

## Show Me the Money! – Part 1

Yes, you can make money with your Usborne business. While many people get started with Usborne to get free books for their family, often people quit because they feel they aren't making any money. Because we don't get a lump sum pay cheque it can be difficult to understand the money we are making. The purpose of this session is to really analyze the dollars and cents of your business.

The first thing we need to do is to change the way we look at our Usborne business. Change your glasses from "hobby" to "job." Start looking at everything you do through "job colored glasses." I use the word "job" rather than business because when people feel they aren't making any money, they are comparing their income to a "job" income, not to another business. One of the first things you can do to change your attitude and that of your friends and family is to use the word "working." Instead of saying "I have a party or show tonight," say "I am working tonight." Another suggestion is to write yourself a cheque after each show. Put them away and then cash them all together at the end of the month. This will help you to see that you are receiving a paycheck.

So let's look at how much we are actually making as our own boss, compared to being a wage earning employee.

### Wage Earning Employee Income

#### **Assumptions**

- 1) We are looking at people who just want to work a few hours a week to supplement family income. Let's say 3 four-hour shifts per week.
- 2) Assuming evening work to avoid daycare expenses
- 3) According to Stats Can the average part-time wage in Canada is \$13.50 per hour. For women it is probably even lower as this statistic included both men and women. The statistic that separated men and women showed women's wages as being 19% lower than men but included both part-time and full time income. You can view this information at [www40.statcan.ca/l01/cst01/labr69a.htm](http://www40.statcan.ca/l01/cst01/labr69a.htm)
- 4) Assuming no other source of income already affecting the married exemption.

#### **Earnings**

3 x 4 hour shifts per week = 12 hours per week

12 hours/wk x \$13.50/hr x 4 wks/mth = \$648.00 per month

\$648 - \$18.76 CPP - \$12.12 EI - \$0.00 tax = \$617.12 per month

However, if your husband is employed and paying income tax, he will lose the married exemption if you earn income. So, if you make nothing in a year, hubby brings in \$1530.00 in saved income taxes. If you lose the whole amount of the married exemption (which you would with these earnings) then you have effectively decreased your family income by \$117.69 for that 4 week time period. You can see this calculation using the non-refundable federal and provincial tax credit forms in your General Income Tax Guide. I used the "non-refundable" tax credit calculation for 2004 taxation year. Payroll deductions can be found using the Canada Revenue Agency payroll tables at [www.cra-arc.gc.ca/tax/business/topics/payroll/menu-e.htm](http://www.cra-arc.gc.ca/tax/business/topics/payroll/menu-e.htm)

Your actual 4 week income would be \$617.12 - \$117.69 (lost married exemption) = **\$499.43**

Another factor to consider is that your child tax benefit is based on your family income. As your income increases, your child tax benefit decreases, taking money out of your pocket, similar to the loss of the married exemption. It is not a huge amount but everything adds up. You can use the calculator on the Government website to see how this works. [www.cra-arc.gc.ca/dchmf/icbc-simn/menu-e.html](http://www.cra-arc.gc.ca/dchmf/icbc-simn/menu-e.html) I fiddled around with some numbers using spouse's income between \$44,000 and \$60,000 and three children. If your income increases from \$0 to the amount calculated here (\$648 gross income every four weeks) you lose around \$26 in Child Tax benefit per month.

## Consultant Income – Home Party

### Assumptions

1. 25% commission (22% plus 3% monthly bonus) If you want to make money with this business you will be making the \$1,000 bonus sales level.
2. \$400 party average. Maybe your average is not that high yet, but it will be. This would be a yearly average. If you do not increase your party average you will get frustrated and quit. The more shows you do, the more likely you are to have high shows to balance out the lower shows. Aim for 8 buying guests and 4 outside orders for each show. That works out to an average purchase of \$33.33 retail.
3. Do not assume any specific amount of hours per show. Each show goes as long as you let it. You determine how long a show will take. If you really need to get home by 9:30 so your hubby can get out the door to work – you will be home by 9:30. If you like to sit around and socialize, then do that but don't be frustrated when you are home late. You have the control of your time.
4. Remember one of the significant advantages of a home based business is the write-offs. At this income level, if you have a newer vehicle, a computer, and a section of your home designated as office, you really should be able to bring your income down to zero for income tax purposes. This way your husband can still claim the full married exemption and your child tax credit will not be decreased. This is not being deceptive. There are many legitimate write-offs that you can use to decrease your taxable income on paper for income tax purposes while still putting money in your pocket.

