

STARTER KIT

MAY 2010

\$59
+ tax
Retail value of \$180.25



Top TEN Titles Plus Free Shipping in May!

Join Usborne Books & More in May and receive our top ten titles plus a full set of business supplies for just \$59 plus tax.

Get even MORE when you attend the *Flying High* National Convention in July! Consultants who join in May receive \$50 cash back and an invitation to an exclusive *Flying High Club* Reception with CEO, Randall White! Ask your consultant for full details.

No Inventory Required • Flexible & Family Friendly
Training and Support Provided



FREE SHIPPING!

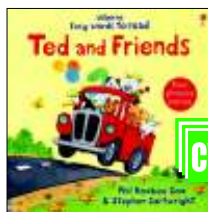
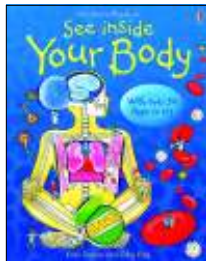
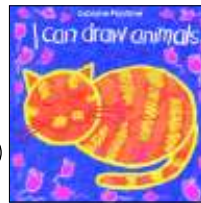
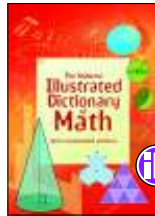
DISPLAY SET

- 100 Things for Little Children to Do on a Trip (FC)
- Conspiracy 365 - January (H)
- How Big is a Million? (H)
- I Can Draw Animals (P)
- Illustrated Dictionary of Math (IR) (FL)
- See Inside Your Body (BD)
- Sticker Dolly Dressing Princesses (P)
- Ted and Friends (CV) (P)
- There's a Mouse About the House (BD)
- Why? (P)

BUSINESS SUPPLIES

- Spring UBAM Catalog Pk/10
- Spring Kane/Miller Catalog Pk/10
- Customer Order Form Pk/100
- Customer Survey Pk/50
- Consultant Guide w/binder
- Hostess Guide Pk/5
- Invitation Postcard Pk/100
- Plastic Bags Pk/10
- Recruiting Brochure Pk/25
- Success Made Easy DVD
- UBAM Basic Training CD
- 6 Month Consultant Web Site
- OrderPro Online, an electronic ordering system

Low minimum sales of \$125.00 retail required within the first 12 weeks. \$121.25 will be charged if this requirement is not met.



Your Independent Consultant is:

Kelly George
937-681-7324
www.GrowWithUsborne.com

ISBN: 780221

Titles subject to change.

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

To receive the May Starter Kit, submit a completed Consultant Agreement to the Home Office by 10:00 a.m. CDT, May 28, 2010.

USBORNE BOOKS & MORE

Helping people build successful home businesses for over 20 years.



BUSINESS BUILDING KIT

\$199
+ \$20 shipping + tax

Imagine what Usborne Books & More can do for you!

- Earn money while working a flexible schedule
- Exciting bonuses, prizes and world-class trips
- Promote the love of reading and learning
- Build an incredible home library of books

Outstanding Value!

The Usborne Books & More Business Building Kit, with a retail value of \$383.84, is available to you for **\$199.00** plus \$20.00 shipping + tax.

You'll receive 31 of our most popular titles, a set of business supplies, including OrderPro (our electronic ordering program), and a 6 month eCommerce Consultant Web Site.



Start Your Business Today!

Simply submit a completed Consultant Agreement to the Home Office.

Your Independent Consultant is:

Kelly George
937-681-7324
www.GrowWithUsborne.com

Major Charge Cards Accepted for Payment:



Valid through July 21, 2010. Titles subject to availability. 899866



DISPLAY SET

| | |
|--|--|
| 1001 Things to Spot in Fairyland (H) | Little Book of Train Stories w/CD (H) |
| Animal Jigsaw Atlas (JB) | Living in Space (IR) (H) |
| Big Book of Fairy Things to Make and Do (FL) | Say Please, Louise (P) |
| Big Pig on a Dig (P) | See Inside Planet Earth (BD) |
| Book of Knowledge (IL) (H) | Shapes (P) |
| Creepy Crawlies Chunky Board Book (BD) | Squirrel's Tale (H) |
| Daisy the Doctor (P) | That's Not My Fairy (BD) |
| Dogs and Puppies (IL) (P) | Tom Sawyer (P) |
| Everyone Poops (H) | Town (Look & Say) (BD) |
| Find the Duck (BD) | What Shall I Draw? (P) |
| First Picture Spanish (IR) (BD) | Why the Sea is Salty (H) |
| Going Green Paper Making Kit | Wild West (P) |
| Great Planet Earth Search (P) | Wilfrid Gordon McDonald Partridge (H) |
| I Love You Baby (BD) | William Shakespeare (IR) (H) |
| Learning Palette Base | Wooly Stops the Train Sticker Book (P) |
| Learning Palette Early Vocabulary | <small>Titles subject to availability.</small> |

