

# Success!

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A LEADS CLUB CHAPTER CONSULTANT PUBLICATION  
NOVEMBER 2002

## THE LEADING EDGE

This issue of *Success!* focuses on improving your communication with our members as well as member-to-member communication.



Lisa Bentson, President

There's a good 10-minute presentation for mini one-on-ones (**Top 10-Minute Talk**) and a wonderful suggestion from a Director turned Chapter Consultant (**Idea Corner**). And of course, some great ideas from **Tara McCourt**, our fabulous spotlighted Chapter Consultant.

There are many excellent resources in this issue. Please let us know other specific topics you'd like for us to address. We appreciate your many efforts in the Chapter Consultant role.

Our 2002 Convention/Cruise was a tremendous success. For those of you who attended, thank you for your participation. For those who couldn't make it this year, we're gearing up for our big 25<sup>th</sup> Anniversary celebration in San Diego, California, July 2003. You won't want to miss this exciting event! We'd love to have your input so please see **Convention 2003** on the back for more information on how you might participate in the behind-the-scenes activities.

*Jisa*



## NOVEMBER PROGRAM VARIATION

How can your business help your clients, friends, and family during the busy holiday season?

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

## ONLINE PEER SUPPORT

### CHAPTER CONSULTANTS

Mondays, 12:00 noon Pacific Time

User name: chapcon2002 Password: cheerleader

When your members participate in the Leads Club chats, they may develop additional methods for successful membership from ideas shared by others. It's a win-win for everyone involved.

### MEMBERS

Mondays, Your Local Time

12:30 p.m. Members from 0-6 mos.

1:00 p.m. Members 7 mos-2 yrs.

1:30 p.m. Members 2+ years

No password is required for members. Directions are provided on the website.



## TOP 10-MINUTE TALK

### Mini One-On-One

Take your timer with you so the Assistant Director can participate.

- 1 minute: Explain that members will divide into pairs. (Either draw business cards to determine who will be partners OR number off around the room.)
- 3 minutes: One of the pair talks about themselves and their business, and shares information that might not have been shared before. Then have the pair brainstorm ways for the member to receive leads from sources not previously thought of.
- 3 minutes: Switch. The other partner now has the opportunity to share.

*(Remember that the focus should be on one member during each 3-minute time period.)*

Explain that during the last 30-second promotion, each member will tell the others something new about their partner that the group didn't previously know. Also, share the best source of business referrals for them AND/OR a specific NEW source of leads. *(Since this presentation only takes 7 minutes, allow each member 40 seconds for the final promo.)*

## CHAPTER CONSULTANT PROMO

I'm            (your name)           , your Chapter

Consultant, representing            (your Executive Director)            and the            (your Regional Office)

of LEADS CLUB.

If you haven't filled out the Annual Member Survey, which was included in the 4<sup>th</sup> Quarter issue of the *Leads Letter*, please take a few minutes to do it today. It's also available on the Leads Club website if that's more convenient for you. This survey will provide valuable information to the International Headquarters, as well as assisting you in tracking the benefits and results you've received from your Leads Club participation.



...to our newest Chapter Consultants:

**Bob Almada**, Elmhurst, IL (Cummings)

**Lisa Boyle**, Englewood, FL (Young)

**Karen Christmen**, Santa Barbara, CA (Hawks)

**Richard Elliston**, Oklahoma City, OK (Price)

**Betty Fick**, Aurora, CO (Zblewski)

**Johnna Fox**, Arizona (Vander Kooi)

**Susan Lake**, Allenspark, CO (Zblewski)

**Bill Miller**, Apache Junction, AZ (Vander Kooi)

**Deanne Parker**, Sarasota, FL (Young)

**Elaine Seyman**, Aloharetta, GA (Mittiga)

**Dean Smith**, Oklahoma City, OK (Price)

**Laurie Versaggi**, Tampa, FL (Young)

...to this individual on her anniversary as a Chapter Consultant:

