

HOME SHOW PRESENTATION - BASIC BEGINNING WORDS TO SAY

"Hi, my name is _____, and the books here are *Usborne Books*. First of all, I'd like to thank _____, (the hostess), for inviting us here tonight.

With a quick show of hands, how many of you have **never** been to an Usborne book show before?

I think you'll all agree that - as a nation - the love of reading is the most important educational goal we can have for our children...so thank you for coming and promoting literacy in your home!

Usborne is the leading publisher of educational children's books in the world today. These books are high quality, award-winning, and are designed to make reading and learning FUN. Usborne has over 1,300 titles for every age and interest.

Tonight, we're going to do a few things: I'm going to show you some of our best selling books, and talk about the special features and benefits of the books. Next, we'll have a drawing for a free book, and then I'll pass out our full catalog and help you shop and navigate the catalog to find just the right books for the children in your life. ☺

(Next you would talk briefly about why YOU started your Usborne Books business. For example, this is what I personally say...modify the first paragraph to tell about YOUR "Why.")

I started selling Usborne Books about 7 years ago... I have 2 sons, and we loved Usborne Books and wanted them all! The books you see here and many more at home belong to my family. That's just one of the many benefits of being an Usborne Books Consultant.

If you - or perhaps someone you know - could use an extra stream of income, would like a great home library, and like to enrich the lives of children with the best educational books, I encourage you to watch what I do tonight and see how easy and fun it is. Usborne is a flexible, family-friendly company - you set your own schedule, and we have NO monthly sales quotas you have to meet. Our starter kit is on special this month, and I can give you information later to take home if you're interested in learning more.

OK... let's get started!

Please open your folders...you'll see a half sheet marked "Wish List". When you see or hear about a book you think you'd like, jot it down so you'll remember it later. AND If you find that your wish list is growing really long, I encourage you to consider hosting your own Usborne Show like _____ (the hostess), and getting lots of the books on your list for FREE!"

NEXT - SHOW YOUR BOOKS! Give brief descriptions of the features and benefits of each book. OR, you can do the "DUCKS" presentation (detailed on the following pages).

AFTER you show the books, do the PRETEND HOSTESS (also included in this training packet). This will show everyone just how many free books they can get for hosting an Usborne show!