BUSINESS SUPPLIES

| | |
|----------------------------|---|
| Usborne Catalog Pk/10 | Plastic Bags Pk/10 |
| Kane/Miller Catalog Pk/10 | Basic Training CD |
| Customer Order Form Pk/100 | Success Made Easy DVD |
| Customer Survey Pk/50 | 6 Month eCommerce Web Site |
| Consultant Guide w/Binder | 6 month basic subscription to OrderPro Online, our electronic ordering program. |
| Hostess Guide Pk/5 | |
| Invitation Postcard Pk/100 | |
| Recruiting Brochure Pk/25 | |

Low minimum sales of \$125 retail required within the first 12 weeks.

\$184.84 will be charged if this requirement is not met.

Supply Only Starter Kit: \$25 + tax + \$8.00 s/h ISBN: 899726

(Includes complete set of business supplies listed above)

BUSINESS SUPPLY STARTER KIT



\$25
+ \$8 s/h + tax



LOVE the BOOKS? - You'll LOVE the BUSINESS!

Imagine what Usborne Books & More can do for you!

- Earn money while working a flexible schedule
- Develop an incredible home library of books
- Promote the love of reading and learning
- Exciting bonuses, prizes and incentives
- No inventory required

\$125 retail required within the first 12 weeks.
\$20 will be charged if this requirement is not met.

To receive the Business Supply Starter Kit, submit a completed Consultant Agreement to the Home Office.

This kit includes a full set of Business Supplies:

UBAM Catalog Pk/10
Kane Miller Catalog Pk/10
Customer Order Form Pk/100
Customer Survey Pk/50
Consultant Guide w/binder
Hostess Guide Pk/5
Plastic Bags Pk/10
Invitation Postcard Pk/100
Recruiting Brochure Pk/25
Success Made Easy DVD
Usborne Basic Training CD
A 6 month basic subscription to Order Pro Online (electronic ordering system)
6 Month Consultant eCommerce Web Site.

Your Independent Consultant Is:

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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 & 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 1500 books and kid kits, that entice and challenge readers and make learning fun! And new titles are added 4 times a year.

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 Show Sales - Home Shows are fun & 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 show.

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 institutions.

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 shows - 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 2 weeks and you take them to the hostess to distribute to her friends. Home shows 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 show sale is \$400, most consultants make \$100 per show, 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 show = 1 home show per week.

COMMISSION EARNED ON YOUR OWN SALES

| TYPE OF SALE | MINIMUM RETAIL SALES | COMMISSION (on retail sales) | MONTHLY SALES BONUS |
|------------------------|----------------------|------------------------------|---------------------|
| Home Shows | \$85 | 25% | YES |
| Direct Sales | \$85 | 30% | YES |
| | \$25 | 15% | YES |
| Bookfairs | \$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.

MONTHLY SALES BONUS!

You will receive a monthly sales bonus on the net sales of home shows, school & library, web site and direct sales:

- 3% for net sales of \$350-\$699.99
- 5% for net sales of \$700 or more

MONTHLY RECRUITING BONUS!

You will earn 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 Shows, e-shows and Book Fairs!

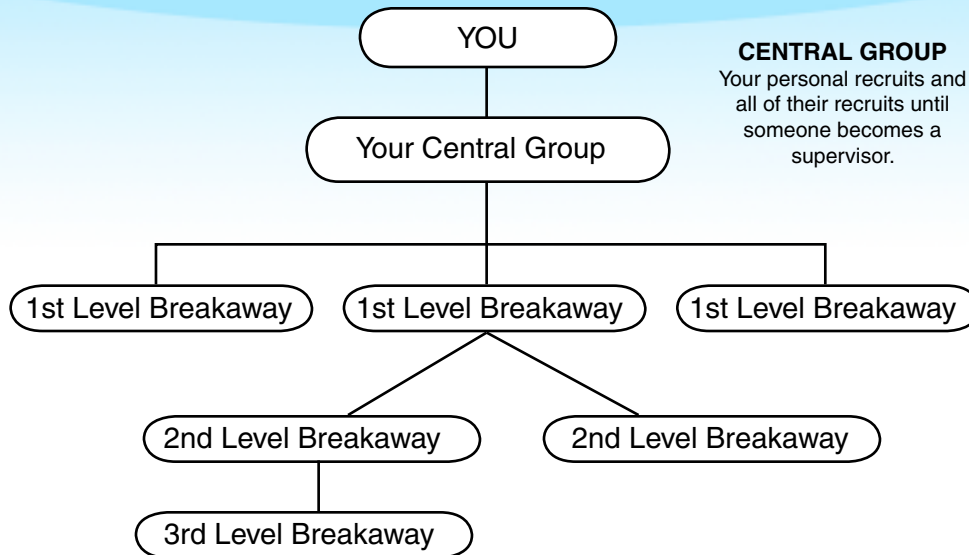
ONE-STEP-AT-A-TIME PROGRAM

Your first twelve weeks in business is your "incentive period." You will earn cash bonuses in addition to discounted and free books for attaining various levels of sales. The One-Step-At-A-Time program is designed to reward you for sales and enable you to enhance your display. Your awards can be redeemed for any retail product in the current UBAM catalog.

HOW TO EARN MORE...

If you enjoy this business and want to help others start a home business with UBAM, 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 UBAM!



BREAKAWAY LEVELS

UBAM 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 you can have at any level.

LEVELS OF GROWTH WITH UBAM

Consultant

- Receive 17-30% commission, starting with your first sale.
- Receive 3-5% sales bonuses on personal sales every month you turn in at least \$350 net sales.
- Receive 4% recruiting bonus on your personal recruits' net sales every month you turn in at least \$350 net sales.

Supervisor

- You will become a Supervisor with 5 personal bronze recruits, 5 active consultants (may be the same as the 5 bronze), personal sales of \$700 net two consecutive months, and group sales of \$2000 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 personal recruits' net sales every month you turn in a minimum of \$350 net sales (as long as they are still in your central group).

Executive Supervisor/Senior Executive Supervisor/Director

- You will become an Executive Supervisor when you have 3 first levels, at least 1 third level, and combined sales from your central group, first levels, second levels and third levels of at least \$30,000 net in one month.
- You earn an override of 1% on your third level breakaways in addition to the overrides listed above.

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

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



UBAM Consultant Agreement and Kit Order Form

OFFICE USE ONLY

Consultant # _____ EB _____

I hereby apply to become an independent Consultant of Usborne Books & More ("UBAM" and the "Company"). I am at least 18 years of age and I have completed the UBAM Consultant Agreement and Kit Order Form. 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 have to sell at least \$125.00 retail within my "Incentive Period" or I have to pay the difference in the price between the retail value and the amount I paid for my kit. 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 UBAM is committed to ensuring that UBAM independent salesperson 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 reasonable, 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 chart 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 _____

To sign up on-line go to www.ubah.com, click on [Join the Best](#) then [Join our Team](#).

PLEASE TYPE OR PRINT CLEARLY

Name _____
Last First MI

Mailing Address _____

City/State/Zip _____

Country (if APO/FPO address) _____

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

City/State/Zip _____

Social Security # _____

Phone () _____

% Sales tax _____ County Name _____

Do you live outside the city limits? (circle one) YES NO

Sponsored by _____

Supported by _____

E-mail Address _____

Kit Special
For _____ (Month)

Business Kit

Pk 10 catalogs
899854

EC Kit
890400

Kit Price \$ _____

S/H + \$ _____

EC Kit(\$22.00) + \$ _____

Catalogs (Limit one pack \$10.00) + \$ _____

SUBTOTAL = \$ _____

_____ % Sales Tax + \$ _____

TOTAL DUE = \$ _____

___Disc ___MC ___VISA ___Debit card Check # _____

_____ / _____ / _____ / _____

Expiration Date _____

Name on card _____

Signature _____

• PLEASE INCLUDE PAYMENT AND RETURN COPY TO USBORNE BOOKS & MORE •
P.O. Box 470663, Tulsa, OK 74147-0663 • 1-800-611-1655 • 1-918-622-4522 • Fax 1-918-663-2525

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consil app/kit order

RETURN TO HOME OFFICE