### Earnings

One show per week

1 show/wk x \$400 x 25% = \$100 x 4 wks = \$400 – consumable supplies (4 shows x \$12.42) = **\$350.32**

Two shows per week

2 shows/wk x \$400 x 25% = \$200 x 4 wks = \$800 – consumable supplies (8 shows x \$12.42) = **\$700.64**

Three shows per week

3 shows/wk x \$400 x 25% = \$300 x 4 wks = \$1200 – consumable supplies (12 shows x \$12.42) = **\$1050.96**

Yes, you do need to make phone calls and do paperwork in addition to the actual party time. But the reality is that we spend more time thinking about making calls than actually making them. We cannot count time thinking about the business as time working the business. Consider that the flexibility this business allows more than compensates for time spent on phone calls and paperwork. Yes, life may be a little simpler sometimes if we could just come home from our job and forget about it. I have been doing this business for over 10 years and have been available for almost all of my children's field trips, including extended overnight trips. I have been able to leave town whenever I wanted to for whatever purpose was important to me. That freedom is worth putting up with the "fiddly" things involved with running your own business.

### Hidden Income

Another thing we need realize is that the bottom line isn't just affected by the income we bring in. The bottom line is also affected by the money that we don't spend. Yes, this can be confusing. For example, I have 3 children. Let's say each of them goes to 8 birthday parties each year. Before my Usborne business, I would spend about \$20 on a birthday gift; now I only give Usborne Books as gifts. Prior to Usborne I would have spent  $3 \times 8 \times \$20 = \$480$  per year on birthday gifts for children that were not my own. Most of us that are fairly active with Usborne have opportunity for earning free books through incentives and bonus, and discounted books through 30/30. Use these opportunities to stock up on birthday gifts and pocket the \$480 that you would have otherwise spent.

**Vanishing Commission** Most of us also give teacher gifts at Christmas and the end of the year and we would normally buy books for our own kid's birthdays, Christmas, everyday use and education. Keep in mind that if you were buying all those books or gifts with money earned at a "real job," whether it be your own or your husbands, you would be paying with "after tax dollars". If you are getting these gift items for free, you are pocketing the money you would have spent. If you are buying them at a discount, you are probably using money that you would have spent in a store if you weren't an Usborne Consultant. If you feel like your commission is vanishing because you spend it on books, realize that is a choice. Choosing to spend your commission on books, doesn't mean that you aren't making any money. If you took that same commission to Walmart and spent it on books and toys there, would you make the same statement?

| <b>Home Party Expenses - Consumable Supplies</b>             |                          |                   |                    |
|--|--------------------------|-------------------|--------------------|
| Supplies (inc. tax)  | Cost per unit piece (\$) | Quantity required | Cost for show (\$) |
| Order forms (8 guests, 4 outside orders)                     | .11                      | 12                | 1.43               |
| Drawslips (3 per page)                                       | .013                     | 8                 | .104               |
| Wish lists (2 per page)                                      | .02                      | 8                 | .16                |
| Invitations  | .015                     | 40                | .60                |
| Brochures (get back your leftovers)                          | .11                      | 20                | 2.20               |
| Draw Book  | 1.06                     | 1                 | 1.06               |
| Bring a friend Book  | 1.06                     | 2                 | 2.12               |
| Hostess planner  | .04                      | 1                 | .04                |
| Recruit flyer  | .0675                    | 1                 | .0675              |
| Catalogues (one for hostess, one lost)                       | 1.96                     | 2                 | 3.92               |
| Business info – 4 page from website                          | .12                      | 1                 | .12                |
| Bags (nonUsborne bags – range from 2cents to 9cents per bag) | .05                      | 12                | .60                |
| Total cost of consumable supplies per average show           |                          |                   | <b>\$12.42</b>     |

