

How to Work Your FROGS

😊 You might have some friends/relatives in mind who you can sell books too - or you might not and that's ok.

Creating your 'FROGS list' is a really interesting exercise to do whilst waiting for your starter kit to arrive. It really opens your mind in lots of exciting ways!

!/? How can your friends and family help you grow your bookshop business? Yes, they can buy books from you, let's take it a step further and also think about other ways they can support you too.....

😊 1. Take some sheets of paper.

😊 2. Go through your Facebook friends, all of your phone contacts, your address book - everyone you know.

😊 3. Your first sheet of paper is F! Write down all of your Friends who could be a potential customer. Also, would any of these people like to get lots of free books by hosting a book look - at home or online? Would they like a Shop in a Box - where they take your starter kit and a catalogue for a few days. They can even invite different friends to their house on different days for a home shopping experience with a difference.

😊 4. Sheet two is R. Write down all of your Relatives, as above.

😊 5. Sheet three is O. This is Organisations. Look at your Friends and Relatives - who works in an Organisation where you could do a pop-up shop such as a school, nursery, or care home. Also, who would like to take a Borrow Box (your starter kit) into their workplace, into their staff room, staff kitchen, open plan office etc to collect orders for you? Who works in/has links with a school/nursery? You can help them get free books!

😊 6. Section four is G, for Groups. Think of all of the places you go with your children/grandchildren or where your friends and relatives go eg baby classes, toddler groups, soft plays, swimming lessons, children's football etc where you can earn money whilst you are there by sharing our catalogues with people, and displaying some books on a table. Also, do you know anyone who runs a group who could help you share our books?

😊 7. The final section is S, for Social. Think about where you might go alone eg gym, diet class, dance class, out with friends etc - how can you fit Usborne in here? A display of books, handing our seasonal leaflets out, entering people into our monthly draw for someone to win £100 in books, just chatting about Usborne in general and seeing where the conversation takes you!

Your FROGS list is always expanding as an Usborne Partner too! You may start off with quite a small FROGS list, but as your business grows - so does your list!

Here's a couple of pages from your New Starter's Guide to help you too...

Who do you know?

There are many ways you can reach out to potential customers to start building your business. Start by thinking about who you already know. We call these F.R.O.G.S – friends, relatives, occupation (work colleagues), geographical (local schools and businesses), and social connections and organisations. Below are some examples to help get you started.

Fred: Member of the local school's PTA

You could talk to Fred to find out when school fairs are and whether he could put you in touch with the appropriate contacts at his school.

Hannah: Swimming teacher at the local leisure centre

You could ask Hannah to put you in contact with the relevant person at the leisure centre regarding hosting a regular pop-up stall.

Sophie: Friend who attends a baby and toddler group

You could find out where Sophie goes to socialise with other parents to see if there's an opportunity to host a home party or a book club where they could bring their children.



Louise Cook

"I have used my F.R.O.G.S to increase my social media reach!"

"My F.R.O.G.S have enabled me to have stalls at Toddler Groups and church fairs which have brought new, regular customers."



Leanne Allman



Use the table below to start identifying your key F.R.O.G.S, which books they'd love, and where you'd be able to sell books.



Who	What	Where



! Remember: not every contact will result in a direct sale but could help build relationships that lead to a sale.