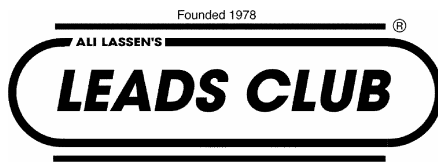


NEW CHAPTER

TIME LINE

A Guide For Opening
A Successful
LEADS CLUB
Chapter

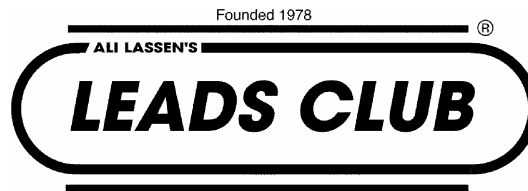


to Increase Business

WHAT LEADS CLUB CAN DO FOR YOU

As the industry leader for referral marketing organizations, and founded in 1978, Leads Club is the oldest and most respected networking organization in the world. Hundreds of chapters in the U.S. and Australia provide:

1. **Results Oriented.** Chapters report monthly to their Regional Office the number of referrals, or Leads passed. Thus far millions of Leads have been exchanged by Members generating billions of dollars of new business. Results for individual members are monitored by periodic questionnaires to Members. The latest survey showed a 19 - 25% average yearly increase in sales within the first year of membership.
2. **Membership is limited to only one person per business category** in a chapter so there is no competition for referrals in your business - unlike large groups such as business or professional associations.
3. **Meetings are held every week** so you can give and receive more timely referrals. Because a limit on absences is enforced, only dedicated and motivated business people are attracted.
4. **Meetings are run by and for the members** with the sole purpose being networking for referrals. Time is not spent on subjects which do not produce leads.
5. **Membership is limited to 30 per chapter** so you can really get to know the person behind the business card and feel comfortable making referrals.
6. **Fees are reasonable**, less than a dollar a day and often less than the cost of an ad run once in a newspaper. Optional advance payment plans offer discounts.
7. **Best support.** Everything is provided. Here's a partial list:
 - Membership Kits
 - ✓ Business Card Holder
 - ✓ Instructional and motivational materials
 - ✓ Member Plaque
 - ✓ Member Handbook
 - ✓ Creed Card
 - ✓ Member Orientation Audio
 - Meeting agenda
 - Program variations
 - Networking research and development
 - Awards and recognitions
 - Leadership materials
 - Leadership Orientations
 - Links to International Site
 - Unlimited telephone support
 - Regional Offices
 - Member newsletter
 - Tracking of Leads and \$ Value
 - Discounts for Focused Networking Workshops
 - Chapter Mixers
 - Regional Networking Extravaganzas
 - Marketing
 - ✓ E-mail support
 - ✓ Chapter marketing materials



FACT SHEET

Leads Club is the oldest and most respected business networking organization in the world. Founded in 1978, Leads Club is the original referral based marketing organization for small businesses. It has over 5,000 members in hundreds of chapters worldwide.

Open to business owners, sales professionals and entrepreneurs who are seeking to begin or expand a business. Members in each chapter meet weekly at either breakfast or lunch meetings to exchange business leads and referrals through a time-tested, patented 75 minute format. Each member gives two brief business presentations and exchange leads they have gathered during the week, acting as “agents” for each other in their Chapter. Members also have the opportunity to polish their presentation skills at Chapter meetings and gain feedback from fellow members.

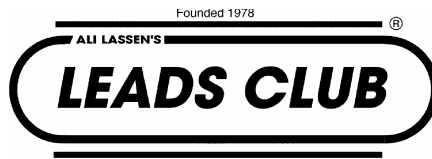
Statistics:

- Average yearly increase in business is 19-25%*
- Average yearly amount earned with Leads Club \$12,509*
- Millions of Leads, worth billions of dollars passed since 1978
- Average lead value \$300 (Real estate and business broker sales not computed in this figure).

