

# Usborne EZ Book Fairs

by Cheryl Simon, Dream Builders Supervisor ~ Updated January 2008

## Intro

## What is an EZ Book Fair?

- Simple Book Fair plan with fantastic benefits for all and involves NO CASH and CARRY INVENTORY!!
- The difference – uses student Wish Lists of their favorite books – parents can choose to purchase all or some of the books on the wish list, and then the books are ordered
- **WHAT ARE THE BENEFITS -**
  - ✓ EASY for any consultant to run – minimal effort and scheduled time
  - ✓ Involves NO CASH AND CARRY INVENTORY!
  - ✓ Little effort on the part of the school, but lots of free, high quality books in return!
  - ✓ TIME SAVER FOR PARENTS – the “work” of selecting good books for their child is already done for them
  - ✓ PROFITABLE – a \$500 EZ Book Fair averages around \$20-\$25 per hour profit for consultant
  - ✓ REPEAT BUSINESS – so easy and successful the school is likely to want to do it again!

## How It Works      Contacting Preschools:

Referral from a Home Show – always ASK at your shows!  
Your child’s preschool, OR one that is attended by someone you know  
Contact preschools near your home  
Cold-Calls – use the phone book ☺ or simply get a phone number from a sign

**NOTE** – however you contact the schools, when introducing yourself, always ask if they are already working with an Usborne consultant. If so - move on. If you are a parent at the preschool and it is already being serviced by another consultant, do not approach the Director about an Usborne EZ BF with you, that would be unethical. There is SO much business to pursue elsewhere. If it has been over a year since the preschool's last Usborne event, and you are not sure if the consultant is still active, ask your Supervisor for help to determine that information.

**The Event is scheduled!** Schedule your BF to run Monday - Friday

## Now What?

### Parent Letter announcing event

- The week before the Book Fair, give school copies of the PARENT LETTER announcing that the book fair is coming. Ask them to send one home with each child; have them put in each parent mailbox or child's cubby or book bag (however they disseminate info to the parents)

### Set up:

- First thing the morning of the start of the Book Fair, set up a small display – no more than 50-60 books for age range of children at the school (more than that is overwhelming) for parents to browse, at their convenience
- **Wish Lists!** *NOTE: Check the most current out of stock list before doing Wish Lists - do not display any books that are out of stock*
  - **The Wish Lists can be done BY YOU with each child OR by the school alone IF THEY PREFER.** I usually ask the teacher for the child's full name, and then I assist the children in selecting their favorite books from the display
  - **Have blank copy of the Wish List for each child. Bring students to the display about three children at a time. Make a WISH LIST for each child** – their name and classroom at the top, then write down the title and price of their favorite books – 3 or 4 books (YOU choose number based on your wish list)
  - Sometimes there is a teacher's helper or aid that can help guide them in their selections.

- **FOR INFANTS and Young Toddlers:** Obviously they can't choose their books, so I make out a "master" Wish List for them. I go to each Infant/Toddler Classroom and the teacher gives me each child's name. I then have the total number of infants and toddlers, and then make one copy for each child. I currently use the following books:  
**That's Not My Penguin, First Picture Word Book, Find The Puppy.**  
If there are twins, I change the books for one of the children ☺

### **Wish Lists Completed** (it takes me approx 2 hours to do 75 students)

- I staple an envelope to the back of each wish list and give to the school to send home **THAT DAY**. If there is a wall of "mailboxes" for the parents, I offer to put the wish lists in the mailboxes for them.
- I give the school an order "Drop Box" at this time. It's simply a large shoe box that I wrapped in solid red gift wrap, with a large slot cut in the top. It's marked "Book Fair Orders." (You only need to do this once - I've used the same box many times!) I ask the school to put the box in an obvious spot that all parents see during pick up or drop off of their child.
- I also hang a poster (you can order these on Order Pro OR make your own!) on the front window or door, with the school's permission. The poster says at the bottom, "Book Fair this Week! Monday - Friday."

## **Order Drop Box and Poster/Sign**

### **During the week**

Call preschool to answer any questions and address any needs

### **End of the Week**

- Go to the school after pick-up time on the last day and gather racks, display books, and Order Box. Leave with them a copy of our full catalog blank "Free books" sheet for when they make their selections of their earned free books.
- Call them the next school day and give them their total BF sales and the amount of free books they earned. Ask them to use the free books list for you with the title, price, and 6 digit ISBN# of each book they want. **GIVE THEM A DATE/TIME WHEN YOU NEED TO HAVE THAT LIST COMPLETED** – I have them fax it to me, but they can email it or you can pick it up.
- In case of out of stock or out of print books, I ask them to add about 3 extra books to the bottom of their list, which I will use if the others are not available

## **Book Order**

I have the Book Fair order shipped to me, and I sort, bag, label and deliver the books to the school. This service makes the EZ Book Fair all the more appealing to the school! I have my sons help me with this, which they enjoy ☺ Be sure to include a Thank you note in each bag, and follow-up with the school the next week with a phone call to ask how they're enjoying their books, and a written thank-you.

## **Scheduling a Repeat Event**

Most of your preschools will want to do an EZ Book Fair with you each year! Call your contact person about three months before you want to schedule the event, so you can find the dates that work for both of you and get them on your calendar!