for the Stars!! Fundraiser - A pledge-based reading incentive program that gives at least 100% back to the organization in the form of cash and/or books.*

Literacy for a Lifetime - A 50% matching grant program partnering with businesses, foundations, and individuals to support local educational instructions.

Web Site Sales - You can sell directly from your online bookstore or through e-shows on your very own website. Your kit includes a 6-month website and renewal is just \$50 per year thereafter.

Schools & Libraries - You must become an Education Consultant to sell to libraries and schools K-12. Purchase the Educational Consultant Kit at the time you submit your consultant application or later under supplies or alternate supplies. Review the manual, and submit the Code of Ethics.

WHAT DOES A CONSULTANT DO?

Most consultants start with home parties - they are informal, informative and fun. A hostess invites her friends and family to her home. As a consultant, you set up a display of great books, show features and benefits of some of the best sellers and favorites, and help guests find books their family will love! You take orders that night and the hostess collects orders from those who cannot attend. The hostess earns a generous amount of free books and you earn 25% of the retail sales as your commission. Books arrive by UPS within two weeks and you take them to the hostess to distribute to her friends. Home parties are good places to meet others who will want to join your fun business. Consultants do a combination of types of events. Find the areas that you enjoy the most!

BENEFITS WITH USBORNE BOOKS & MORE

With your Usborne Books & More business you'll be proud of what you do while you...

- Help families and schools access our outstanding books
- Take advantage of unlimited income potential
- Work from home around your family's schedule
- Set your own hours
- Enjoy generous rewards and recognition
- Receive ongoing training and support
- Experience personal growth while meeting new challenges
- Build an incredible home library
- Earn free luxury vacations

HOW MUCH DOES A CONSULTANT MAKE?

It depends on how much time and effort you put into the business. Since the average home party sale is \$400, most consultants make \$100 per party, plus bonuses. Determine how much money you want to make each month and divide that by the number of events you need to reach that goal. For example if you need to make \$400 divide that by \$100 per home party = 1 home party per week.

COMMISSION EARNED ON YOUR OWN SALES

TYPE OF SALE	MINIMUM RETAIL SALES	COMMISSION (on retail sales)	MONTHLY SALES BONUS
Home Parties	\$85	25%	YES
Direct Sales	\$85	30%	YES
	\$25	15%	YES
Book Fairs	\$500	17%	NO
	\$200	20%	NO
Web Site Sales	NO	15-25%	YES
School & Library Sales	\$25	17-25%	YES

Commission is paid on the retail sales.

PERSONAL SALES BONUS!

You will receive a 5% personal sales bonus each month your net sales on home parties, school & library, web site and direct sales exceed \$750.

MONTHLY RECRUITING BONUS!

You will receive a 4% bonus on your recruits' sales every month that you sell at least \$350 net.

Bonuses are paid on NET sales.

Net sales are calculated by deducting the commission you earn from the retail sales total.

Company covers cost of free books for Home Parties, e-shows and Book Fairs!

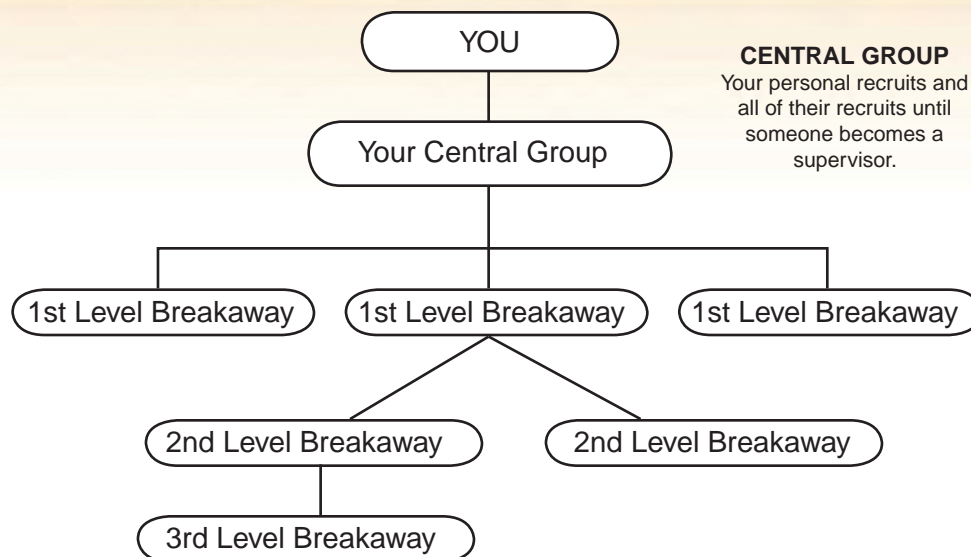
WRITE YOUR OWN SUCCESS STORY PROGRAM

Your first twelve weeks in business is your "incentive period". You can earn back the cost of your New Consultant Kit, plus cash and FREE product for attaining various levels of sales. The Write Your Own Success Story program generously rewards you for building your business and enables you to add to your display.

HOW TO EARN MORE...

If you enjoy this business and want to help others start a home business, you can promote to Supervisor and earn override checks based on your recruits' sales. There are no territories and you can sponsor new people as soon as you sign up. There is no limit to your growth potential.

This chart shows how you can grow with Usborne Books & More!



BREAKAWAY LEVELS

Usborne Books & More maintains a 3-level breakaway system. When someone in your central group promotes to Supervisor, they and their entire central group become your first level breakaway. Second and third level breakaways work the same way. There is no limit to how many groups you can have at any level.

LEVELS OF GROWTH WITH USBORNE BOOKS & MORE

Consultant

- Receive 17-30% commission, starting with your first sale.
- Receive 5% sales bonus on personal sales every month you turn in at least \$750 net sales.
- Receive 4% recruiting bonus on your personal recruits' net sales every month you turn in at least \$350 net sales.

Supervisor

- Promote to Supervisor with 3 personal Success Bound recruits, 3 active consultants (may be the same as the 3 Success Bound recruits), personal sales of \$750 net two consecutive months, and group sales of \$2,000 net the same two months.
- In addition to commission on your own sales, you earn 9-11% override on your central group sales (including your personal sales), 7% on your first level breakaway sales, and 5% on your second level breakaway sales.
- Receive 2% recruiting bonus on your central group personal recruits' net sales every month you turn in a minimum of \$350 net sales.
- As your group continues to grow you will achieve higher levels of success such as Senior Supervisor, Executive Supervisor, Senior Executive Supervisor and Director.

*All overrides, bonuses and awards are based on net sales. Net = Retail minus commission earned.

*Overrides on Book Fairs, L.F.L., and Reach for the Stars!! are half the amounts listed above.

Get Paid to Party!

Earn back the cost of your New Consultant Kit! Ask me how!



New Consultant Kit
Only \$149
 (plus tax)
A value of over \$375



Join Us Today!

- Enjoy a flexible schedule – set your own hours
- Experience financial freedom – unlimited earning potential
- Earn fabulous trips – and other prizes along the way
- Love what you do!

New Consultant Mini-Kit
Only \$69
 (plus tax)
A value of over \$140



For more information, please contact the Independent Consultant listed below.

Getting Started is Easy

Your New Consultant Kit comes with EVERYTHING you need to start successfully! Tell your consultant you are ready to begin and watch the story unfold!



Usborne Books & More is a Division of Educational Development Corporation



To see all our Current Specials scan this QR Code.



Major Charge Cards Accepted for Payment:



Titles in each Kit are subject to availability. New Consultants joining the company can purchase one Kit.

New Consultant Kit

\$149.00 + tax (Includes Shipping)

DISPLAY SET

All-Star Cheerleaders: Tick Tock, Taylor (P)	Forensic Science (FL)
Baby's Very First Touchy-Feely (BD)	Gobble, Gobble, Moooooo Tractor Book (H)
Big Book of Big Machines (H)	Going to the Dentist (P)
Brush Your Teeth, Max and Millie (BD)	Grammar & Punctuation (FC)
Chips, Beans, and Limousines (P)	How Big is a Million? (H)
Complete Book of Farmyard Tales and CD (C/V) (H)	Kid's Cards Box (GC)
Conspiracy 365, Set 1 January – April	Science Encyclopedia (C/V) (IL) (H)
Counting Rhymes (BD)	See Inside Your Body (BD)
Ely Plot #1 (P)	Sticker Dolly Dressing Movie Stars (P)
Everyone Poops (P)	There's a Mouse About the House (H)
Find the Duck (BD)	Write Your Own Story Book (SH)

Titles in each Business Kit are subject to availability.

BUSINESS SUPPLIES

5 Fall 2011 UBAM Catalogs, Customer Order Form Pk/100,
 Fall 2011 Mini Catalog Pk/20, Consultant Guide w/Binder, Consultant Agreement Pk/10,
 Home Show Invitation Mailing List Pk/10, Hostess Guide Pk/5,
 Invitation Postcard (Purple) Pk/100, 1 Recruiting Tent, Success Made Easy DVD,
 UBAM Door Prize Slip Pk/50, UBAM Basic Training CD, 6 Month Consultant Web Site,
 6 Month OrderPro Online Basic, 3 Month IMN Guest E-Newsletter Subscription

781290

Kit Price valid through December 2011

Usborne Books & More is a Division of Educational Development Corporation.



New Consultant Mini-Kit

\$69.00 + tax (Includes Shipping)

DISPLAY SET

Alphabet Picture Book (H)	Everyone Poops (P)
Baby's Very First Touchy-Feely (BD)	How Big is a Million? (H)
Conspiracy 365 – January (H)	Sharks (IL) (H)
Dog Den Mystery (JR 1) (H)	Sticker Dolly Dressing Pop Stars (P)

Titles in each Business Kit are subject to availability.

BUSINESS SUPPLIES

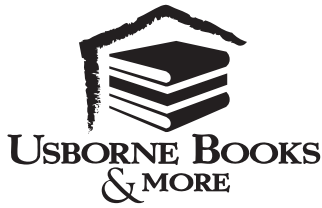
5 Fall 2011 UBAM Catalogs, Customer Order Form Pk/100,
 Fall 2011 Mini Catalog Pk/20, Consultant Guide w/Binder, Consultant Agreement Pk/10,
 Home Show Invitation Mailing List Pk/10, Hostess Guide Pk/5,
 Invitation Postcard (Purple) Pk/100, 1 Recruiting Tent, Success Made Easy DVD,
 UBAM Door Prize Slip Pk/50, UBAM Basic Training CD, 6 Month Consultant Web Site,
 6 Month OrderPro Online Basic, 3 Month IMN Guest E-Newsletter Subscription

781291

Kit Price valid through December 2011

Usborne Books & More is a Division of Educational Development Corporation.





Consultant Agreement and Kit Order Form

I hereby apply to become an independent Consultant of Usborne Books & More ("UBAM" and the "Company"). I am at least 18 years of age. Upon acceptance of the Consultant Agreement and Kit Order Form ("this agreement") by UBAM through issuance of a consultant identification number and in consideration of UBAM granting me the right and privilege to sell UBAM products, I agree to the following terms and conditions:

