

Success!

Founded 1978



A LEADS CLUB CHAPTER CONSULTANT PUBLICATION

DECEMBER 2002

THE LEADING EDGE

It's hard to believe that we're coming close to the end of another year. In this issue we're dedicating the back page to our annual reference guide for our website. Please keep this issue as a



Lisa Bertson, President

reference and note that the Chapter Consultant password protected areas have a new user name for 2003. You may wish to keep this issue of *Success!* in a page protector for easy reference.

Thank you to those of you who used part of your 10-minute presentation to gather input regarding our upcoming 25th Anniversary Convention in 2003. With our members' feedback we are sure to have the best event ever. Mark your calendar for July 11-13, and plan to join us in sunny San Diego.

Thank you for encouraging your members to complete our annual member survey (in the 4th Quarter *Leads Letter*). Any members who have not yet completed it may do so by logging on to www.leadsclub.com and click on the tan colored survey button.

Success! is going online in 2003. Please check your e-mails for the February issue and make sure your Regional Office has your current e-mail address.

It's been an exciting year for Leads Club and we couldn't have done it without you.

Happy holidays!



...to our newest Chapter Consultants:

Jackie Jackson, Folsom, CA (Taus)

Mary Westphal, Cameron Park, CA (Taus)

Lisa Whittet, Meadow Vista, CA (Taus)

...to these individuals on their anniversary as Chapter Consultants:

Debble Clark, Denver, CO (Zblewski) 8 yrs.

Laura Entwistle, Prescott, AZ (Vander Kooi) 4 yrs.

Lynette Vail, El Cajon, CA (Intl. Hqtrs.) 3 yrs.

Christopher Yankowski, Silver Spring, MD (Moharos) 4 yrs.

2003 FEE REVISION

When you make your December chapter visits, please remind your leadership teams and members of the new fee schedule that goes into effect January 1, 2003, and be prepared to answer any questions that may arise. It's important that our members (and prospective members) have time to plan and perhaps pay in advance prior to the increase.

Please emphasize our commitment to remaining the most cost-effective system for small businesses to advertise their products and services. (For an advertising cost comparison, please refer to the 4th Quarter 2002 *Leads Letter*.)

IDEA CORNER

Submitted by **Ellen Oberlander**,
Spotlight for May 2002

Personally, one of my favorite parts of this job is starting new chapters. This can be challenging and hectic, but in the end it is very rewarding! To me, seeking out new people who would like to enhance their business is just like recruiting for any sales organization and since that is my background, it is like coming home. I have set a goal for all of my chapters to reach 30 members. Think of all the new business this will produce!

CHAPTER CONSULTANT PROMO

I'm (your name), your Chapter Consultant, representing (your Executive Director) and the (your Regional Office) of LEADS CLUB.

This is a good time of year to take stock in your business success. Think about the past twelve months—what took place in your business and how did Leads Club factor in? Where do you want to go with your business in 2003 and how can your Leads Club participation help you get there? Once you have the answers to these questions, let your fellow members know so that all of your marketing partners will know your plan and can help you achieve it.

TOP 10-MINUTE TALK

Chapter Consultants: After giving the quiz, spend the remainder of your time discussing the specific points. (Some have more than one answer.)

1. When was Leads Club founded?
A. 1976 B. 1977 C. 1978
2. Forfeiture of membership occurs with the
A. 12th absence
B. 13th absence
C. 15th absence
3. An agent is a representative of a member who is unable to attend. A member
A. may B. may not be an agent for another member.
4. Members are considered absent when arriving later or leaving early
A. 5 min. B. 10 min. C. 15 min.
5. Sabbaticals are granted for
A. pregnancy
B. serious illness
C. unusually heavy workloads
D. activities adversely affecting chapter dynamics
6. Sabbaticals
A. are limited to no more than three months
B. can only be approved by the Regional Office
C. can be approved by the management team or Chapter Consultant
7. Monthly fees must be kept current during any granted sabbatical.
A. True B. False
8. Transfers must be approved by the Regional Office. Transfers are permitted when
A. a member changes businesses and that category is filled in his/her chapter
B. the member isn't receiving leads from chapter members
C. a new chapter opens and meets closer to the member than his/her current chapter
D. a member moves more than a 25-minute commute to his/her current chapter

Answers:

- | | |
|------|------------|
| 1. C | 5. A, B, D |
| 2. B | 6. A, B |
| 3. B | 7. A |
| 4. C | 8. A, D |

(All answers can be found in the Member Handbook.)

