

MLM Company Profile: Usborne Books & More



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Usborne Books & More

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

The Education Development Corporation (EDC) is the sole U.S. distributor of a line of children's books produced in the United Kingdom by Usborne Publishing Limited. EDC is a Delaware corporation with a principal office in Tulsa, OK. The corporation was incorporated on August 23, 1965. In June of 1968, the company adopted its current name and it operates two principle divisions: Home Business and Publishing. The Home Business division distributes books through consultants, homes, book fairs, direct sales, internet sales, schools, and public libraries. Usborne Books at Home (www.mlmllegal.com) has been in business for over 15 years.

The company began direct selling in 1989. Usborne Books at Home recently changed its name to Usborne Books & More.

Impact on the Industry

Usborne Books & More is a member of the Direct Selling Association. EDC has been recognized by *Forbes Magazine* as one of the 200 best small companies in America and three times by *Fortune Magazine* as one of America's 100 Fastest Growing Small Companies.

Discussion of Products

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Usborne Books & More sells books. Books are sold in many categories, including Learning Palettes/Wrap-Ups, Make Reading Fun, CD's, DVDs, Math, Science, Dinosaurs, Seasonal, Spanish, Social Studies, and many more. Books are available for children of all ages.

Discussion of Opportunity

Consultants earn 25 percent commission on home shows. Consultants can earn additional income through recruiting and creating downlines. Consultants can earn additional income through bonuses, stating, "Sell \$350 net and earn a 3% bonus on your personal monthly sales. You also earn a 4% bonus on your personal recruit's net sales."

There are no monthly quotas to fulfill.

Consultants can receive training and support through the following avenues:

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- *Monthly newsletter*
- *Regional and national conventions*
- *Local meetings and events*
- *Professional sales materials*
- *Order Pro - a computerized ordering system*
- *Your own E-commerce web site*
- *Training Tools*
- *Consultants In Action*
- *Live chats with company leaders*
- *Message Boards*

Rewards include luxury vacations (all expenses paid) or free products.

Consultants can start with the company by purchasing a business kit and paying shipping and handling. The kit comes with display items, business supplies, a six-month (www.mlmlegal.com) E-Commerce Web Site, a 60 day subscription to *Belinda Ellsworth's Success Express*, and a resource training center that helps to educate and motivate, and the kit will also include 32 of the company's most popular titles.

For more information, one must contact the company.

Discussion of Distributor Base and Sales Volume in U.S.

Usborne Books & More operates within the United States. The company's 2006 revenues were in excess of 30 million.

Company website: www.ubah.com

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmllegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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