**Non consumable supplies** are things like clipboards, racks, binders, and storage bins. They are nice to have but aren't absolutely necessary. Wait to purchase these things until you can afford to. Once these items are purchased, their cost is spread over the number of shows that you do. They are a big expense if you aren't doing much. You will also need a yearly supply of catalogues for use at your shows. The more you use those catalogues, the lower their cost per show becomes.

Along the same lines – the fewer shows you do, the more work it is to get ready. If you only do one show per month, you are always trying to sort things out and get a handle on the stock situation. If you do at least one or two a week you are always ready to go and know the specials and stock situation.

### **Show me the Real Money!**

So far we have looked at increasing our income by doing more shows (and improving hostess coaching). It is important to understand these details because you need to be able to explain this to your consultants when they feel they aren't making any money. The first secret to increasing your income is to do more shows! I know – that's not really a secret. But you would be amazed at how many people complain they aren't making any money. Upon further questioning, it turns out they aren't doing any shows. Is there any job out there where you would expect to be paid if you didn't work? The more shows we do, the more money we make. That is trading time for dollars – the more you work, the more you make. The other secret to increasing your income is to leverage your time through the power of network marketing. At every show you have 3 products to offer people: 1) the books, 2) the bookings 3) the business. Concentrate on selling the business and the bookings and the books will sell themselves. Let's have a look at part two of this workshop. Show me the Real Money!

## **Show Me the Money! – Part 2 (Show me the REAL Money!)**

### **What is Network Marketing?**

Network marketing is simply a system of distributing goods to retail customers through a network of people. It is also referred to as multi-level marketing. Traditional marketing systems move goods from manufacturer to consumers through a chain of distribution. This chain consists of many “middlemen” and could likely look like this: Manufacturer-Advertiser-Shipper-Wholesaler-Jobber-Shipper-Retailer-Advertiser-Customer. Throughout the many stages of a traditional marketing system all of these jobbers, wholesalers, and retailers earn a profit for handling the product. And of course many dollars are spent on overhead and advertising. In network marketing the dollars that are normally spent on distribution and advertising are paid out in commissions to a network of independent distributors. Each member of a network marketing organization is considered to be a “distributor” although they may be called by other names such as Consultant, Associate, Representative, etc. Commissions and bonuses are paid to distributors based on the volume of products they move, the volume of product moved by those they sponsor, and by others sponsored below them; hence, the term “multi-level” marketing.

Network marketing is an incredibly powerful form of distribution because it is based on referrals and word-of-mouth advertising. How often do you go to a movie or restaurant or buy a product because your friend said it was great even though expensive advertising for the same product didn't persuade you? This word-of-mouth advertising combined with the concept of doubling is why network marketing is so powerful.

Many companies are turning to network marketing because of its powerful ability to rapidly penetrate the marketplace. Network marketing works. You can now get almost any product imaginable through a network marketing company: books, toys, skin care, health products, all kinds of household items, jewelry, clothing, personal security, long distance discounts, financial and insurance products. You name it, you can get it through network marketing.

