

## Boost your Business WITH BOOK CLUB!

*with* Senior Team Leader, **MICHELLE COOKE!**

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



As the company's TOP SELLER of Book Club subscriptions in summer 2022, Senior Team Leader, **Michelle Cooke** is here to share her insight and wisdom on how she earned that top spot!

Learn how to set yourself up for success with Books Clubs, starting from the day they are announced!

*Use the Worksheet at the end of this document to set your own Book Club goals!*

### #1: KNOW YOUR CUSTOMER (AND YOUR BOOK CLUB!)

#### **You've got questions, we've got answers!**

Familiarize yourself with Usborne's Book Club so that you can answer questions knowledgeably and with confidence. Read through the email(s) sent by Home Office carefully, and study the Book Club flyers to better understand all the ins & outs!

#### **Make note of all the features and benefits!**

- Book Club is cost-saving!
- It's easy - for both your customers AND you!
  - **For Customers:** The ease of signing up, and the ease of having books delivered right to their door each month.
  - **For You:** The ease of having predictable Book Club sales every month!
- Book Clubs make the perfect gift!

*...just to name a few!*

#### **Identify which of your customers would most benefit from Book Club.**

Don't think of it in terms of sales, but who this amazing promotion would work the best for! Consider your customers and their families to best personalize your approach.

# Solutions, Support & Success *with* USBORNE!

## #1: KNOW YOUR CUSTOMER (AND YOUR BOOK CLUB!) CONT'D.

### SPREAD THE WORD!

Reach out to your customers through live videos on your social media, community group (or VIP group), and posts explaining book club.

**Send personalized voice messages!** Share your excitement and focus on how your customers and their children will benefit. Using a voice message is a great way to convey your genuine excitement!

### Give a brief description without overwhelming them with facts.

- **DON'T**...info dump all of the details, as people can get overwhelmed.
- **DO**...keep it simple, short, and most of all, FUN!

Allow your customers to lead the discussion with their own questions and need for more information. If they're interested and want to know the details, then it's time for...

## #2: GETTING DOWN TO THE NITTY-GRITTY

### Once a customer asks for more info, THEN move forward with all the facts & details.

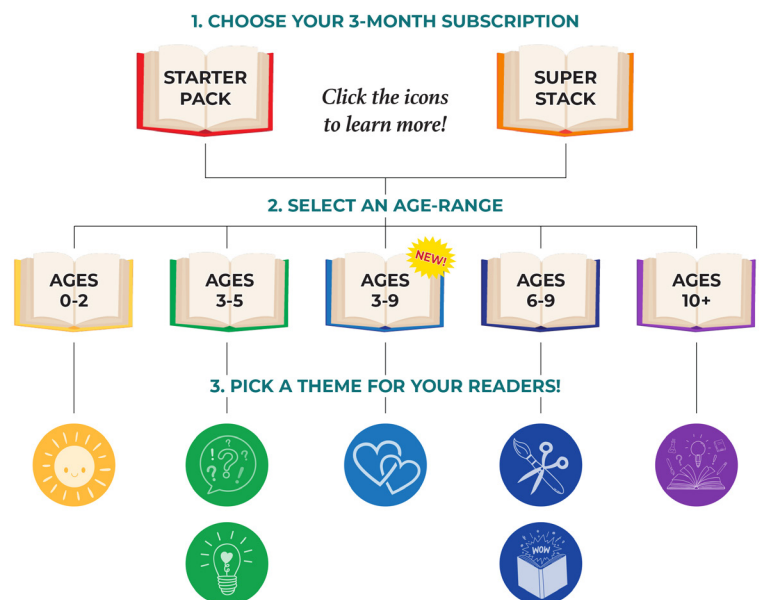
This allows you to really focus your time on customers who are genuinely interested, and provide them the best possible customer service!

### Provide all the necessary details:

- Book Club package sizes (Starter Pack or Super Stack)
- Price breakdowns
- Themes
- Age ranges

Let them know the next steps\* in placing their Book Club order(s) with you, and make sure they know the deadline!

\*Check out the ["How to Set up a Book Club Subscription"](#) Training PDF for detailed info.



