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## Greetings Chapter Consultants!

Thank you for logging on and reading the Success! Newsletter. 100% of its purpose is to keep you informed and provide you with tools and ideas to support you in your Consultant role.

Have you ever heard a Member complain that all the people they ask to join Leads Club say, **“I already have enough business, I don’t need to advertise”**? With many parts of our country experiencing booming economies, this could truly be the case. But... most marketing experts preach the importance of consistency in your advertising. Times won’t always be good. Even if you are dealing with a business person who only wants to grow their business to a specific point, consistent marketing is still key since most businesses have attrition and times can change from good to bad at a moments notice.

As a Consultant, it is important to educate our Members on how to respond to common objections when they are speaking with potential Members. Here are a few responses to this comment to get you started. Why not include this in a future 10 Minute Presentation and ask the Member to add to the list below.

**Comment:** I already have enough business.

**Response:** Do you have attrition in your business?

Do you ever lose clients?

Is your current clientele providing you with sufficient income?

Are you doing business with people you like and trust?

Are your clients providing you with the type of business you like to **do**?

To your continuing success!

## KUDOS

### CONGRATULATIONS TO CHAPTER CONSULTANTS WITH ANNIVERSARIES IN:

#### JUNE

**Christi Moffat - 10 yrs**

(MD,DC,VA -Moharos)

**Gail Gladd - 5 yrs**

(IN- Reister)

**Anne Batiste - 3 yrs**

(CA - Elliott)

**Renee Cabrera - 1 yr**

(FL - Versaggi)



## 10-MINUTE TALK

We all know that consistent marketing keeps your business in front of potential customers and regularly attending your

Leads Club meeting is also an important step in this process. During the slow summer months, your attendance here is vital to keeping your business in the forefront of your fellow Members’ minds.

Some things you can do to keep your potential clients thinking of you are:

- Send a mailing just prior to your vacation, so you can follow up on them when you return.
- Successful Members send an Agent if they will be out on vacation. You are absent, however your business is still being put in front of the Membership and Leads can be generated.

Attendance Policy: Remember that you are granted 12 absences in a 12-month cycle - not per year. If anyone is not sure where they stand in the number of absences they have in the last 12-month cycle, please see me and the Assistant Director and we’ll go over that with you at the end of the meeting. Check you Member Handbook for complete details.

Note: Try to connect with the A.D. and get a copy of the Attendance chart so you can identify some members to receive Attendance Awards. Don’t forget Honorable Mentions, the idea is to acknowledge as many people as possible and heighten awareness of the benefits of good attendance!

### Chapter Consultant Promo

“Hello, I’m \_\_\_\_\_ your Chapter Consultant, representing \_\_\_\_\_, your Executive Director and the \_\_\_\_\_ Regional Office of LEADS CLUB.

Today we will discuss the importance of attending Chapter meetings, even in Summer so you can keep your business in front of your Chapter Members.

Your *SUCCESS!* Newsletter is published to Adobe Acrobat PDF file format. Need Adobe Acrobat Reader? Get it for free at: <http://www.adobe.com/products/main.html>

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## SPOTLIGHT



**H**ello, I'm Charles (Chuck) Braun. I am the President of Pezeo 1 Promos Direct (promotional products) as well as a Chapter Consultant working with Maggie Reister, Executive Director of the Louisville Kentucky area.

Building membership in your particular Chapter should be relatively easy - one would think. But, I've seen a lot of New Members bow out after a 2-3 month period because they joined (for the wrong reasons) thinking it was going to be a quick fix for their career. Soon after you hear they aren't employed any longer, their job was in jeopardy for a lack of sales, or a variety of other reasons beyond your control. Leads Club is for seasoned professionals looking to expand their business success thru a qualified referral process. This process starts with the Director insuring the applicant is highly qualified. Calling their referrals listed on the application is key to insuring this!

I've always thought of our Chapter as being similar to a large family. The Derby City Chapter has become a very cohesive group over the past 2 years. With a core of 13 individuals and growing, our accomplishments are proven success.

