

# Ruth Smith

D I R E C T O R



**W**hen I signed up with Usborne Books at Home in July 1995, I had no business goals or plans. In fact, I was definitely NOT going to do this business! I just wanted to get great books discounted for my family & for gifts.

A few local booths led to home shows and I reached Gold in the One Step at a Time awards program. I wanted to reach the levels to get the pot 'o gold charms, but I was still NOT going to do this business!



I went to an Usborne Books Seminar in Tulsa in February 1996, with Nancy Ann Wartman, my incredible sister, friend & Usborne Director, just to get to spend the fun time with her. I told her on the way there that I was going to ACT like I was doing this business so I wouldn't embarrass her, but to remember that I was still NOT doing it.



Ruth and her sister,  
Nancy Ann Wartman



Ruth and Usborne Books  
illustrator, Stephen Cartwright  
in 2002

At the Seminar I noticed several important things:

- the other people there were “like me”, normal people who value children & education, and that I could relate to,
- the benefits were different for different people (income, recognition, camaraderie, promoting literacy, etc.)
- the management of the company is solid and caring -- a great combination,
- I saw the “big picture” and the limitless potential,
- and I wanted to be a Supervisor.

So, I decided, scheduled events, started recruiting, filled out my chart and promoted to Supervisor in 3 months. If you like being an Usborne Books Consultant, you'll LOVE being an Usborne Books Supervisor! And if you love being an Usborne Books Supervisor, you'll really love being an Usborne Books Executive Supervisor!



Julia Springer, Liz Hawkinson, Ruth,  
Randall White, Timberly Miller &  
Susan Wandishin in Paris, 2007



Ruth and Randall White,  
President of UBAH, at Convention

Ruth Smith

“One of my favorite parts about this business is helping others reach their goals. And, now, we have one of the fastest growing and happiest groups in the country.”

During this time, I've earned 14 UBAH incentive trips to: Acapulco, Disneyworld, Mayan Riviera, Hawaii, Alaskan Cruise for 3, Costa Rica for 2, Bahamas, Mexican Pacific Cruise for 2, Nevada Spa Resort, Mayan Riviera for 2 again, Hawaii for 2 again, Convention MegaStar, PARIS for 2 and Rui Palace in the Dominican Republic for 2!

These trips have given us some amazing incredible family memories & fun times with other Usborne friends as well. I hope you will plan to earn the next trip with us!

Success with Usborne Books at Home is achievable, even for those like me that start out NOT doing this business. UBAH has the program in place just waiting for us to decide to run with it.

My biggest business tip is to share BOTH the books AND the business! By sharing the business, you may be helping someone with something they want or need. Care enough about others to offer the possibility and reassure them that it's a good thing.



Ruth with her Mother and Sister in Mexico.

Now, I realize I found a DREAM JOB with Usborne Books at Home!

It is great to:

- see a child's smile when they "find the duck",
- feel proud of the incredible books we have to offer, making reading and learning more achievable and fun,
- work around my family's schedule,
- watch librarians appreciate the quality of our librarybound books,
- find new friends who value children and education,
- help Consultants & Supervisors reach their goals, whether it is to pay for dance lessons, buy a van, stay at home with their children, get out of debt, pay college expenses, etc.,
- to be rewarded for helping others do well.

What's not to like?!



Ruth and her family in London

DIRECTOR