### **Why is Network Marketing so Powerful and Exciting!?**

Network marketing is based on the incredibly powerful **concept of doubling**. For example, if you set aside a penny and then doubled it every day for a month you would see the concept of doubling. On day two you would have 2 cents, day three, 4 cents, etc. By the end of 7 days you would have a grand total of 64 cents. At the end of the second week you would have \$81.92. By the end of the third week you would have over \$10,000 and **at the end of the month you would have over \$5,000,000!!**

Similarly, network marketing is based on the concept of doubling and duplication. **Everyone is empowered with the right to offer this business to others.** Do you think you know 2 people who might like to earn some extra money, have discount access to the most wonderful line of children's books available today, or who may be unhappy in their job, or just want to get out of the house? Sure you do!

|   |  |
|---|--|
| <b>You sponsor 2 people into the business and teach those</b>         | <b>2 people to do the very same thing.</b> |
| <b>They bring in 2 people each and that adds</b>                      | <b>4 more people to your business.</b>     |
| <b>These 4 bring in 2 people each and that adds</b>                   | <b>8 people to your business</b>           |
| <b>These 8 bring in 2 people each and that adds</b>                   | <b>16 people to your business</b>          |
| <b>These 16 bring in 2 people each and that adds</b>                  | <b>32 people to your business</b>          |
| <b>These 32 bring in 2 people each and that adds</b>                  | <b>64 people to your business</b>          |
| <b>When you add this up you have.....</b>                             | <b>126 people in your network</b>          |
| <b>because you sponsored 2 people and taught them to do the same.</b> |  |

Let's look at what happens with the duplication of just one more individual. Do you think you might know 3 people who might like to earn some additional income or have access to Usborne books at a discount?

You sponsor 3 people into the business and teach those 3 people to do the very same thing.  
They bring in 3 people each and that adds 9 more people to your business.  
These 9 bring in 3 people each and that adds 27 people to your business  
These 27 bring in 3 people each and that adds 81 people to your business  
These 81 bring in 3 people each and that adds 243 people to your business  
These 243 bring in 3 people each and that adds 729 people to your business  
When you add this up you have.....1092 people in your network  
because you sponsored 3 people and taught them to do the same.

The difference between 126 in the previous example and 1092 is simply the duplication of one more person!

Now here's the really exciting part. Every time one of these Consultants makes a sale – you get a piece of that productivity

### The Concept of Leverage

Network marketing is really about the concept of leverage. Most people are working and trading a unit of time for a unit of money. i.e. an hourly rate or a salary or a piece rate. Many people are working 8, 10, 12 hours a day and never get ahead. This is referred to as linear income - the only way to make more money is to put in more time. Even doctors and lawyers are earning linear income. If they aren't seeing patients or clients, they aren't being paid. Network marketing offers multi-plex income. Once you have your network built and each of these 1,000 consultants are putting in just one hour a day you are benefiting from 1,000 hours a day put into your business and not just your own 8 or 10 or 12. Or, if during the course of a year those 1,000 consultants sold just \$5,000 each, your organization would have moved over 5 million dollars in product! You did this without overhead, without storefront, and without inventory!

Because you are able to leverage your time through network marketing, you can have people putting hours into your business after you go to bed at night and before you get up in the morning! You can even go on vacation and come home to a cheque! **Let's see.... If you earned 5% of that 5 million dollars that would be \$250,000!** You do not have to feel guilty about making money from other people's efforts. Network marketing is about getting paid for helping others earn income. You will not be building up this type of network unless you are teaching and helping others do the same. It's a win-win situation. If you help enough people get what they want out of life, you will get what you want. Focus on the people and the money will follow. The most successful people in network marketing are not sales people, they are teachers. Network marketing may be simple but it is not easy. At first you will be underpaid and over worked but within a two or three year period you will be amazed at where you can be.



## How can you participate in network marketing on a part-time basis?

Do you think you could sponsor just one person a month and teach them to do the same? Yes, anyone can do this if they decide that they want to. Let's see what happens if you sponsor one person per month and each of them does the same for twelve months.

