

Hey There!

I can't wait for your book party!

Sorry in advance for how long this is, but there's a ton of info to share regarding inviting. I promise this is the hardest (& most important) part of hosting!

INFO FOR YOU -

1) You start earning free books once your party reaches \$100 minimum in sales & you can receive \$75 extra in free books when your party sales reach \$400 AND at least one person books a party of their own. Please see the December Host Rewards Chart for more details.

2) Although the books you earn are free, Usborne Books & More does ask hosts to cover the shipping for the books they earn. The host cost is \$2 + 8% shipping (on the retail value of the Free Books and any discounted books ordered) + local sales tax. For example, if you earn \$100 in free books you will pay about \$11. Please let me know if you have any concerns about this.

TASKS for a successful party:

1) - Make a list of people to invite

- Your ultimate goal is to get at least 25 people who actually **join** the party group because that usually means it will be a successful event & you'll earn tons of free and half price books!
- To get to 25 that means you'll probably want to reach out to at least 50 people because some will not respond and some may say "no thanks".
- So scroll through your Facebook friends list and write down everyone you see who might be interested in children's books! Think moms, grandmas, aunts, teachers, etc.

2) - Tips/Start Messaging

- Once you have your list, you can get started on sending individual messages!
- I ask all my hostesses to send individual (not group) messages to their potential party guests asking them if they'd like to attend.
- ****We never just add people to the event page without them agreeing/saying that they WANT an invite.****
- The main reason for this is that it is much more personal and results in a MUCH more successful party. I know that I personally don't participate in online parties that I get added to without any warning.

- See the blue text below for an example of what to send - please feel free to tweak it and make it your own. Be personal by using their name (this makes it feel less spammy), make sure they know they'll get to see inside the books, and you could even tell them about one book or series that your family loves and how you use it.

- ***The part of the message highlighted in green below - it's up to you if you'd like to offer the linktree version of the party. It's a "highlight reel" of the party & a replay of the live video and it's something I'm testing out! It would add a tiny bit of extra effort on your part, because you'll have to keep two lists - one for FB people and one for Linktree people. If you don't want to offer it, then just don't include the green part when you send the message. Ideally most people will join via FB, but some people don't want the full interactive party page (or don't even have FB) so we can offer them the Linktree version. Here's an example of one I just did → <https://linktr.ee/LindseysLovelyLibrary>

EXAMPLE INVITATION MESSAGE:

Hi (insert friend's name)! I hope you're doing well! Have you heard of Usborne Books & More? They have books for kids of all ages - babies to teenagers! I love these books because they are high-quality, educational, and so fun to read together! I'm hosting an online party on Dec 7th so I can share them with you!

You can join the party from the comfort of your own home and the consultant will go live during the party so you can actually see inside some of the books! It's a great time to see some new titles and you could even knock out some of your holiday shopping!

Would you like to join? No worries if not, I just wanted to extend the offer. :)

If you'd like an invite, you'll have the choice to join via Facebook or Linktree...

Facebook = an interactive party page with all of the party info & a live video on party night!

Linktree = one website that includes party highlights and a *replay* of the live video!

- This gives you a starting point and something you can work on. Once it sounds like you, all you have to do is copy/paste it into individual messages, add the person's name to the greeting, and start sending it away!
- If you'd like, you can also include one of the images from the "Book Graphics" or "Inviting Graphics" folders that can be found in this shared google folder - https://drive.google.com/drive/u/0/folders/1x9dIF8KdF-iXuugoL7hfagN2Dg_pkUt4 (download or copy/paste the image you want to add to your message). Sometimes it helps catch people's attention if there's an image to go along with the text and then they can also see the awesome books.

AFTER sending messages, IF they want the linktree version:

- 1) Mark them down on your “yes” list with a note that they want the Linktree version.
- 2) Send them something like this & include the RSVP link:
[Awesome, I'm so excited for you to see these awesome books! Please fill out this form to RSVP so the consultant can send you the link on the morning of the party :\)](#)
<https://forms.gle/RjsQjNMN2eogMSAEA>

AFTER sending messages, IF they want the Facebook party:

- 1) Mark them down on your “yes” list with a note that they want the Facebook version.
- 2) Send them something like this:
[Awesome, I'm so excited for you to see these awesome books. I'll let you know once I add you to the party page :\)](#)

If someone can't attend live or doesn't have Facebook:

- When inviting, if you have someone that's interested but can't attend live, make sure to let them know that's okay too!
- You can still add them to the party page and they can catch up on all the posts, info, & videos when they have time OR they can opt to get the Linktree version of the party.
- We can also provide a linktree party link to anyone that isn't on Facebook, so let me know & I'll send this link to you!

