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Greetings Chapter Consultants! It's amazing that we are already close to the end of 2006. What a fantastic year it has been. Here at the International Headquarters we are proud that we have been able to provide the same high standard of service to you and our Members without raising Fees. When everything else is going up in price, this is quite an accomplishment.

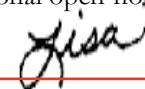
In addition we have added a Virtual Conference Center to our list of Member and Consultant Tools. If you have not experienced the Center, please join us in 2007 for our kick off with the **Chapter Consultant Virtual Conference on Monday January 15<sup>th</sup> at 2:00pm PST**. Our topic will be *"Supporting your Chapters in creating Goals for their Leads Club Membership in 2007 and all the Leads Club Tools available to Assist in their Success"*.

Who says the holidays are not a good time to increase Membership? I just attended an open house meeting for our Beach Cities Chapter here in San Diego. They had 13 visitors and 5 new Members signed on that day! How did they do it you may ask??

- They identified a meeting date, 4 weeks in advance, and scheduled their Chapter Consultant to attend.
- They committed to and used one week's speaker spot where each Member addressed 5 letters to invite prospective members in their power partner group.
- They followed up with each invitee weekly (the Director reminded them at each meeting).
- They did a follow-up phone call the Monday before the meeting to confirm attendance.
- They scheduled two of their most dynamic Members and their Chapter Consultant as speakers. The Consultant presented Leads Club basics.
- Members who brought visitors sat with them after the meeting with an application, helping them with the process of joining.

It just takes a bit of planning and follow up. Please send us your success stories for exceptional open-house meetings.

Enjoy the holidays! To your continuing success!



## 10-MINUTE TALK

The topic, "How to generate Leads" is one of our favorites because we know that when you give Leads you will receive them. Hence the Leads Club system will work beautifully for everyone. Please share the tips listed below with your Members and ask them to prioritize in order of importance. It will be even more lively if you can share a real life example with each tip or ask Members to share their experiences.

### TIPS FOR GENERATING OUTSIDE LEADS

1. Listen attentively to 30-Second Promotionals and 10-Minute Talks.
2. Attend meetings regularly and enthusiastically
3. Visit One-on-One with your fellow Members
4. Offer to hold a Chair Position
5. Offer to be a Mentor for new Members that are your Power Partners
6. If you do not have Power Partners in your Chapter, bring them in
7. Talk about Leads Club to everyone you know - family, friends and business associates. Become known as the Referral source. Remind your Sphere of Influence that you have a Network of Professionals you can personally refer.

Suggest that Members give you their feedback of why they believe one tip is more important than another. This will encourage discussion and assist in making your presentation memorable as well as productive. Let us know the order your Chapter assigned to the tips.

We have also included a separate handout you may want to use titled **"How to Generate Leads"** that may be of use to your Members. Feel free to pass this out at the end of your discussion as a bonus tool for your Members.

**SEE PAGE 3 FOR NEW USER NAME AND PASSWORD**

## Chapter Consultant Promo

"Hello, I'm \_\_\_\_\_ your Chapter Consultant, representing \_\_\_\_\_ (name), and the \_\_\_\_\_ Regional Office of LEADS CLUB.

Today we will be discussing How to Generate Outside Leads. At the end of my discussion I will provide you with a handout that will also assist you. Be thinking about your best tip for generating leads.

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 **Monica Reiff** Chapter Consultant from Alpharetta, Georgia. I have been active with Leads Club since 1998, the same year that I became a massage therapist. Leads Club has proven to be a valuable way for me to build my practice. Not only did I receive business referrals from my involvement with Leads Club, but I learned how to promote my business in a friendly, supportive and productive environment..

### My tips for building membership.

I like to use the "who do you know?" method. I encourage the Members of the Perimeter Women's Chapter to use their personal contacts from their address books to ask friends, family, business associates and clients "who do you know?" who may be interested in increasing their business through personal referrals? The Perimeter Women's Chapter holds regular Open House Meetings throughout the year using this method.