|  | Total people in your Network<br><u>(not including you)</u> |
|--|--|
| Month #1 you sponsor one person in to your business                        | 1  |
| Month #2 you sponsor one and your consultant sponsors one person           | 3  |
| Month #3 you sponsor one and everyone in your network sponsors one person  | 7  |
| Month #4 you sponsor one and everyone in your network sponsors one person  | 15   |
| Month #5 you sponsor one and everyone in you network sponsors one person   | 31   |
| Month #6 you sponsor one and everyone in your network sponsors one person  | 63   |
| Month #7 you sponsor one and everyone in your network sponsors one person  | 127  |
| Month #8 you sponsor one and everyone in you network sponsors one person   | 255  |
| Month #9 you sponsor one and everyone in your network sponsors one person  | 511  |
| Month #10 you sponsor one and everyone in your network sponsors one person | 1023   |
| Month #11 you sponsor one and everyone in you network sponsors one person  | 2047   |
| Month #12 you sponsor one and everyone in your network sponsors one person | 4085   |

**By the end of the twelfth month you would have 4085 people in your network because you sponsored one person a month and taught them to do the same! Anybody can do this business! You may be thinking that you could never do this because you are a “book person.” Think again. We aren’t “book people”, we are intelligent people who like books and we are empowered with the right to offer this business to others. When you are showing people this opportunity don’t just show them the commission they can earn on a party or direct sale. Show them the big picture so they can really see what this is about because it is very exciting!**

So, let's look at some numbers again. Of course, these examples I've shown are theoretical to show the concept of doubling and the power of the duplication process.

### Show Me the Money with Usborne Books

As you sponsor people into the business you earn a small commission on their sales until you have sponsored 5 active consultants. When you have sponsored 2 consultants you earn 2% of their sales. When you have 3 consultants you earn 3% of their sales, when you have 4 consultants you earn 4% of their sales. When you have sponsored 5 (currently active) consultants you become a Supervisor – Yeaah! As a Supervisor you receive an instant raise of 7% on your own sales and you earn 7% of the sales of your group. (See the compensation plan flyer for exact details on downline commission structure.)

Let's go back to the previous chart and look at month 5. After 5 months, you have sponsored 5 people. As long as your 5 personally sponsored people are all active – you are promoted to Supervisor. In the mean time your people have also been sponsoring 1 person a month as well so you have a nice group of 31 people.

**Scenario #1** - If each of those 31 people did one show per week lets see what your earnings would be in one month. Assuming that you are serious about building a business, you will continue to do 2 shows per week.

Group sales 1 show/wk x \$400 x 4 wks x 31 consultants = \$49,600 x 7% Supervisor override = **\$3472.00**

Personal sales 2 shows/wk x \$400 x 25% x 4weeks = **\$800.00**

7% supervisor override on personal sales \$3200 x 7% = **\$224.00**

**Total commission \$800.00 + 224.00 + \$3472.00 = \$4496.00 per month**

**Scenario #2** - if you have 10 consultants in your group and each of them are doing 1 show per week. You continue to do 2 shows per week.

Group sales 1 show/wk x \$400 x 4 wks x 10 consultants = \$16,000 x 7% supervisor override = **\$1,120.00**

Personal sales 2 shows/wk x \$400 x 25% x 4weeks = **\$800.00**

7% supervisor override on personal sales \$3200 x 7% = **\$224.00**

**Total commission** \$800 + \$224 + \$1,120.00 = **\$2,144.00 per month**

**Scenario #3** – if you have 10 consultants in your group and each of you are doing 2 shows per week.

Group sales 2 shows/wk x \$400 x 4 wks x 10 consultants = \$32,000 x 7% supervisor override = **\$2,240.00**

Personal sales 2 shows/wk x \$400 x 25% x 4weeks = **\$800.00**

7% supervisor override on personal sales \$3200 x 7% = **\$224.00**

**Total commission** \$800 + \$224 + \$2,240 = **\$3,264.00 per month**

**Write your own paycheque!**  
**The possibilities are endless!**  
**The potential is unlimited!**

### **Network Marketing vs Pyramids.**

Yes, network marketing looks like a pyramid. That's because it is based on the same concept of doubling that a pyramid is based on. Just because a marketing plan looks like a pyramid structure does not mean that it is a pyramid scam. The main thing to remember is that in a legal network marketing company a legitimate product is bought and sold at a reasonable price. Another important point is that commissions and bonuses are only paid when product is sold. Some pyramid scams are very obvious - people are expected to put in a large amount of money with no product or service given in return. In other cases, there may be a product but it is sold at a highly inflated price. For example, you may pay \$100 or a \$1000 dollars for a report on how to make money. Of course the report isn't really worth that much so it is just a disguise for a pyramid scam. Some companies have large start up fees and actually pay people for recruiting. Again this would constitute a pyramid scam because payment should not be made until product is actually sold.

