

Success!

Founded 1978



A LEADS CLUB CHAPTER CONSULTANT PUBLICATION
SEPTEMBER/OCTOBER 2002

THE LEADING EDGE

One of our main topics for this issue is the lead process itself. With all of the wonderful additional benefits our members receive from their Leads Club participation (leadership skills, improved public speaking, inside information from other professionals in the business world, moral support and business friendships—to name a few) generating leads is our purpose and focus.



Lisa Bentson, President

Photo by Joanne Henriksen

We have filled this issue with Ideas and suggestions on giving, receiving, and documenting the lead process. By consistently reminding our members of the purpose of Leads Club, and reviewing all of the wonderful tools available, it's my hope that all members will gain the maximum benefit from their time and investment in Leads Club.

The upcoming *Leads Letter* will contain an advertising cost comparison that may be helpful in reminding the members of what a cost effective form of advertising Leads Club is. We will also include our ANNUAL SURVEY. It will be available online as well as in the newsletter. Please plan to allow time during your October visit to encourage your members to complete the survey.

Thank you for all that you do for our awesome members!

WE VALUE YOUR FEEDBACK

We're considering moving the *Success!* newsletter online in 2003. Because this is YOUR newsletter, we'd like your feedback.

How do you feel about reading the newsletter online instead of receiving it by mail?

Please e-mail your response to Lisa@leadclub.com or fax to 760-729-7797 no later than September 30.
Thank you!

TOP 10-MINUTE TALK

Traditionally, September and October are two of the most successful months in Leads Club. Our chapters tend to increase their membership during these months, resulting in increased lead generation. This is a perfect time for us to talk about the importance of documenting the number of leads received and given and the dollar value of those leads.

Leads Club has many tools to help our members monitor their Leads Club results. **[Chapter Consultants: Be sure to show a sample of the following tools as you discuss them. We've given you an opening statement for each one that you can expand on.]**

Lead Card

Make sure each Lead Card is completely filled out with all the pertinent information.

Activity Chart

Keep this handy chart in your business card holder to document the leads you give and receive each week.

Lead Chart

Your Assistant Director keeps this chart up to-date. You can help by submitting the dollar value of your leads each month. Remember, this information can remain anonymous using the \$ Value Slips.

\$ Value Slips

This is a great tool for reporting the amount of profit each lead generates.

Tracking Thermometer

What a wonderful tool to use for showing prospective members how committed your members are and how effective the Leads Club system is. (The Tracking Thermometer was presented in the 2nd Quarter 2002 issue of the *Leads Letter*.)

CHAPTER CONSULTANT PROMO

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

September and October are two of Leads Club's best months for increasing membership. As you're seeking prospective members for your chapter, please keep in mind that filling open categories with your Power Partners is a smart business move. Also, meeting one-on-one with your fellow members not only will help you generate more leads for each other, but it's a great opportunity to brainstorm prospective members who will benefit both of you.

IDEA CORNER

Submitted by Chapter Consultant Ellen Oberlander (May 2002 Spotlight)

Ask one enthusiastic member to provide a success story from one of their leads. Have that member provide statistical information about the lead such as monies earned, computed value of the lead and the overall success. This motivates and encourages other members to share their success also.



REMINDER

Please remind your members to tally their number of leads and dollar values for the Annual Member Survey which will be available both online and in the 3rd Quarter issue of the *Leads Letter*.

By asking them to gather this information, they will be able to complete the survey which enables us to enhance the Leads Club system.

SEPTEMBER PROGRAM VARIATION

Tell us the lead that has generated the most profit to date for you and your business.

(Be sure to include spinoff business received from the lead.)

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



SPOTLIGHT

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Exec. Dir.: Nancy Hawks
Became C.C.: August 1999

Profession: Sales Director with Mary
Kay Cosmetics

Nanci has some great ideas!

Increasing Membership:

- Do you work with someone who could be a Power Partner for you or a member of your Chapter? Invite them!
- Prior to your weekly meeting, ask yourself, "Who have I done business with who might be interested in growing their business?" Call and invite them!