History of Leads Club:

- 1978 - Founded for women only by President, Ali Lassen in California
- 1984 - First men’s chapters opened
- 1986 - First co-ed chapters opened
- 1990 - Lisa Bentson promoted to Vice President
- 1990 - Regional Headquarters opened in Australia
- 1994 - Lisa Bentson assumed duties as President

* based on most recent survey



DID YOU KNOW?

- 30% of all new members come from management efforts
70% of all new members come from the members
- Members bring in the most new members within their first month of membership
- Follow up is the key. It may take up to three weeks from your initial contact with a Potential member before they visit
- 33% of the confirmed visitors actually attend
- 50% of all visitors join!!

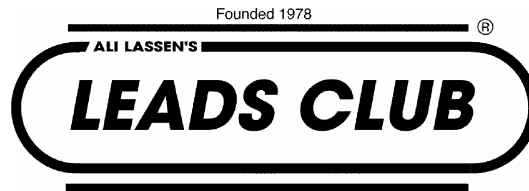
GOOD SOURCES FOR VISITORS AND POTENTIAL MEMBERS

1. Other clubs and organizations that you belong to. Many times, people who belong to other clubs, will be interested in Leads Club too.
2. Individual yellow page directories or specialized directories such as, Women's yellow pages, health care professionals etc.
3. Your existing customers or clients
4. The chamber of commerce list of members. Our office will reimburse the cost of the list, if any.
5. Sales managers in all types of companies
6. The fictitious name listings in your local newspapers (not in all states)
7. Newspaper or circular ads in your area (local and large newspapers and publications)

Suggestion: When you find a business person from an advertisement in the paper, a good "eye catcher" is to clip or tear out their ad and include it with the LEADS brochure and a note that you saw their ad. Wouldn't this impress you?

8. Business section of your local library
9. Classes and seminars that you attend

Sending a brochure and a newsletter to potential members is a good way to acquaint them with the LEADS CLUB system. Remember our office will reimburse for postage.



The information contained in this **NEW CHAPTER TIME LINE** is meant to assist you in establishing a successful LEADS CLUB chapter in your area.

The process may take more or less time than indicated; **however, it is important to note that it becomes increasingly difficult to open a chapter when too much time elapses between "WEEK 1" and the "GRAND OPENING."**

Devoting time and effort in the early stages of a chapter will help ensure its strength and success by bringing about faster results. It is important to act upon the enthusiasm of your new members.

Here are some additional points to note:

- ALI LASSEN'S LEADS CLUB, LEADS CLUB, and LEADS are internationally registered and trademarked names that can only be used by its representatives (Other groups identifying themselves by any of these names are involved in trademark infringement).
- Because LEADS CLUB guarantees exclusivity in each business category Membership Applications **MUST** be submitted along with the Initial Membership Fee in order to secure the position in the chapter. **Until BOTH have been received, the category is considered open.**
- You will be assigned a Chapter Consultant in the early planning stages of your chapter. (In some instances, the Regional Office will function as Chapter Consultant for a period of time until your regular Chapter Consultant comes on board.)
- Your Chapter Consultant is a representative of the Regional Office and is considered part of the Support Team. Feel free to contact him/her as often as needed for guidance, additional support, or to answer any questions.

We are excited about your **NEW CHAPTER** and look forward to your many successes!



WEEK 1 - Date: _____

[] Establish Leadership Team.

[] Director, Assistant Director & Recorder each submit:

- Management Team Agreement
- Membership Application
- Initial Membership Fee of \$95 (Checks are not cashed until the first meeting.)

[] References are checked; applicants are screened and interviewed by Regional Office.

[] Establish date and time for weekly meeting. (Must be approved by the Regional Office.) Accepted times:

Breakfast Meeting:
Tuesday, Wednesday or Thursday
7:00AM, 7:15AM, or 7:30AM

Lunch Meeting:
Tuesday, Wednesday or Thursday
11:30AM, 11:45AM, or 12:00 Noon

[] Decide if Chapter will be: Women's Division ___ Men's Division ___ Coed ___

[] Decide on a Chapter name that contains a specific geographic designation. (Must be approved by Regional office.)