Send invites in small chunks

- As mentioned, I really recommend trying to send at least 50 messages to people if you can - it seems like a lot, but just do it in small chunks here and there.
- You don't have to send your messages all at once because you have plenty of time before we get the pre-party started (usually 4-5 days before the party). But I do

recommend that you get started ASAP so we don't end up rushed or pressed for time later!

- So when you have a little time, sit down and try to send out 10-20 messages. Then send another 10-20 later and just take it a little at a time, and it will feel much more manageable!
- I promise this is the hardest part of your hostess responsibilities. Once we get these messages sent out, your job is SUPER easy because I'll handle most of the rest!

3) - Post a status update:

- If you're comfortable doing so, another tactic you can try is making a post to your personal FB page/Instagram/stories/etc.!
- It's always a good idea to do this, BUT don't expect this to get you a ton of responses....the FB algorithms make it hard to get your posts in front of people, and many times even if they do see it they'll just end up scrolling right by without reading.
- This is why sending personal messages is really the sweet spot where we get the most responses!

- If you make a status update be sure to paint a picture of why these books are worth it, why they are different, why your family loves them etc. Make it personal to YOU and include a picture! See example below.

- Another super easy idea for a status update would be to post it on the morning of the party & use one of the "Party Tonight Graphics" from the shared google folder (https://drive.google.com/drive/u/0/folders/1x9dIF8KdF-iXuugoL7hfagN2Dg_pkUt4).

EXAMPLE POST:

We LOVE Usborne Books & More, because they have some of the most high-quality, engaging and educational books out there! I decided to host a BOOK PARTY here on Facebook on **Tuesday night (Dec 7th)** so I can share the love and check out all the brand NEW titles that just released. Some of our favorites that we own are **<LIST FAVORITE BOOKS>**!

If you're interested in checking out the party on Thursday night let me know so I can add you!
There will be prizes up for grabs and lots of brand new titles to see!

4) Keep a list

- Keep a list of people who respond that they'd like to come and let me know when you have at least 12 people on that 'yes' list.
- This is when I'll add you to our Facebook party page and then you can add those people and we can get the pre-party started!
- I usually like to start the pre-party about 4 or 5 days before the party, which would be **Thursday (12/2) or Friday (12/3).**

5) Quick Summary

- Quick summary of how we can have the most successful party possible can be found in this e-flyer: <https://www.smores.com/r8ku4>

Let me know if you have any questions! I can't wait to help you earn some free and half price books!

Also, if you decide that you are interested in signing up as a consultant and turning this into a launch party please let me know!! You'd earn the hostess rewards AND the commission (25%) from the party sales, and you could start your business off with any parties that your friends book off of this party! We have a starter kit for just \$30, and it includes a \$15 book credit....crazy cheap and there aren't any sales minimums!

Thanks!!

Lindsey

Info on starter kits!

Why join us?

Let's say your party has \$500 in sales!

Hosting

FREE books earned: \$90+
 Commission earned: \$0
 Future income potential: None
 Family discount: 0%

Cost: Host pays shipping and tax on free books

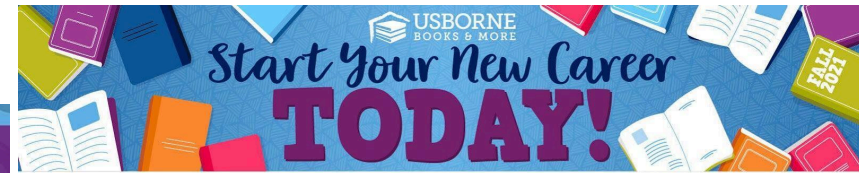
Joining

FREE books earned: \$180
 Commission earned: \$125
 Future income potential: Limitless
 Family discount: 25%+

Cost: Join for \$30 or \$99, with \$15 or \$30 book credit already included!

Your initial investment is already recouped from commission earned!

Zero sales requirements.
 Zero quotas. Zero risk.
 A business as active as you want it.

JOIN my team!

New Consultants joining Usborne Books & More can choose the New Consultant Kit for \$99 or the New Consultant Mini Kit for \$30.

New Consultants can also choose to upgrade their kit with an optional add-on: 10 Fall 2021 UBAM Catalogs for \$12.

As a new Consultant you can earn free books, cash, and exclusive gifts during your 8-week CLIMB Incentive Period.

Build Your Business with

Parties • Fundraisers • Booths

Plus, opportunities to sell to schools and libraries through:

Book Fairs • Grant Matching
 Reading Incentive Programs

PLUS \$30 Book Credit

\$99
A value of over \$249!

PLUS \$15 Book Credit

\$30
A value of over \$100!

MINI KIT - MINI BOOKS!