**Jean Bergman**, Van Nuys, CA (E. Elliott) 8 yrs.



## SPOTLIGHT

### Tara McCourt

Glen Burnie, Maryland  
443-838-5078  
imorganized@hotmail.com

Exec. Dir.: Alex Moharos

Became C.C.: September 2002

Profession: Professional organizer and owner of *Organize It!*

Tara finds that many members do not understand the role of Chapter Consultant and therefore do not utilize them effectively. She suggests that Chapter Consultants explain to the members exactly what they do. Here are some of her other great ideas:

#### Increasing Membership:

- It is important to maintain structure at meetings. If meetings have little structure, visitors may feel left out and won't understand the information being presented. A structured meeting will help visitors feel welcomed and included. They can easily follow the format even if they don't understand all of the terminology.
- Small incentives (such as a bottle of wine or a certificate of recognition for the member who brings the most visitors per month) help members feel appreciated and keep focused on growing the chapter.

#### Improving Numbers & Quality of Leads:

- Encourage members to follow up on the leads they give to other members. They should take responsibility for the lead to make sure the lead was contacted and if the member is working on closing the lead. If the lead fails, the member should try to find out why. This educates members as to the quality of their leads and helps them better qualify the leads they pass.
- There is a direct correlation between the number of one-on-ones a member has and the number and quality of leads that member receives. Stress the results that one-on-ones bring to the individual.

#### Re-energizing a Static Chapter:

- Look closely at the members. Sluggish chapters often have a tight clique of members and some may feel that they don't fit in. Changing the seating or introducing a contest that requires members to pair up with someone they don't know may help the group to mesh.

#### Program Variations:

- What would be a BAD lead for you?
- What is new/improved in your business?
- During the next month, what one thing would you like to improve in your business?
- What is the best lead you have received?

## IDEA CORNER

Submitted by Chapter Consultant **Betty Fick, Colorado**

As a chapter Director, I sent out weekly e-mails to every member recapping the meeting. This memo included:

- Congratulations and special thanks
- Announcing new members and visitors
- Number of inside and outside leads
- Whatever the group is working on (keeping to the time schedule when passing leads, building membership, etc.)
- Addressing any challenges that the group is experiencing.
- Who the speakers were this week and who they will be next week.
- Trivia Question about something one of this week's speakers said. (Those members who respond with the correct answer get their names put in a hat to win an extra 30 seconds during next week's promotionals.)

If no one in the chapter has time to send out a weekly memo, suggest that the Director ask a trivia question regarding last week's speakers. The first person to answer correctly receives the extra 30 seconds.

This same memo could be sent out by the Chapter Consultant following your monthly visit giving kudos, recapping your presentation, tips for improvement, etc.



Come home to San Diego in 2003 for the Leads Club 25<sup>th</sup> Anniversary! Be on the lookout for more information in upcoming *Success!* issues.

We're looking for members to participate on the planning committee for this exciting celebration July 11-13, 2003. Please remind any interested members to join us in an online chat Monday, November 4, at 3:00 p.m. PST. If you don't visit your chapter(s) until after the 4<sup>th</sup>, please let your members know that they may contact Lisa at [Lisa@LeadsClub.com](mailto:Lisa@LeadsClub.com) for more information or about becoming a member of the planning committee.



Western Washington Chapter Consultants Marilyn Houser (left) and Georgiann Dustin with Lisa Bentson.

## S.O.S.

**Sticky (Oh please, not today) Situation**

### **Setting:**

A visitor asks, what are the membership fees used for?

*What would you say?*

### **Suggestion:**

Leads Club fees are used to supply all the materials, tools, training, and ongoing support for the effective use of this system as well as:

- Leadership team members receive training and supplies to enable them to function effectively as leaders of the chapter for their six-month term.
- New members receive a packet filled with useful information, a business card holder, audio tape, and continuing support materials from their regional office.
- A Chapter Consultant is appointed to work with the chapter on a monthly basis to help members fully utilize the system.
- All members receive a quarterly complimentary issue of the *Leads Letter* containing valuable information on both membership and general business topics.
- And of course, members have the opportunity to participate in a time-tested, results-oriented advertising system that has been emulated around the world.

(See the 4<sup>th</sup> Quarter issue of the *Leads Letter* for an advertising cost comparison.)

**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](mailto:leadsclub@leadsclub.com)

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