[] Leadership Team discusses possible meeting locations. (Should have easy access; private meeting room; and acceptable food, service and price. -- Please remember that the quality and price of the food is secondary since eating is not the main focus of the meeting.)

[] Assistant Director provides the Regional Office with names, addresses, phone and FAX numbers of the local media -- newspapers, business publications, etc.

TOTAL MEMBERS SHOULD BE – 3

ACTUAL = _____



Power Partner Worksheet

Director	Assistant Director	Recorder
Name:	Name:	Name:
Category:	Category:	Category:
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.
7.	7.	7.
8.	8.	8.
9.	9.	9.
10.	10.	10.

Directions: Choose 10 Power Partners; business categories that complement your business which you could easily exchange Leads and referrals. List them under your name.



BUSINESS CATEGORY CLASSIFICATIONS

Due to the complexity of some professions, the following categories are available within LEADS CLUB. Each category **indicated** with a "●" is considered a **complete category and each member may only choose one of these categories.**

FINANCIAL / BUSINESS AREA

- INSURANCE: HEALTH, LIFE & DISABILITY, & ANNUITIES
- STOCK BROKER/FINANCIAL PLANNER: retirement accts, mutual funds, stocks, bonds, limited partnerships
- MORTGAGE BROKER
- INSURANCE: PROPERTY/CASUALTY
- "FEE ONLY" FINANCIAL PLANNING
- * BOOKKEEPING: TAX PREPARATION
- * CPA / ACCOUNTANT: TAX PREPARATION
- BANKING: Personal & Bus. Accts., CDs, equity lines, auto loans

BEAUTY / IMAGE AREA

- HAIR STYLING AND PRODUCTS
- ELECTROLOGIST (can include **PERMANENT MAKE-UP**)
- ESTHETICIAN (can include TEMPORARY HAIR REMOVAL & **PERMANENT MAKE-UP**)
- * COLOR, SKIN CARE & MAKE-UP
- * COLOR, RETAIL CLOTHING AND ACCESSORIES
- * COLOR & WARDROBE/SHOPPING
- TANNING SALON
- NAIL CARE/TECHNICIAN

HEALTH CARE AREA

- MASSAGE THERAPY
- NUTRITION PRODUCTS/COUNSELING
- HYPNOTHERAPY
- ACUPUNCTURE
- WATER/AIR PURIFIERS
- CHIROPRACTIC
- CHILD BIRTH/MID-WIFE
- PSYCHOLOGY/PSYCHOTHERAPY
- HOLISTIC MEDICINE
- DIET & WEIGHT LOSS

GRAPHIC / PRINTING AREA

- GRAPHIC DESIGN
- DESKTOP PUBLISHING/GRAPHIC DESIGN
- PRINT/BROKER
- PRINTING
- ADVERTISING SPECIALTY

FLORIST / GIFT AREA

- FLORIST - REAL AND/OR SILK FLOWERS
- GIFT BASKETS
- BALLOONS - LARGE SCALE BALLOON DECORATING

Please use this guide in assisting a new member in completing the summary section of the membership application. Please do not hesitate to contact the Home Office with any questions or clarification.

* These categories have the option to have the first person to join choose the underlined item. **Only one** person may choose that item.



WHO TO CONTACT FIRST

The combination of these business categories will produce excellent lead exchange potential. Initially, this is where you need to concentrate in building your Chapter.