RESOURCE GUIDE – LEADS CLUB IS HERE FOR YOU!

When you visit the Leads Club website (www.leadsclub.com), you'll be amazed at all of the services we offer our members. Visitors are warmly greeted with a photo of President Lisa Bentson, a brief description of who we are, and an opportunity to listen to an audio message from Lisa herself! (Click on "hear Lisa's message right below the photo.") To see if Lisa will be in an area near you, take a look at the NEW Leads Master Calendar. To locate a chapter in your area, go to "Directory" in the left column links and select your state or country/territory. Read about Leads in the news and get ideas for your own chapter press releases. In Online Services, you can shop for Leads Club logo items and books, conveniently pay your fees online, enter the chat rooms, and even purchase your own website! The membership area is a wealth of information and services just for members; pay fees online, complete an information request form, find out more about Leads Club member benefits and peruse through the members' websites. There are so many member benefits, we couldn't fit them all on the front page so try the Site Map to locate other valuable features within the site . . . happy surfing!



LEADS MASTER CALENDAR

Click on the NEW Master Calendar to find out about regional events and when Leads Club President Lisa Bentson will be visiting your area. This interactive calendar has many uses. Watch for enhancements in the future.

MEMBERSHIP AREA

Fill out an information request form online (it's emailed to the International Headquarters and forwarded to the appropriate chapter) OR

- View other members' websites online.
- Find out more about Leads Club meetings and benefits

LEADS IN THE NEWS

Separated into National/International and Chapter or Regional news publications, this shows the press coverage of Leads Club. It's easy to see why Leads Club is a successful networking approach for many businesses.

SITE MAP

There is so much more in the Leads Club site! Go to the **site map** to find:

- **Success Stories** – how have Leads members benefited from Leads Club membership?
- **Career Opportunities** – Explore the possibilities of a successful and rewarding career with Ali Lassen's Leads Club.
- **Contact Page** – contact the Leads Club office for information. Let us know a little about you!

ONLINE SERVICES

This area offers many services:

Buy Leads Club logo items (get an item free with purchase!)

Buy Ali Lassen's **popular books**

"The Secret of Their Success" and "Power Plays".

Pay your Fees conveniently and securely online – all major credit cards accepted.

Enter the Chat Rooms (FREE Member chat area)

Chapter Consultants have their own chat room.

Password Protected:

Username: chapcon2003 • Password: cheerleader (lower case – no spaces)

Executive Director **Bulletin Boards**

(Get your password from your Executive Director.)

Link your website to the Leads Club website for a nominal processing fee.

Our site gets tremendous exposure every month and is listed on every major search engine.

Imagine the "piggy back" benefit of your site being seen!

Purchase a website for only \$65.00!

For those members without a website, this is an inexpensive and easy way to obtain one!

CHAPTER SUPPORT MATERIALS

Chapter Charts

(blank charts for management team members)

Password Protected:

Username: team • Password: cheerleader

Chapter Consultant Materials

(blank report forms for your convenience)

Username: chapcon2003 • Password: cheerleader

Workshops

Find out about "Focused Networking" professional hands-on workshops offered by Leads Club.

Networking Tips

Featured tips on how to generate leads, successful telephone prospecting and increasing your chapter membership.

SURVEY

Select the "Survey" button and participate in our 2nd annual online survey. We utilize this information in *press releases* and as a *research* opportunity to continue offering members the *quality service* they've come to expect from Leads Club.

DIRECTORY

Find a Leads Club chapter near you. Simply select from the interactive map or by executive director.

SUPPLY REQUESTS

Get your Chapter supplies easily through our online ordering process.

LEADS CLUB CONVENTION

See information on past and upcoming Leads Club Conventions.



PRIVACY STATEMENT

To review Leads Club privacy statement, please visit www.leadsclub.com.

THIS IS YOUR NEWSLETTER!

Please send information, suggestions and/or comments to:

Leads Club • P.O. Box 279 • Carlsbad CA 92018

Phone: 1-800-783-3761

E-mail: leadsclub@leadsclub.com

**Remember to
send us your
Top 10-Minute Talk.**