### Success Story of Chapter Member.

I am fortunate to be the Chapter Consultant for the Perimeter Women's Chapter in Dunwoody, Georgia. We have a strong group of core members who have been involved in Leads Club for many years. They are truly the secret to my success. While there are many deserving Perimeter Women, I would like to highlight Kathryn Yancey, CPA and long time Member of Leads Club. Kathryn has been using kudzu dot com, a web source for finding and rating business and service professionals, to invite guests to our Open House Meetings. Kathryn is regularly printing up Kudzu listings of business categories that our Chapter would like to have as Power Partner Members and then the Members of our Chapter use these pages to invite new Members. We have had a great response to this effort and are averaging about 4 visitors a week.

### My Tips for Generating Quality Outside Leads

Becoming an active listener is key to your success in passing quality outside Leads. Because I am able to refer so many of my friends and clients to Leads Club business partners (Members) they often comment "You know everyone!" They actually call me to ask "Who I Know?" when they need a business or personal service. I have also found over the past 8 years that I always need to be prepared by having my business card holder filled and handy. It is always with me because I try to be an active listener wherever I may be. By being able to help my clients through quality referrals to Leads Club Members, I feel like I have been able to retain them as clients.

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## SPOTLIGHT



**H**ello, I'm **Julia Karstetter** a Chapter Consultant for two Coed divisions in Connecticut and an Independent Consultant for Arbonne International. I was excited when I was asked to be a Chapter Consultant for Leads Club, I really enjoyed being a Member and really wanted to work with the other Chapters. I look forward to visiting each month as a Chapter Consultant and assisting each of the Members as well as the Chapter with developing their individual businesses through Leads Club.

### Tips on Developing Membership:

We have increased membership by each club hosting an "Open House" and by sponsoring a State Wide Mixer. Many awards were given out to individuals and also groups within the state. We make a great effort to spotlight our Members for any successes within the club.

### Tips on Improving Numbers and Quality of Leads:

We really encourage everyone do the one-on-one visits.  
Our Chapters have become very supportive of each Member.

I have participated in the Consultant monthly Tele-Classes and have tried many of the ideas that I have learned from the classes in my Chapters. Within my Chapters I have done variations on the 30-Second Promotional, Giving the 30-Second Promotional for the Person Sitting Next to You, Leads Club Bingo and many other motivational activities many of which can be found in your Chapter Consultant Manual and past issues of SUCCESS!

## INCENTIVES & REMINDERS

### SUCCESS STORY INCENTIVE

([click here for flyer](#)) - One Success Story winner per month receives a Spotlight Page on Leads Club's website, an Ad slick in PDF format and One Month Free Fees Certificate!

### FREE LINK INCENTIVE

([click here for flyer](#)) - Free Link for an active Chapter Consultant (International Headquarters needs a current CC Agreement on file. Check with your Regional Office if you're not sure.)

### MIXER REMINDER

Is your Chapter having a Mixer? Send your Regional Office a copy of the Mixer Flyer to forward to us and we will post it on the Events page of our website.

## PROGRAM VARIATION

What is the best Lead you have GIVEN to a Member this year?



## INSPIRATIONAL THOUGHT

~ Motivation gets you going and habit gets you there. Make motivation a habit and you will get there more quickly and have more fun on the trip! ~



## COMMUNICATION CORNER

**New User name and password for Chapter Consultants only**

**User name: consultant**

**Password: cc2007**

## TELE-CLASS FEEDBACK

We would like your feedback on 2007 CC Tele-Classes. What day works best? What time (give time zone)? Topics to cover? We appreciate your taking a moment to give us your feedback on the above and any other feedback you would like to provide. Send to [info@leadsclub.com](mailto:info@leadsclub.com) and put CC Tele-Class in the Subject line.

## S.O.S

- Q:** What are the most important things to remember each month when I visit my Chapter?
- A:** As Chapter Consultant your responsibility to the Chapter is to Educate, Motivate and Mediate.

There are several things you should be checking and covering so we have compiled, with the help of Executive Director Eileen Elliott, a list called Chapter Consultant Quick Checklist.

Please review and keep handy this [CC Quick Checklist](#) to utilize the week before and the week of your Chapter visit.

**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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