Ad Specialties	Life, Health, Disability Ins.
Advertising	Long distance service
Architect	Management Consulting
Attorney	Manicurist
Banker	Massage
Business broker	Mortgage banker
Caterer	Moving company
Car Sales & Leasing	Office Furniture
Cellular Phones	Office Products
Chiropractor	Office Space Leasing
Cleaning Services	Optometrist
Commercial Real Estate	Permanent Employment
Computer Hardware & Software	Pharmacist
Copiers & Fax	Phone Systems
CPA	Photographer
Dentist	Plumber
Electrician	Printer
Facials	Property & Casualty Ins.
Financial Planner	Psychologist
Florist	Residential Real Estate
Graphics	Secretarial Services
Hair	Security Systems
Health Products	Skin Care & Make-up
Heating & Air	Stockbroker
Image Consultant	Temporary Employment
Interior Decorator	Travel
Landscape Maintenance	Voice Mail

Master Category List

A C & Heating	Contractor	Household Prod	Plumbing
Accounting	Copying	Hypnotherapy	Podiatry
Acupuncture	Credit Conslt.	Import - Export	Printing
Ad Specialties	Dentistry	Image Conslt.	Property Mgmt
Advertising	Desktop Publish	Insurance A H P	Psychotherapy
Appraiser	Direct Mail	Insurance H L D	Publishing
Architecture	Dry Cleaning	Interior Design	Real Estate Com
Art	Educational	Jewelry	Real Estate Res.
Attorney	Electrical	Landscaping	Repair & Maint.
Auto Body Work	Electrolysis	Limousine	Restaurant
Auto Detail	Employment Serv.	Massage	Retail Products
Auto Repair	Energy Conslt.	Med. Transcript	Roofing
Auto Sales	Engineering	Medical Billing	Secretarial
Bakery	Entertainment	Mortgage Broker	Security System
Balloons	Esthetician	Moving Storage	Sewing
Banking	Event Planning	Nail Care	Shipping Services
Bookkeeping	Finance Conslt.	Nutrition	Signs & Banners
Bridal Conslt.	Financing	Office Equip	Skin Care
Bus. Broker	Fitness	Office Furniture	Stockbroker
Bus. Conslt	Flooring	Office Supplies	Tanning Salon
C P A	Florist	Optometry	Tax Accounting
Carpet Cleaning	Food	Organizing	Title & Escrow
Catering	Fundraising	Orthodontist	Toys & Hobbies
Chiropractic	Funeral Service	P R	Travel
Cleaning Prod	Furniture	Painting	Veterinarian
Cleaning Serv.	Gift Baskets	Paralegal	Video Prod
Clothing	Graphic Design	Pending	Visitor
Collections	H2O Air Conslt.	Personal Serv.	Weight Mgmt
Communications	Hair Stylist	Pest Control	Window Covering
Computer Conslt Computers	Health Care Hotel	Pet Grooming Photography	Woodworking Writing & Edit



WEEK 2 – Date: _____

- [] Regional Office sends Director additional Prospecting and Information Materials (Brochures, What Leads Club Can Do For You & Fact Sheets, Payment Option Sheets, Membership Applications, Contact Cards and Self-Addressed Stamped Envelopes)

- [] Leadership Team meets to discuss possible candidates for membership using Power Partner Sheet (See page 10) and Contact Cards, AND to agree upon the meeting location. (It is suggested that prior to final arrangements being made, all three team members meet at the facility at the same time and day as the planned meeting.)

- [] Leadership Team visits an existing chapter's meeting to observe and announce the opening of their new chapter. (70% of our members come from other Leads Club members.)

- [] Director, Assistant Director and Recorder prospect for one new member each.

- [] Applications & checks are submitted to the Director.

- [] Director checks references and screen applicants, signs Membership Applications and mails applications with checks to the Regional Office. (Checks are not cashed until the first meeting.)

- [] Assistant Director sends Press Releases to local media announcing opening of chapter. (The Regional Office will provide a Press Kit.)

- [] Director explains to New Members their role in the growth of the chapter. (They are asked to help locate top professionals for the group.)

TOTAL MEMBERS SHOULD BE - 6

ACTUAL = _____



WEEK 3 - Date: _____

- [] Leadership Team and New Members each prospect for one new member.