In the case of Usborne Books at Home, the books available through Independent Consultants are essentially the same price as those available through stores. Commissions and bonuses are not paid out to sponsors and upline consultants until product is sold.

The examples used in this handout are theoretical and do not indicate the earnings of a typical UBAH Consultant

## **Show Me the Money! – Part 3 Cutting Down on Expenses.**

*Thank you to the Supervisors who responded to my request for ideas to cut down on expenses. Special thanks to Janet Dunsworth, Bobbi Podbielancik and Julie Schwagele for their lengthy lists.*

This is a business; therefore, expenses are a given. You will have expenses. Some people feel that that they shouldn't have any expenses and agonize over every penny spent. Others are too free with their money and buy too many non-essential items early on. They are then frustrated that they are not making any money.

Keep track of your expenses for a while. You will need to do that anyway for tax purposes. See "where" your money is going to determine "how" to cut down on expenses.

Here is a list of areas where you can minimize expenses. While we are specifically looking at money here, keep in mind that for some people saving time or sanity is more important than saving money. We all have different areas of tolerance and expectations. Find what works for you.

**Pay your children** to work in your business. When you get to the point of having to pay income taxes on your business income, you may want to seriously consider paying your older children to work in your business. My two older daughters are 13 and 15. I am now employing them as my "receiving clerks". They open every box that comes to the house, check the contents, label, sort and bag the orders. You can use this as a write off but you do have to actually pay your children and it has to be a reasonable wage that you would pay someone else for the same job. As a mother, I am encouraging them to use the majority of their earnings to pay for things like camp, youth conferences, and sports that I was spending a small fortune on. They are now earning some of these expensive privileges and I am able to use that as a business write off. Some people have their kids help with exhibits and home parties.

**Don't give too much profit away.** I think the number one trap that people fall into is giving away too much. Hostesses - Our hostess program is generous. You do not need to give additional gifts to hostesses for having a show. If you want to give her something extra, make it into a bonus to achieve something. I offer an additional \$15 in free books for having 10 guests and an additional \$15 for free for having \$100 in orders before the show. If she achieves both of those incentives, she has a great show and I pay for her free books on my 30/30. If she only achieves one of the two incentives then I let her "double and purchase" at the 70% discount. Of course I don't tell her that until after the show. She is happy and doesn't realize that she has paid for her own incentive. It costs me nothing. Of course if you have a hole in your calendar or need an extra incentive to offer your hostesses to get rolling again – then go ahead and offer that. Just realize that you do not need to offer her extra books for no reason at all.

**Customers.** New consultants often feel that they need to give something back to their high spending customers. I always caution people against doing that. The large orders counteract the small orders. I do not give any type of gift or incentive to large orders in a party situation. Most people who can afford to make large purchases will do so regardless of your incentive. Besides, we already have the customer specials as an incentive to order \$50. If someone comes to my home for a personal appointment I do give them \$10 or \$15 in free books for purchases over \$100 but I am not giving that out of my commission. It is essentially hostess benefit. I may offer a deal for a purchase over \$100 at an exhibit depending on the table cost. If it is a fundraiser where a percentage of sales are donated to a group, I do not give deals as I explain that they are already saving the shipping and a portion of the sales are going to the group.

**Free Book Draw.** For home parties, use your promo books for the draw. People are not expecting to go home with a large free book. They will fill out the draw slip regardless of what you are going to give them. I use the Farmyard Tales promo books for \$1.00 or the Pocket Nature, Pocket Scientist, and Pocket Artist books that are \$2.95. If you order them on your 30/30 they cost about \$1. Exhibits are a different story. You need to offer a good prize to encourage people to stop and fill out the slip.