- I understand that I am purchasing a business opportunity that requires my commitment to offer Usborne Books & More product through home parties and other marketing channels. I understand that my earnings and success will depend upon my successful sale of UBAM products and my recruiting of other successful consultants. I will receive earnings and rank title according to the commission structure and information chart set forth in the UBAM Consultant Guide. I agree that UBAM may, at its sole discretion, revise the Consultant Guide (including provisions concerning profits and other earnings) from time to time; my continued engagement in selling UBAM products after such revisions constitutes my agreement to these revisions.
- I am a self-employed independent contractor and not an employee, representative or agent of Usborne Books & More or any other consultant. I understand that my spouse can sign on this agreement or at a later date as a partner and I cannot "recruit" him or her. I will be solely and personally responsible for all Federal, State and Local taxes on income I receive as a UBAM consultant. The Internal Revenue states, "The consultant will not be treated as an employee for federal or state tax purposes." My business as a UBAM consultant will be in every respect independent of the Company's business and of any other business, and I will conduct it as such.
- I agree to be bound by any amendments or additions sent to me from time to time. I will conduct my business in accordance with the Company's trademark policies and advertising regulations set out in the UBAM Consultant Guide. Except for sales literature which UBAM sells or otherwise provides me, I will not use or otherwise display trademarks or trade names of UBAM in any type of advertising or literature without UBAM's prior written permission. I understand that all internet sites connected with the sale of Usborne books must carry the following disclaimer: "**Usborne Publishing Ltd. has no connection with these pages and does not sponsor or support their content.**" I understand that UBAM is committed to ensuring that UBAM independent salespersons establish a successful business. I further acknowledge that the success of UBAM and its independent salespersons depends on direct selling methods to consumers. Therefore, I will not sell UBAM products to or through retail stores or other fixed commercial establishments. I will comply at all times with reasonable instructions given to me by the Company in relation to the ordering of product for resale for my business as an UBAM consultant. I will conduct my business as an UBAM consultant in an ethical and honest manner and do nothing which may harm or damage the reputation of my business or the Company, or bring the Company into disrepute. I will not make any claims about the Company's products or business which are not set out in the Company's literature or directions.
- I may terminate this agreement at any time by giving the Company ten (10) days written notice. When written notice of termination is given, the Company will buy back product of marketable inventory within twelve months of the salesperson's date of purchase at not less than 90% of the salesperson's original net cost less appropriate set-offs and legal claims, if any, which was purchased by that salesperson for resale prior to the date of termination of the salesperson's business relationship with the Company. Products shall not be considered for return if not commercially marketable or if the Company clearly discloses prior to purchase that the products are seasonable, discontinued or special promotion products and are not subject to repurchase obligation. Your rights are subject to the Company's right to require the payment of all sums paid or credited to you as a bonus in respect of any such product.
- I may sponsor other prospective UBAM consultants according to the information in the UBAM Consultant Guide.
- The Company may terminate this agreement immediately if there is a breach, violation or a default of any provisions in this agreement. This agreement is automatically terminated upon my death, insolvency or bankruptcy.

I hereby agree and acknowledge that I have read and understand this Consultant Agreement. Signature _____ Date _____

Name _____
Last First MI

Home Address _____

City/State/Zip _____

Shipping Address if different from address listed above (We cannot ship to a PO Box) _____

City/State/Zip _____

County Name _____

Phone () _____

Email _____

% Sales tax _____

Check One: I live INSIDE the city limits. I live OUTSIDE the city limits.

Social Security # _____

Country of residence _____

Sponsored by _____

Sponsor ID # _____

New Consultant Kit or Mini-New Consultant Kit EC Kit

Kit Price \$ _____

S/H \$ INCLUDED _____

Educational Consultant Kit + \$ _____

SUBTOTAL = \$ _____

_____ % Sales Tax + \$ _____

TOTAL DUE = \$ _____

___ Disc ___ MC ___ VISA ___ Debit card Check # _____

_____ / _____ / _____ / _____

Expiration Date _____

Name on card _____

Signature _____

Consultant/Sponsor Contact Information:

Application must be submitted online.

www.MyUBAM.com/ _____

1-800-611-1655