

TOP 10 TIPS TO Make the Most of your Success Path!

with Senior Executive Team Leader, **JEN BERGMANN!**

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



Ten steps to help you get the most out of your first 12 weeks with Usborne, setting you up for continuous success!

First things first...What is Success Path?

Success Path is an incentive, only available to new Consultants within their first 12 weeks with Usborne! Click [HERE](#) to view & download the Success Path PDF.

New Consultants who take full advantage of their Success Path period can potentially earn over \$1,000 in FREE BOOKS, and receive CASH BONUSES based on sales & team building!

#1: CREATE A SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

People love seeing our books in action!

- Show off our books & your excitement about them (and your new business!)
- Be real, relatable and transparent
- Use these platforms as a space to build relationships

#2: DO A LIVE UNBOXING OF YOUR STARTER KIT

Receiving your Starter Kit is exciting! Share it with your friends & family!

- Include your child(ren)!
- Share about your new business
- Share your excitement!

#3: FAMILIARIZE YOURSELF WITH OUR PRODUCT AS YOU GO

Don't feel like you have to know everything all at once.

- Start with your Starter Kit!
- Team group product knowledge videos
- [Usborne Canada YouTube](#) channel
- General YouTube search



#4: RUN YOUR LAUNCH PARTY ASAP!

The sooner you get the word out about your new adventure the better!

Your launch party will help you:

- gain confidence
- gain experience & knowledge
- maximize your time within your Success Path period

All of which will help you propel your business forward!

#5: FILL YOUR CALENDAR FOR THE FIRST 3 MONTHS

Your first 3 months = Your 12 weeks of Success Path. This time is critical!

There are endless options for the type of events you can book:

- Birthday parties
- Baby showers
- Book Party-in-the-Park
- Mystery Host party

***Ask your Sponsor/Upline, or
within you team group for
more ideas!***

Front-load your calendar. Instead of filling all your new bookings into one month, spread them out over the start of the next few months! Starting your month with a few events already booked is so encouraging! This ties into #6, which is...

#6: MAKE IT A GOAL TO BOOK A PARTY OFF OF EACH PARTY

This will help you automatically fill up that 2nd half of the month!

Offer select days to your new Hosts to help them easily nail down a party date.

Keep a booking/events calendar of your availability, and highlight your available dates. This helps both you AND your Host be able to quickly book a day/time!

#7: PLANT SEEDS IN ALL OF YOUR PARTIES

Throughout your parties you'll want to "plant seeds" in regards to guests hosting their own parties and/or joining your team.

If you are consistently sharing about the business and not just the product, your customer base will grow, your host base will grow, and you'll be able to grow your team!

- Share a photo or video of your child(ren) opening a box of books that came in!
- Post a selfie with a fancy Starbucks drink that you treated yourself to using some of your commission.
- Share **real-life** examples of the way Usbone has helped you and your family!

#8: ASK PEOPLE DIRECTLY IF THEY WANT TO HOST

Put yourself out there! Reaching out personally creates a conversation!

Guests may miss a party post about hosting or joining your team, or they may be too nervous to ask about it publicly. Sending a private message to your guests individually (NOT a group text!) gives you a chance to chat & connect about their order, and other questions they may have.

- Explain the benefits of hosting
- Explain the limited responsibilities of the Host
- Most importantly, be real and let your excitement show!

#9: FIND A FRIEND TO DO THE BUSINESS WITH YOU!

What better way to start building a team than asking a friend to do it with you?!

- Someone to learn & grow with
- Someone to brainstorm with
- and everything is more fun with a friend!



Solutions, Support & Success *with* USBORNE!

#10: BE CONSISTENT WHEN POSTING ON SOCIAL MEDIA

Start wherever you're comfortable & where you connect with the most people!

- Facebook
- Instagram
- TikTok
- Whichever platform you already consistently use!

If you are comfortable with a specific platform, and you already have a following there, then that is a great place to start! Branch out when you're ready.

The more you put yourself out there, the more of an impact you're going to make, and ultimately, the more successful you will be!

Don't forget! There are lots of great training resources & company files available on our [Consultant Downloads Site!](#)

And when in doubt, reach out!

Use the [Consultant Resources PDF](#) to figure out who to contact when you have questions. We're all here to help you succeed!



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For more resources and training visit:

USBORNEBOOKSATHOME.CA/CONSULTANT-DOWNLOADS