

Success!

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WALI LASSEN'S
LEADS CLUB

www.leadclub.com

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FEBRUARY 2002

THE LEADING EDGE

Respected colleagues, it is with mixed emotions that I write my last regular segment for your newsletter, *Success!* As many of you may have experienced in your own business lives, growth brings changes. Leads Club is continuing to grow, and with that the need for me to adjust my duties.

I am proud to introduce Leads Club Vice President Joan Sampson as your new co-editor. Joan works with 62 Home Office chapters and she experiences many of the same challenges and successes you do. I know she is an able and willing replacement. I will miss the opportunity to share with you on a regular basis, but hope to keep in touch via periodic articles, online chats, and our upcoming teleclasses.



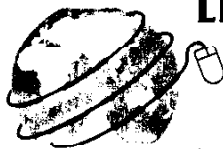
...
It is very exciting for me to have this opportunity to be involved with the *Success!* newsletter. I have acted as a Chapter Consultant and I know how valuable and timely the information in *Success!* has been for me. *Success!* offers a platform for all Chapter Consultants in the *Leads Club* system to share their ideas and to be recognized.

Please check out the articles about our upcoming cruise in September and especially read about the new formats for our Chat Rooms. The members will be chatting on Mondays from 5:00-6:30 p.m. depending on their business categories. Of course, I encourage all of you to join in on the Member Chats, but notice that on Saturdays at 10:00 a.m. your local time zone, there will be a chat time just for Chapter Consultants! This will be a chance to meet online and discuss anything and everything in weekend comfort.

Don't hesitate to contact me with your ideas and tips. They are important! I am looking forward to maintaining the superb quality of *your* newsletter, *Success!*

Joan

LEADS CLUB CHAT ROOMS



Weekly chat times for **Chapter Consultants** are on **Saturdays at 10:00 a.m.** (your local time) through **March**.



Interact with Leads Club Chapter Consultants worldwide and share ideas for chapter success. Directions are provided on the website.

Remember, you must type in **chapcon2002** in the log-in field. The Chapter Consultant password is **cheerleader**.

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Weekly chat times for **Members** are on **Mondays from 5:00-6:30 p.m.** (your local time) through **March**. (See the 1st Quarter 2002 *Leads Letter* for specific times for categories or click on Member Chat Room on our website.)

Please remind your members of the weekly scheduled chat times.

See you online!

CALLING ALL CHAPTER CONSULTANTS

Because this is your newsletter, we want to share your ideas with other Chapter Consultants around the world. The more we help each other, the better we'll be able to help our members achieve maximum success from their membership.

Sometimes it's those extra little things that make a difference. Going **above and beyond** heightens your own profile and also elevates the members' appreciation for what you do for them.

Do you feel you go **above and beyond** for your chapters? Please let us hear from you in 75 words or less describing how you do it. Also, please send us your favorite and most effective:

- 10-MINUTE TALK
- 30-SECOND PROMO
- PROGRAM VARIATION

Send to: *Success!* Editor
P.O. Box 709
Lafayette CO 80026-0709

E-mail: denisehmi@aol.com

CHAPTER CONSULTANT PROMO

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

One of the ways Leads Club offers service to its members is through our support of the valued Leadership Teams. As we approach the new leadership term, I hope you will seriously consider serving. Should you be asked to serve on the upcoming leadership team, please accept with enthusiasm.

REMINDER...



April is International Visitor Month in Leads Club. Please begin promoting this exciting opportunity now. Encourage your chapters to invite as many visitors as possible during April. You might suggest an **Open House**, **Member Challenge** within the chapter, or perhaps a **Chapter Challenge** between two local chapters.



FEBRUARY PROGRAM VARIATION

What do you love most about your business?

There are 74 program variations in your Chapter Consultant Manual. Take a look.



SPOTLIGHT CLASSICS

Great ideas from past Spotlights:

Increasing Membership

1. Involve ALL members of the chapter.
2. Identify categories that would benefit members in the chapter.
3. Ask who knows someone in that category. That person is assigned to contact the individual and make a reservation to visit the next week.
4. Follow up at the next meeting, either with the visitor OR with the member regarding the outcome/feedback of the contact. If no contact was made, ask the member when the next contact will be made.