**Bring a Friend.** Similarly, I use those same \$1 books to give to people who bring a friend. Keep a nice selection on hand and they will be happy to pick one. This is a good use of your money as I find that the friend comes because she is interested and often books a show of her own.

**Don't give too much "stuff" away.** When I first started I gave out all kinds of things. I gave everyone a customer specials sheet and a color brochure along with other things. Now, all I give them is a wish list. Some consultants like to give away folders of information and/or brochures to each guest. I am not saying that isn't a great idea, just that if you want to cut costs, this is certainly an area you can do that. I give my customers a wish list on a clip board to write on during the presentation. They get a draw slip when it's time to fill it out. I fill out their order form. That's it. That's all they get. Of course, I give out hostess and recruit packages as needed. If you like to give information and trinkets and things away – go for it. Just don't feel like you have to do that. People will book a show because of the books and who you are, not because of what you give away.

**Make due with what you have.** The other trap that people fall into is to go out and buy things that are nice to have but aren't really necessary. Things that come to mind are

- clipboards – Just use a piece of cardboard covered with mack tack – use smooth cardboard (cereal boxes) rather than corrugated cardboard.
- racks – not really necessary for home parties, useful for exhibits, but not necessary.
- storage totes – just use cardboard boxes until you have made more money.
- cash box – use children's pencil case from home.

**Get a laser printer.** Until recently I didn't realize just how cheap laser printers are these days. Laser printers use toner, rather than ink. While toner is expensive, you can make thousands of copies from one cartridge. They are actually fairly cheap to operate. My photocopying cost is now down to zero and the best part is that I don't have to drive and use gas to get to my laser printer.

**Print in draft mode** unless you really need a good copy.

**Buy your photocopies in bulk.** Prepaying for 1,000 copies at Office Depot, Sure Copy or Staples, etc, can result in significant savings.

**Only make lots of copies** of those documents that do not go out of date.

**Use coloured paper** rather than coloured ink for those items that need some pizzazz.

**Re-use your stock list.** Rather than print new ones each week, just cross off the titles until it really looks messy or there are a lot of additions.

**Increase your invoices by 1/3.** When you get an outside order from a party or a phone order, you'll only need 2 copies of the invoice. If you tear off the top of one invoice and the back of another, you've increased your invoices by 1/3. (I am giving direct credit to Janet Dunsworth for that suggestion. They know how to save money in the Maritimes!)

**Hostess packages.** Have them ready to give to your new hostess at the show or exhibit. Save yourself gas and time delivering. Or mail out your packages to save gas and time. Savings depends on the distance. Bobbi sends her packages out by Express Post. If they don't arrive in the specified time, you get a refund.

**Buy supplies in bulk.** brochures, bags, etc

**Free Calendars.** From pocket size to wall size, free calendars are found everywhere from churches to real estate agents and insurance brokers.

**Free Business Cards** from [www.vistaprint.ca](http://www.vistaprint.ca) You can get colourful cards with exactly what you want on them for free! You can even choose a design or pattern. There is a single line of advertising on the back of the card for Vistaprint but the cards are free.

**Re-use your stickers and page protectors** from your catalogue binders. (save even more money and skip the binder idea all together.)

**Easter Sales.** If you like to give away ducky stuff, scout around before Easter, shop the sales after Easter.

**Buy your binders** (if you use them) in September during the Back to School Sales

**Shop the bargain table** at Staples when you happen to be in the neighbourhood.

**Shop online** at Staples and Office Depot – no time wasted browsing in the store and no gas used.

**Re-use the return envelopes** that come in your bills. Cover the info with labels.

**Get your hostess package back.** Chances are that your hostess didn't use all of the things you put in it. Simply ask for the unused items back.

