

What Now?

Eeek!! You've signed up as an Independent Usborne Partner and the chances are you might be excited and nervous all at once! That is completely normal... anything new will take time to learn so take it step by step. Here you'll find some useful/essential bits and bobs to help you get started so have a read.

I've made this handy checklist with for you to focus on. It will give you a great grounding on how to get started and build your confidence that you are taking the right actions.

Save this image on your phone and refer to it in your first few days/before your kit arrives so you can be getting going straightaway.



Tell People About Your Bookshop

You will have around 3-5 people in your life who you will be able to rely on to support you in your new business. Tell them! Message them or even call them to share your excitement for getting started.

This may seem like a simple step to some of you, quite obvious even but in actual fact you'd be surprised how many people sign up and tell no one about Usborne!

Your cheerleaders are the people in your life who you know who will be pleased for you, show you support, possibly be your first customers, and follow your journey on social media with positivity. These people will make you feel good!

Write yourself a short list of people in your life who you are going to tell and you will feel pleased you've done it!

Who are your top cheerleaders?

Tell them how excited you are about your new venture!



Choosing Your Bookshop Name

One of the best things about starting your own bookselling business is getting to name it!

When choosing your business name it should be something that gives the correct impression and reflect what you do.

Here's a list of useful tips:

- ✓ Keep it simple. Something simple and easy to spell will make you easier to remember for your customers. Is it catchy? A name that's based on a pun or something fun will be more likely to stick in someone's mind.
- ✓ Be creative. Don't be afraid to come up with a name that is unique and personal to you.
- ✓ Avoid using Usborne in your bookshop name. You can add – Independent Usborne Partner after it, but Usborne cannot be used anywhere else in the name.
- ✓ Use a name that conveys some meaning to you. A meaningful name will change how you approach working on your business.
- ✓ Come up with more than one option. You'll likely be leaning towards a few. Write them up on some post-it notes and pop them around your home. The more you see the name, the quicker you'll see if it resonates with you.
- ✓ Don't be afraid to stand out. What are other booksellers doing and how can you be different?



Build Your Stock Up for FREE!!!

You receive 20% in FREE books which is double the usual 10%! This is awesome and you need to maximise this!

When you process a £150+ orders, not only do you earn your 24% commission but you'll get to choose 20% in free books! New Partners are always surprised at how much they are given... take advantage of it and build your stock up for free!

When your order is £150, you get to choose £30 in books of your choice and then three half price new titles! So you could be earning £36 in commission, £30 when you sell your free books, and then you also have the profit on those half price books too!

Note - these orders are Partner orders that you place. School and nurseries orders also receive free books, for the school/nursery.



Set Up Your Personalised Website URL

As an Usborne Partner, included in your joining fee, you have a website of your own!

This is totally managed for you by Usborne which is an absolute bonus... they add new books, special offers, new resources etc.

Here's how you set up your website –

<https://youtu.be/QL3ldO-8MmQ>

How to place orders

This feels like a good place to also give you the info about placing orders! Here's a video that takes you through how to place orders –

<https://youtu.be/zu1fQq7-8Ng>

You place orders via the Partner ordering system, not via your website as a customer would. If you order as a customer, miss out on all of your free and half price books.

When you click on your basket it will have you a section at the top with a variety of numbers.

The total volume is the total of the items you are buying from the actual prices of the books.

The net value is what you actually pay.

Have a look at the earnings information to help you understand the money side of things in more detail.

Once you reach £150 of volume, this triggers the postage to be reduced and other benefits like the free and half price books. You **MUST** choose your free and half price books during the order process otherwise they are lost.

If in doubt, do not process your order without speaking to your mentor. Orders cannot be amended after payment so please ensure they are correct before you process it.

You will receive a confirmation email a few minutes after you've made payment.