Improving Numbers & Quality of Leads

- Stress that members be very specific about their target market each week.
- Teach the members how to "listen" every day for leads. Share with them ways to enhance their 30-second promotionals and 10-minute presentations so they can better educate members on what to listen for.
- Report the total number of leads passed each month with lots of applause and recognition for the top three lead passers.

Re-energizing a Static Chapter

- Have a month-long contest. Each week assign a different challenge to the members and give points for successful completion. Here are some ideas:
 1. Draw a member's card and bring in a QUALITY LEAD for that person next week.
 2. Draw a member's card and visit one-on-one during the week. (This way each member will visit with two members during the week—the one whose card the member drew and the one who drew the member's card.)
 3. Draw a member's card and think of three power partners for them. (Extra points given if they pass a quality lead to that person or bring in a visitor who is one of the power partners.)

Program Variation

- During one of the three 10-minute speaker presentations, pair off the members and have them update their 30-second promotionals. Have the Assistant Director set the timer for two 4-minute segments. Ask them to present their new promos during their final 30-seconds.



Caribbean Cruise to Success



Networking at Sea
September 2002

The **early registration deadline** for the annual Convention is February 28, 2002.

- Save \$150 on your initial deposit for the cruise (\$250 after February 28)
- Save \$50 with early registration for the convention (\$125 after February 28)
- Seven glorious nights
- Princess Cruise Lines—Grand Princess
- Departs/returns to Ft. Lauderdale, Florida
- Inside cabins start at \$690/person
- Ports of Call: Princess Cay, Grand Cayman, Majahual and Cozumel

For more information, see the flier that was included with the 1st Quarter *Leads Letter* or click on "convention" at www.leadsclub.com.

S. O. S.

Sticky (Oh please, not today) Situation

Setting:

At your monthly visit, members ask why they pass leads before the 10-minute presentations.

What would you say?

Suggestion:

Members agree to generate leads during the week **prior** to the meeting. They come to the meeting with their lead cards **completely** filled out and ready to distribute during the lead-passing segment. This enables everyone to give undivided attention to the current week's speakers and focus on them until the next week's meeting.

When the current speakers give you ideas of good leads for them, you'll be able to follow through with those prospective leads and solidify them prior to your next meeting, giving the recipients the best opportunity to turn those leads into new business.

TOP 10-MINUTE TALK

Use your 10-minute presentation to explain to the members how Leads Club provides support and assistance to them through their Leadership Team and Chapter Consultant.

Share specific ways that you, as a **CHAPTER CONSULTANT**, help members by educating, mediating, and motivating.

Educate: Chapter Consultants are the liaisons between the Regional Office and chapters using the *Leads Letter* (quarterly publication), 10-minute talks, sharing new ideas presented by the Regional Office and from other chapters. etc.

Mediate: Overcoming challenges, holding members accountable to the professional, ethical, and productive behavior they agreed to when they signed their applications.

Motivate: Regular monthly visitation, energizing the chapter, assisting towards growth, leading by example (most Chapter Consultants are also Leads Club members).

Next, share how the **LEADERSHIP TEAM** helps through:

Organization—Following the meeting format, utilizing the manuals that are provided to each member of the team. This is a great time to briefly discuss the leadership team training provided at no charge prior to each new term.

Accountability—Maintaining and submitting records to track the members' progress and success.

Professionalism—Arriving on time, maintaining category exclusivity, promoting ethical behavior, setting an example of excellence, etc.



...to our newest Chapter Consultants:

Merrill Blair, Avada, CO (Zblewski)
Alice Contreras, Merced, CA (Int'l. Hqtrs.)
Betsy Hull, Wheaton, IL (Cummings)

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

Cathleen Bentley, Capitola, CA (Int'l. Hqtrs.) 1 yr.
Paula Hendricks-Prieur, Salinas, CA (Int'l. Hqtrs.) 7 yrs.
Gloria Kornhauser, Torrance, CA (E. Elliott) 2 yrs.
Linda Mower, Watsonville, CA (Int'l. Hqtrs.) 1 yr.
Ellen Oberlander, El Dorado Hills, CA (Int'l. Hqtrs.) 1 yr.
Jeré Webb, Santa Rosa, CA (Int'l. Hqtrs.) 13 yrs.