

Beat the Summer Slide

AND SET YOURSELF UP FOR SUCCESS!

with Senior Executive Team Leader, **VAL FAFARD!**

Click [HERE](#) to watch the video!



Five top tips to help beat the “Summer Slide” in your UBAH business, and get your creativity flowing for success all year round!

#1: TAKE ADVANTAGE OF DOUBLE HOST REWARDS!

There is nothing our customers love more than FREE BOOKS!

We have been fortunate to be able to offer Double Host Rewards for the past few summers, and should they be offered again this year, take FULL advantage! Let everyone know about it!

Post about it:

- on your Facebook business page
- in your Customer/VIP group
- on your Instagram
- in your social media Stories
- in a Reel / on TikTok
- wherever else you can reach your customers, party guests, fellow bookworms, etc!

Sending out PERSONAL/DIRECT MESSAGES (not a group text) is a great way to start a conversation about this exciting offer! Due to the ever-changing Facebook algorithms, people are far more likely to see, and reply to, a direct message rather than a post or Story. Using **voice messaging** is highly recommended, as you can really share your excitement and enthusiasm! Just remember to keep it short & sweet.

Make use of your Virtual Office email feature!

This is such an amazing tool to use to reach out to the people that you already have relationships with, and who already love our books! Keep your email short and sweet. Let them know that you are excited to announce that you can offer them double the free books for hosting an event with you, and give them a list of dates that you have available for bookings! (See Page 2 for info on where to find this feature in your Virtual Office).

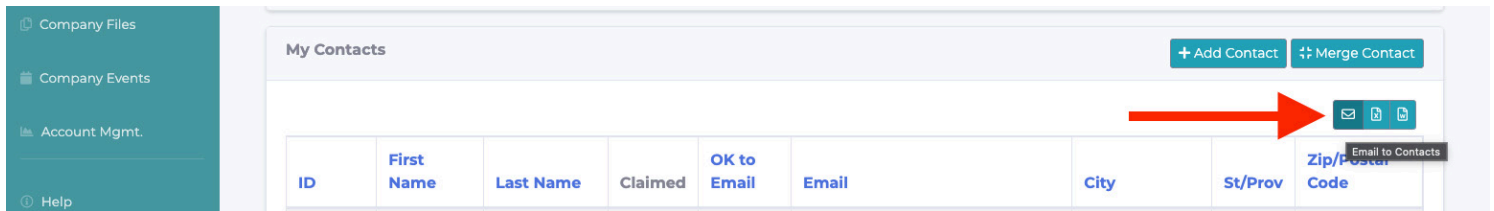
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#1: CONTINUED...

To find the email feature within your Virtual Office, go to:

Account Mgmt. → Contacts → click the email icon, in the My Contacts section.

You can select specific contacts within your list to send the email to, or simply click the email icon to email everyone in your Contacts!



#2: PLAN AROUND YOUR OWN SCHEDULE!

One of the biggest perks of our job is that we get to choose when & where we work!

If you have a family vacation coming up, a wedding or kid's sporting event to attend, or are generally busy with other fun summer activities - plan your bookings around it!

Get a calendar and circle all of your available dates. These are the dates you can offer your customers for booking their parties & events. When these dates are filled, you could think about opening up more availability, or consider yourself all booked up! *Do whatever is best for YOU.*

Enjoy the flexibility that this business has to offer!

You can schedule your social media and/or party posts ahead of time, so that all you have to worry about is customer interaction. You can easily comment on posts or answer some customer messages from wherever you may be!

#3: GET OUT INTO YOUR COMMUNITY!

Grow your business with vendor events & markets!

Venture outside of your own area, into neighbouring communities to find new customers, future party hosts, & even potential team members.

Remember to keep in mind our company's Exhibit Ethics when booking new events.

You can read through them on Page 32 of our [Consultant Manual](#).

Find new, fun ways to sell!

You don't have to go far to find new opportunities. Try setting up a **Pop-Up Shop** in your driveway or garage! Bring totes of books in your vehicle when you go camping, or when you're at a kid's sporting event and have a little **Trunk Sale!** Always keep an eye out for town-wide Trunk Sales & **local markets!**

#4: RUN A SUMMER BOOK CLUB!

****Val didn't know about our new Usborne Summer Book Club when she made this video, but great minds think alike, eh?!****

People LOVE getting Happy Mail!

Take full advantage of our pre-built new Summer Book Club promotion, or get creative and make something yourself. Either way, it means guaranteed sales for you all summer long!

If you'd like to create your own Book Clubs, here are some of Val's awesome ideas:

Each month you will send your customer a fun package of books that you choose based on the ages of the children they are shopping for. Try to create a Book Club that you would find appealing as a customer, and something that fuels your passion as a Consultant! If you are excited about the things you are promoting then your customers will be too!

- **Beat the Summer Slide**

Run a Summer Reading Club using our novels or Young Reading books. Something that encourages literacy throughout the summer. Add in an activity or craft to go with it!

- **Activity Bundles**

Run a Book Club that is essentially fun mail to keep kiddos entertained! Focus more on activity based products like jigsaws, stickers, magic painting, snap cards, activity books, etc.

- **Combo Club**

Offer an age-appropriate reading book as well as an activity book!

- **Co-Host with your Kids**

If you have an older child who has a favourite Usborne book, ask them to co-host a Reading Club with you! Together you can lead Zoom/FB Live discussions and do crafts! It's always so much fun when you can get your family involved in your business!

- **Add-ons from the Dollar Store**

Hit up your local dollar store and include snacks, little toys, crafts, etc to match the theme of the Book Club!

- **Offer Different Price Points**

This way you'll be able to reach a broader customer base.

Get creative!! The opportunities are truly endless!

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#5: LET YOUR CREATIVITY SOAR!

Think outside the box and try something new!

We are so lucky to work with a product that appeals to such a vast range of ages & interests.

Try some of these fun party ideas this summer:

- BBQ / Pool Party
- Tea Time Party
- Crafts & Storytime
- Mystery Host Party
- Birthdays, Baby Showers
- ...and so much more!

Have some fun making Book Bundles!

- Travel Bundles for holidays/trips
- Nature Bundles
- Mystery/Surprise Bundles
- Themes based on age or interest
- Get Ready for School Bundles
- ...include some of those fun Dollar Store items too!



GET CREATIVE! HAVE FUN!

Let's get out there and make this the
best summer yet!



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For more resources and training visit:

[USBORNEBOOKSATHOME.CA/CONSULTANT-DOWNLOADS](https://www.usbornebooksathome.ca/consultant-downloads)