



Your Usborne Books consultant:

STEPS TO HOSTING A GREAT USBORNE BOOKS SHOW

I want your show to be a success and for you to get tons of free books. **To do this I need you to have 10 guests at your show and for you to get \$100 in outside orders.** This can be with your e-show. This will guarantee that you have a successful show. Here are some tips:

1. **Call everyone you know**, friends, family, school associates, teachers, neighbors, and personally invite them. Calling them on the phone is more personal and friendly. It sometimes takes three mentions of the same event before people internalize the information. Guests also like to be personally invited to things so call and ask them!! When was the last time you went to something because you received a flyer in the mail or was it because a friend personally invited you. Send your reminder cards (postcard) 7-10 days before the show.
2. Focus on getting outside orders and bookings from people who are interested in the books, but are not able to attend your show. Do not assume that just because they cannot attend, they are not interested. Always follow up with, "Well, I'd love to share the catalog/flyer/information with you and tell you about what makes these books so great. What I love about the books is...May I come over and share this information with you so that you can still have the opportunity to place an order as part of my show?"
3. Call your guests a second time 3-4 days before the show to get RSVPs. Remind them of the month's customer specials, and try to get outside orders and/or bookings from those who cannot attend the show.
4. Call your guests 1-2 days before the show to confirm the show details and share directions to your house
5. Sit back and enjoy the show, knowing that you will receive a lot of high quality, educational, fun, and FREE books for introducing your friends to Usborne Books!

Notes on taking orders:

- Have your customers make checks payable to _____
- Subtotal books and shipping and handling, then add tax – just like on the order form.
- Your sales tax rate is _____%.

HOSTESS BONUSES: