

Kudos

VANTAGE POINT



Greetings Chapter Consultants!

Hope you all had a great summer and if you're in the other hemisphere, Happy Spring!

This issue we're focusing on Building Membership. Here is a sample dialogue to suggest to your Members if they're not sure what to say to prospective visitors:

"Hi, my name is Lisa and I belong to a professional organization and our sole purpose is to generate business leads for each other. Are you looking for new or more business?" If the answer is no, then use the time tested technique of asking that person: "Our group is actively seeking a _____ do you know of any other sharp people in your profession?"

With lots of visitors expected, please remind your Assistant Directors of the importance of having Visitor Packets prepared in advance and available. New members increase the excitement, energy and lead generation. Members benefit from bringing in their power partners because their own leads will increase. Hence, what better reason could there be? A review of the Power Partner concept is in order even in long standing Chapters. One of my favorite 10 minute interactive

presentations is to go around the table and have the Members brainstorm ideas on a Power Partner for each Member. Someone can document the categories and then create a list to work from for this great time of year for new Members!

Finally, for those of you completing the leadership changeover process, please make sure all of your new teams have formal training. Even those who have held a position before can benefit from a refresher.

Program Variation:

"Life is either a daring adventure or nothing"

-Helen Keller

Change is good if you welcome it! In your last 30 second promotional, have members relate a change in their business in the last 6 months and how they handled the change.

What change in the future do you look forward to? What trends in your business affect change to others and to your own business?



Ride the Wave of the Future!

Chapter Consultant Promo

CHAPTER CONSULTANT PROMO

I'm ____ (your name) ____, your Chapter

Consultant, representing ____ (your Executive Director)

____ and the ____ (your Regional Office) ____ of LEADS CLUB.

Thank the outgoing Leadership Team for their service to the Chapter. Present the Leads Club gift in recognition and appreciation of their last six months contribution to the Chapter.

Welcome the incoming Team with enthusiasm and thank them for voluntarily serving their Chapter.

Remind the Chapter and Team of how much has been accomplished in the last 6 months.

Leave them with an inspirational thought to use in focusing the direction of the team and Chapter in the next six months.

CONGRATULATIONS TO OUR CHAPTER CONSULTANTS WITH ANNIVERSARIES IN SEPTEMBER:

Sally Reeder-Bradenton, FL-1 year (VERSAGGI)

Lesli Diamond-San Jose, CA-1 year (PETERSON)

Shannon Lee-Fair Oaks, CA-1 yr. (TAUS)

Tara Donohue McCourt-Glen Burrie, MD- 1 yr. (MOHAROS)

Cheryl Hayes-Long Beach, CA-5 yrs (ELLIOTT)

Bonnie Mayes-Las Vegas, NV-6 yrs. (TAUS)

Maryann Mullin-Fountain Valley, CA-8 yrs (ELLIOTT)

Selma Taradash-San Mateo, CA-9 yrs. (PETERSON)

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Ride the Wave of the Future!

10 Minute Talk

Generating leads and especially outside leads is a benefit that people receive by joining a Leads Club chapter. Receiving leads is only one benefit of networking and a result of building rapport with their fellow members. The growth of their business depends on these leads.

You can make use of your 10 minute talk time by utilizing the "Discussion" format (see your manual tab "Discussions").

Rules for "Discussions"

- 1)The purpose is to improve the members LEADS, given and received.
- 2)Schedule the time for the 10 minute discussion with the Asst. Director at least 1 month in advance.
- 3)Arrange for one of the members to take notes
- 4)Whoever is taking the notes can make copies for everyone and bring them to the next meeting.

IMPORTANT: Remind chapters to turn in their Leads Card Sheets!!!



COMMUNICATION CORNER

go to: www.leadsclub.com/chat.htm

Teleclass Schedule: **MEMBERS:**

3rd Monday of every month
6PM PDT (check your local time zone)

Call the Tele-Class Line at:
(620) 584-8231 –Access Code is 1879#

CHAPTER CONSULTANTS: **Note: NEW DAY & TIME!!!**

Wednesdays, 5PM PDT

Chat Rooms:

Members:

Wednesdays 6PM Your local time

Chapter Consultants:

Wednesdays, 2PM, Your local time

The SUCCESS! Newsletter is published 8 times per year. We welcome your suggestions and articles for possible publication. Also 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).

Contact:
Success Editor
Leads Club Headquarters
1-800-783-3761
email:
succeseditor@leadsclub.com



Spotlight



Bonnie Mayes,
Chapter Consultant
Las Vegas, Nevada

Thirteen years ago, Bonnie Mayes was invited to visit the Whittier, California, Chapter by her hairdresser. She was so impressed with the friendly group that she joined immediately, for the benefit of her Princess House crystal business. "Of course, I expected new business con-

tacts, but was delighted to also make new friends, and find a reliable source of helpful

services. I am still in touch with many of the women from that chapter, even though I now live out of state."

When Bonnie and her husband moved to Las Vegas, she started a chapter there to re-launch her business in a city where she knew no one. "I began by asking our realtor if she would be interested in a new Leads group, and she was willing to give it a try. She brought her favorite mortgage broker to the second meeting, who brought two friends, and with patience and perseverance, we were officially chartered four months later.

It was worth the effort, because sixty percent of my business that year came directly from the chapter. I started two other chapters here that met for several months, but just couldn't grow beyond ten people.

The Fast Track guidelines, which begin with a management team in place, has been a more effective way to achieve growth, and a second chapter was chartered here September 2nd.