## #3: GOAL SETTING (AND ACHIEVING!)

**Set goals with a timeline right from the start.**

**Think of daily AND monthly sales goals, and bonuses!**

How many subscribers would you need to hit these goals?

And how many days do you have to hype up Book Club and get these subscribers?

With all of this in mind, set a **LARGER GOAL** with smaller daily goals along the way to help you get there! For example: **How much do you want to make in a month?**

- How many Book Club subscriptions is that?
- How many people do you need to reach out to to reach that goal?

### **AND REMEMBER:**

Sales are GREAT, but **sharing the passion for literacy and helping your customers** is so much more rewarding than anything else!

### **Have an Accountability Buddy!**

- Touch base with them throughout to keep yourself motivated.
- Share ideas about what is working for each of you

## #4: MAKE CUSTOMER SERVICE A PRIORITY!

**STAY IN TOUCH WITH YOUR CUSTOMERS.**

**Before orders ship out AND after they've been received!**

Start a group chat with all of your Book Club recipients prior to orders shipping out.

*Share the excitement with them!* Encourage everyone to post unboxing videos and pictures!

What did everyone's kids **DO** with their books?

- What did they LOVE about it?
- What did they learn or discover?
- What activities are they doing?



**THIS IS INVALUABLE  
FEEDBACK!!**

*Ask for their permission to share these experiences with your larger customer group.*

Customer feedback, not only feedback from you, the Consultant, goes a LONG way in marketing your promotions, parties, and events to other people! It's what helps separate you from the crowd.

# Solutions, Support & Success *with* USBORNE!

## #4: MAKE CUSTOMER SERVICE A PRIORITY! *CONT'D*

### STAY CONNECTED!

Use this group chat to keep in touch with your customers after Book Club ends.

#### Let them know about:

- New promotions (company-wide or self-started!)
- Party opportunities and Host Rewards
- Kit Sales
- New titles

**WITH GREAT CUSTOMER SERVICE...**

Use the worksheet at the back of this Training PDF to create your own Book Club goals.

Don't forget to find yourself an Accountability Buddy!

Challenge each other and help keep each other motivated!

**Best of luck with all your Book Clubs!**



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For more resources and training visit:

**USBORNEBOOKSATHOME.CA/CONSULTANT-DOWNLOADS**

# Book Club Prep

## PLANNING, GOAL-SETTING, AND ACHIEVEMENTS!

#1: List the key features and benefits of Book Club. Keep your customers in mind!

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#2: Which of your customers would most benefit from Book Club? List them below, and add any notes about how you can personalize your approach.

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## Book Club Prep

### PLANNING, GOAL-SETTING, AND ACHIEVEMENTS!

**#3: Jot down some quick notes for your voice messages and/or social media posts.**

Remember: You don't want it to sound rehearsed or scripted. Your genuine excitement and enthusiasm is more powerful than you think!

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**#4: Review all Book Club details within the flyer & Training PDF. Be prepared to answer any questions your customers may have! Check your notes in Question 1, and jot down anything you (or your customer) might need further clarification on.**

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## Book Club Prep

### PLANNING, GOAL-SETTING, AND ACHIEVEMENTS!

#### #5: LET'S SET SOME GOALS!

##### MY MAIN BOOK CLUB GOAL IS:

Be specific. Think overall sales and subscriptions.

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##### WHAT DO I NEED TO DO TO REACH THIS GOAL?

How many subscribers equals your sales goal? How many people would you need to reach out to?  
How many days do you have to create buzz and contact customers?

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##### WHO IS MY ACCOUNTABILITY BUDDY?

Write down their name(s)! Draw hearts around it! :) How can you challenge & motivate each other?

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## Book Club Prep

### PLANNING, GOAL-SETTING, AND ACHIEVEMENTS!

**#6: How can you connect best with your customers?**

Before, during, AND after Book Club!

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**#7: Jot down some ideas for keeping your customers engaged throughout the process.**

Video and photo ideas, questions to ask, feedback, etc.

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**DON'T FORGET TO STAY CONNECTED WITH YOUR CUSTOMERS!**

*Forming genuine relationships is the foundation for long-term success!*

## Reflections and Achievements!

Did you meet your goal? What worked/didn't? How will you approach future Book Clubs?

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