**Write on the hostess planner in pencil** so you can erase it and re-use it.

**Get your catalogues back.** Make sure that your hostess understands that you need the catalogues back from her friends and that she is responsible to collect them. Do not go overboard on this. Be sure that she keeps one if she wants it and don't hound her if she misses one.

**Price your catalogues.** I write \$2 on the top corner. People know if they want one, they pay for it. Use your judgment. If someone just placed a \$100 order and asks for a catalogue – give it to them.

**On-line catalogue.** Refer people to the website to save giving out catalogues.

**Get magnets and a website.** When people ask for a catalogue – give them a magnet.

**Bags.** Buy bags at supply store or Costco. You will find them much cheaper than Usborne bags.

**Combine trips** or have a designated delivery day and do all deliveries on one day only.

**Post Office Venture One Card.** Apply for it at the Post Office and save 5% off package shipping for small businesses.

**Wrap up your parties on the phone.** If the show did not close that night, I do not go back to the hostess' house to close off her show. Make sure she has a good wish list before you leave. When she is finished collecting orders, just get the information from her on the phone. The next time I am in the area, I pick up the orders and cheques.

**Ship your parties directly to the hostess.** There are pros and cons to this option. It is nice to offer good customer service to check over the order and get everything bagged for the hostess. Delivery also offers one last chance to connect with the hostess. On the other hand, you can save significant time, gas and energy by having the party shipped to the hostess. The choice is yours. Not only will you save gas, but you will have time to do more shows and make more phone calls.

**Deliveries.** Always make alternate arrangements with your hostess/customers just in case she isn't there when you get there. i.e. – leave the cheque in the mailbox. Meet your hostess in town somewhere if she lives a distance away from you.

**Canpar.** Get the bar code decal so Canpar can leave your packages if you're not home.

**Pickup/drop off box.** Janet Dunsworth has a large Rubbermaid bin by her front door. Consultants and customers pickup or drop off items when she is not home.

**Use e-mail** rather than mailing out information – save postage and cost of brochures.

**Long distance plan.** There is a great deal right now with Primus. \$19.95 unlimited calls. Check into your phone plan at least once per year as the deals continue to get better.

**Points Credit Card.** Be sure that you are getting points for all your purchases especially if you live in a rural area that requires an additional flight to get to a major centre. I don't know about other plans, but Aeroplan flights are redeemed according to geographic region. I live four hours from Vancouver and have to fly to Vancouver before I fly almost anywhere else. Aeroplan is a good deal for me. If I have to fly to Toronto from Kamloops, I am also covered for the flight from Kamloops to Vancouver and it doesn't cost any more points than flying from Vancouver to Toronto. (I hope that makes sense to you.)

**Old books.** Dispose of old and out of stock books by giving them away to a charitable organization. Give them an invoice for the value of the books and you will get a tax receipt.

## **Exhibits**

**Price.** If it is a large event – ask for a price break on your booth. Many groups give a discount to home based businesses. If the amount seems high and you aren't making any progress with the secretary, make sure you talk to the actual person in charge. I have frequently seen significant price reductions by talking to the person in charge. For smaller amateur exhibits – if you think it seems expensive, say something. Quite often the organizer doesn't have a clue that they are overpriced and are willing to come down if people mention it.

**Book two tables.** Many consultants don't want to spend the extra to get two tables. But I find that sometimes you will more than double your sales because you can display more books and more people can access your display if it is busy. You can often get a deal if you book two tables rather than just one.

**Receipt books.** Use store bought receipt books rather than Usborne order forms. Put the GST number on your receipt if it is a teacher or school who may need to be reimbursed for the GST.

**Catalogues.** Stock up on old catalogues to give away.

**Magnets.** Be generous with your magnets.

**Brochures.** Personally I often don't bother to put out brochures. Very rarely have I ever received a call from a brochure picked up at an exhibit.

**Flag your pens.** They will no longer walk away at exhibits. Use the flags from TheBooster.com or make your own with sticky labels.

**Attach your pen** to the clipboard with a string.