Improving Numbers & Quality of Leads:

- If it is a small chapter, the best lead for the group would be a visitor! A visitor can help everyone with new leads/contacts.
- Set a date to visit the other members to get better acquainted with what they have to offer and how you might be able to help—and vice-versa. Use the Visitation Chart to record these 1-on-1 visits.
- In your 30-second promo, be sure you are clear about the specific kinds of leads you are seeking.

Re-energizing a Static Chapter:

- Are you actively "selling" your chapter? Whenever you attend events, ask participants if they would like to come and visit a professional group of (number of members) non-competing businesses, pass out their business cards, and give two 30-second commercials—for only \$5.00 plus the price of the meal.
- Are you proud of your group? Do you want to invite visitors to meet your fabulous members? If not, then how can YOU change that attitude?



Come home to Carlsbad in 2003 for the **Leads Club 25th Anniversary!** We'll share more with you in upcoming *Success!* issues.

LEADS CLUB CHATS THROUGH DECEMBER 2002

CHAPTER CONSULTANTS

Mondays, 12:00 noon Pacific Time

User name: **chapcon2002** Password: **cheerleader**



Please promote the member chats and remind them of the numerous benefits of interacting with fellow members worldwide.

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.

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.

S.O.S.

Sticky (Oh please, not today) Situation

Setting:

One or more members prefer not to submit their dollar value for leads received.

What would you say?

Suggestion:

1. Every successful business person monitors and documents results. Successful Leads Club members recognize the importance of keeping track of what they're getting from their Leads Club advertising dollars.
2. Remind them that it can be done *anonymously by using the Dollar Value Slips.*
3. Documenting and submitting the profit generated from leads also supports the chapter in attracting new members and keeping existing ones.

ABOVE & BEYOND

Submitted by Chapter Consultant Linda Peterson, San Jose, California

Making ourselves accessible to our members is an important part of the Chapter Consultant role. However, there is a big difference between support and control. No one wants to feel like they're being controlled, but everyone wants to feel supported.

Good communication is crucial to the success of a chapter, and regular calls to your leadership team are a great way to keep your finger on the pulse of what's going on. Most of us make our monthly call to the Director prior to our visit; but I've found it useful to call right after a meeting, as well. Depending on what's going on in the chapter, I might even call weekly for awhile. This way I'm better able to support them and address some of the dynamics going on in the chapter as they're occurring.



Congratulations to our newest Executive Director, Victoria Taus, formerly a Chapter Consultant in Washington and California.

...to our newest Chapter Consultants:

Lesli Diamond, San Jose, CA (Int'l. Hqtrs.)

Shannon Lee, Fair Oaks, CA (Taus)

Mary McCaskill, Merced, CA (Taus)

Kelly Porter, Spokane, WA (Int'l. Hqtrs.)

Sally Reeder, Brandenton, FL (Young)

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

Cindy Cannon, Atlanta, GA (Mittiga) 2 yrs.

Jill Chrstos, Philadelphia, PA (Int'l. Hqtrs.) 1 yr.

Rob Donahue, Lawrenceville, GA (Mittiga) 5 yrs.

Cheryl Hayes, Long Beach, CA (E. Elliott) 4 yrs.

Theresa Jussila, Coeur D'Alene, ID (Int'l. Hqtrs.) 1 yr.

Shirley McKinney, Carlsbad, CA (Int'l. Hqtrs.) 4 yrs.

Bonnie Mayes, Las Vegas, NV (Int'l. Hqtrs.) 5 yrs.

Norma Morris, Laguna Hills, CA (E. Elliott) 3 yrs.

Mary Ann Mullin, Fountain Valley, CA (E. Elliott) 7 yrs.

Judith Munoz, Studio City, CA (E. Elliott) 3 yrs.

Selma Taradash, San Mateo, CA (Int'l. Hqtrs.) 8 yrs.

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.