- [] Applications & checks are submitted to the Director.

- [] Director checks references and screens applicants, signs Membership Applications and mails applications with checks to the Regional Office. (Checks are not cashed until the first meeting.)

- [] Assistant Director and Recorder each call the Director to report on their recruiting efforts and promotion of the chapter.

- [] Director calls each Member and Chapter Consultant to report on Chapter Progress towards opening. (Asst. Director & Recorder should help with these calls.)

- [] Director explains to Newest Members their role in the growth of the chapter. (They are asked to help locate top professionals for the group.)

- [] When at least 12 Membership Applications have been submitted to the Regional Office, the Leadership Team sets date for GRAND OPENING MEETING.

(Should be scheduled for Week 6 -- with the understanding that 15 Membership Applications MUST be submitted BEFORE the chapter can officially open.)

TOTAL MEMBERS SHOULD BE – 12

ACTUAL = _____



WEEK 4 - Date: _____

- [] Each New Member prospects for one new member.

- [] Applications & checks are submitted to the Director .

- [] Director checks references and screens applicants, signs Membership Applications and mails with checks to the Regional Office. (Checks are not cashed until the first meeting.)

- [] Regional Office sends Leadership Team Kits (Black Bags) to the team as soon as 15 applications, w/checks have been submitted.

- [] Assistant Director and Recorder each call the Director to report on their recruiting efforts and promotion of the chapter.

- [] Director calls each Member to report on Chapter Progress towards opening, and reminds them of the Grand Opening date. (Asst. Director & Recorder should help with these calls.)

- [] Director explains to the Newest Members their role in the growth of the chapter. (They are asked to help locate top professionals for the group.)

- [] Recorder confirms Opening Date with the meeting facility.

TOTAL MEMBERS SHOULD BE: 15 - 18

ACTUAL = _____



WEEK 5 - Date: _____

- [] Each New Member prospects for one new member.

- [] Applications & checks are submitted to the director.

- [] Director checks references and screens applicants, signs Membership Applications and mails applications with checks to the Regional Office. (Checks are not cashed until the first meeting.)

- [] Leadership Team Kits (Black Bags) arrive and each Team Member reviews his/her Kit. (Providing membership has reached minimum of 15)

- [] Regional Office and/or assigned Chapter Consultant will facilitate a 3-hour Training Session with the Leadership team. (All three team members MUST attend.)

- [] Recorder and Director meet briefly with meeting facility to go over the program format and arrange for meal selections. (Asst. Director may want to be included so the entire team is aware of the arrangements.)

- [] Director calls each Member to report on Chapter Progress towards opening, and reminds them of the Grand Opening date. (Asst. Director & Recorder should help with these calls.)

- [] Director explains to the Newest Members their role in the growth of the chapter. (They are asked to help locate top professionals for the group.)

TOTAL MEMBERS SHOULD BE: 15-24 **ACTUAL = _____**



WEEK 6 - Date: _____

- Chapter holds GRAND OPENING MEETING with Members and as many Visitors as possible. (Visitor Fees are waived.)

- Chapter Consultant (When available) runs the meeting with the Director and Assistant Director taking two speaking spots. (The Chapter Consultant when available will take the third)

- At the meeting, the Assistant Director announces speakers for the next meeting, which includes the Recorder, the Chapter Consultant (When available) and a Member.

- Photo taken at meeting for Chapter PR.

- Assistant Director sends Press Releases announcing the New Chapter and Leadership Team.

- Assistant Director schedules speakers for the next 3 weeks and maintains the Speakers Schedule at least 3 weeks in advance at all times.

- Prospecting for New Members continues.

TOTAL MEMBERS SHOULD BE: 24-26 **ACTUAL =** _____



WEEK 7 - Date: _____

- Second OPEN MEETING with as many Visitors as possible. (Visitor Fees are waived.)

