

Sample Home Show Script

By: Elizabeth Ray

Welcome! I am so thrilled to be here with you tonight! (Hostess name), thank you for inviting me to share the evening with you and your friends.

How many of you have seen or been to an Usborne party before? Great! Thank you for recognizing the value of Usborne Books by returning for more.

For those who haven't seen Usborne Books before, you are in for a real treat tonight. The first thing we are going to do is show you how Usborne Books will positively impact your family's reading time.

You have a yellow Wish List in your catalog. *Hold it up and show it to them.* When you see or hear about a book you think you might like for yourself, jot it down. If your list gets really long, you'll want to consider hosting your own Usborne Show and getting lots of them for FREE! When you are watching me tonight, if a thought runs through your mind that you might like to get involved with Usborne Books, let me know. I'll be happy to send you home with some information.

This is where I explain the tickets. I give one to everyone who comes, another one to those who brought a friend, if someone drove a long way (usually over an hour). I also let them know that every time they ask me a question about the books or the business, they get another ticket. Finally, if they book a home show tonight or take information home regarding the business, they get 5 more. At the end of the show, I draw for a free book.

OK, now it's time to look at some books. Here I show 2-3 books that show the some of the features of Usborne Books. Some examples are below:

Double page spread – Great Search Books, many of the history or science books

Unlimited Activity – My favorite here is the Alphabet Book (story to read, question on every page, duck to find, what on the page starts with the letter, etc.)

Cutaway Views – Visitors Guide to Ancient Greece, Cutaway Cars, IL Children's Encyclopedia, etc.

I'd like to take a minute and share with you now how my life is better because of my involvement with Usborne Books. Here, tell your story. How did you get started? Were you nervous/anxious/afraid to sign up? What changed your mind? Now, what positive impact do you see from your business? More money? Time with your kids? Self-esteem? Professional interactions? Etc. Invite them to share in this great experience with you. Honesty shows here. Let them know about the Kit Special.

Let's look at a few more books.

Knowledge in Bite Sized Pieces – Here I use any of the internet-linked books (like Trains, Snakes, Space, etc). I explain the bits of info then I go into the value of internet-linked books.

Step-by-Step Instructions – any drawing books or cookbooks would work here.

I'm sure by now you all have a list that's a mile long! I want to invite each of you to host your own show and share these books with your friends and family. I have some dates available in the next month. We'll set a date that works for you.

Here I have each person fill out the Customer Survey. I draw one out for free shipping on their order tonight. I'll be glad to help with your orders now. I'd like to thank each of you for coming. Your families will appreciate your commitment to reading and literacy.