Our Power Partner groups, inside the core membership, have been critical to the successes of our Chapter. I can't write about any particular business category or individual being more successful than another. Time in the Chapter, developing inter-personal business relationships like family, has been our key to longevity. The Derby City Chapter's success does not hinge on any one Member's success. It's a concerted effort with equal contributions from all the Members. Everyone in our Chapter has at one time or another held one or more of the Leadership roles. I'm sure we've all heard this line once in our lifetime: "You must learn to follow before you can learn to Lead!" With best regards for success in business, Chuck Braun

## INCENTIVES

**SUCCESS STORY INCENTIVE** ([click here for flyer](#)) - One Spotlight story winner per month receives a spotlight page on Leads Club website, an Ad slick in PD format and One Month Free Fees Certificate!

**FREE LINK INCENTIVE** ([click here for flyer](#)) - Free Link for any active Member who makes a Semi-Annual fee payment (or) Any newly installed Management Team Member.

## WHAT'S NEW?

- In addition to the ongoing incentives mentioned above, Leads Club now has some materials available in Spanish. Please mention it during your business travels and let's get some bi-lingual Chapters up and going.
- Check out our website for a new selection of Pod Casts. Dust off that Digital Recording Device (aka ipod) and download some great tools.

## CONGRATULATIONS ON PERFECT ATTENDANCE!!



**Marie Matzdorff - Member, Prescott, AZ Chapter**  
I joined Leads Club in November, 1999. I have a perfect attendance record. Being in real Estate, I never dreamed I would be able to accomplish this.

How did I accomplish this you might be asking?? I made a commitment to Leads Club! I simply explain to my clients that I have an appointment between 11:15am through 1:00pm every Thursday. I even schedule my vacations around it.

**That's it . Make a commitment and be at every meeting to promote your business. The rewards are worth it!!!**

## PROGRAM VARIATION

During your last promotional, tell us what you'll be doing to continue to market your business during Summer Vacation time. (i.e.: sending an agent to represent you at Chapter meetings; sending a mailing to clients before you go on vacation, etc.)



~ The Future belongs to those who can believe in their dreams ~

Sign up to receive these weekly by visiting the Leads Club website homepage.

## S.O.S

**Q:** How do I figure out attendance so I know how many absences I have had in the last 12 months?

**A:** To count your absences, look on the Attendance Chart. Look backwards 12 months to the same week of the same month that the current absence is in (remember the chart may be 2 sided or your previous absences might be on a previous chart). From that point going forward, count any absences up to the most current one. That count will be the total number of your absences. Doing it this way, you are counting only current absences and not the ones that have already dropped off.

This is why it is so important for the Management Team to make and keep backup copies of all of their Charts, especially the Attendance Chart.. The Team should always have the previous years Charts going back a full 12 months. I suggest keeping the Attendance Chart going back 24 months as this can also show attendance history in case any issues come up regarding a Member.

If you still have difficulty, contact your Regional Office and be sure they have received the copies of all your Monthly Charts as stated in the Management Team Manual on page 29, #10. They will need these in order to assist you.



## COMMUNICATION CORNER

for details go to:

<http://www.leadsclub.com/member/teleclass.shtml>

### TELE-CLASS SCHEDULE:

Number: (620) 782-8231

Access Code: 4852#

### CHAPTER CONSULTANTS:

**3RD Monday - 4pm PT**

• **July 17, 2006**

The Tools in Your Chapter Consultant Toolbox

**\*\* NEW DIAL IN # for JULY ONLY! \*\***

**319-632-1100**

**Access Code 161178#**

### MEMBERS:

**3RD Tuesday - 4pm PT**

**DATES: July 18, August 22, Sept 19, October 17, November 14.**

### NEW MEMBER ORIENTATION:

Join us for informative Tele-Classes as Lisa Bentson guides you through the New Member Handbook and assists you in gaining the maximum benefit from your time and investment in the Leads Club advertising system. She will spend ample time covering your 30-Second Promotional and 10-Minute Presentation. The session will be beneficial for new and existing Members.

### NEW PASSWORDS:

**Chapter Consultant area on web:**

User name: conscious

Password: cooperation

**Leadership Team area on web:**

User name: business

Password: 06referrals

### CHAT ROOMS:

**CHAPTER CONSULTANTS:**

1st Saturday each month - 10am PT

**MEMBERS:** Saturdays - 10am PT

**SUCCESS!** Newsletter is published 8 times per year. Your Top 10-Minute Talks, suggestions and articles are welcome for possible publication. Due to the online nature of the newsletter, please feel free to submit any websites that you feel would be valuable links that we can share (please keep it to Leads Club related sites).

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