- Director runs the meeting, with the Chapter Consultant in attendance for support.

- The three speakers will be the Recorder, a Member, and the Chapter Consultant. (When available)

- At the meeting, the Assistant Director announces speakers for the next 3 weeks to allow members to prepare a professional presentation.

- Leadership Team meets before or after the meeting to discuss appropriate Chair People to head up committees. (These include Mixer, Membership, Greeter, PR, Mentor, and Special Events.)

- Director contacts the selected Chair People and explains duties.

- Prospecting for New Members continues.

TOTAL MEMBERS SHOULD BE 26 – 28

ACTUAL: _____



WEEK 8 - Date:_____

[] Leadership Team runs the meeting on their own. (Members and Visitors pay fees as of this meeting.)

[] Prospecting for New Members continues.

TOTAL MEMBERS SHOULD BE - 30



ADDITIONAL INFORMATION

- Prospecting for New Members continues until the chapter has 30 members and a Waiting List of at least 10 applicants.
- By making sure to have at least 2 Visitors in attendance at every meeting, the chapter should have no problem maintaining a FULL MEMBERSHIP and the benefits to ALL members will be greatly enhanced.
- After your first 2 OPEN MEETINGS, your Chapter Consultant will make Monthly Support Visits to the Chapter to offer suggestions, ideas, and networking tips to help members receive positive results from their membership.
- Your Chapter Consultant/Chapter Advisor will stay in close communication with the team (particularly the Director) to help you maintain effective and smooth-running weekly meetings.

We in the Regional Office, along with the entire Support Team, are dedicated to your success and we are here to assist you throughout your membership. Please feel free to call us.



HOW TO CHECK REFERENCES

The purpose of checking references is to safeguard your relationship with your clients, customers, and/or acquaintances to whom you refer this new member as a source. The quality of your chapter membership will be directly influenced by the type of member sought and accepted.

Insert the prospective member's name whenever you see (Applicant).

"Hello, this is (Your Name)"

"(Applicant) has applied for membership in our business organization and has given you as a reference. Do you have two or three minutes? That's all it will take."

"Thank you." --OR--"When would be a more convenient time to call you back?"

1. "How long have you known (Applicant)?"

2. "Is yours a business or personal relationship?"

NOTE: WE NEED AT LEAST TWO BUSINESS REFERENCES AND WOULD PREFER THREE.

3. "Would you refer your own clients or customers to (Applicant)?"

4. "Do you consider (Applicant) to be":

- Knowledgeable?
- Reliable?
- Timely in delivery of product/service?
- Honest and Trustworthy?
- Professional?
- Are there any other qualities you would like to mention?

5. "Thank you for your time"

NOTE: Occasionally, an individual will qualify some or all answers. If this happens, please probe deeper. Ask if they have reservations of any kind. Sometimes, a reference just needs the probing question of "How would you describe (Applicant) professionally?"

NOTE: Any member of the Leadership Team (Director, Assistant Director, and Recorder) may check the references of a prospective member.



TEMPLATE FOR INVITATION LETTER TO PROSPECTIVE MEMBERS/VISITORS ONCE YOUR CHAPTER HAS OPENED.

(Type this up on your own business letterhead. Be sure to include a complimentary visitors pass as indicated in the last line (available in your Kit or from your Director). Sign your name and give your Leads Club Title. Any member of the Leadership Team can use this letter to recruit members.)

Dear (prospective member/visitor),

Are referrals an important part of your business? If so, I would like to personally invite you to visit the (you Chapters name) Chapter of Ali Lassen's Leads Club.

Over 3-1/4 million leads, worth over \$975 million, have been exchanged by our members nationwide since Leads Club was founded in 1978. Come to one of our weekly meetings at _____ (insert time) every _____ (insert day) at _____(insert restaurant), _____ (address) for _____ (insert either breakfast or lunch) and see how we can help you, too.

You'll be surprised how simple it is to receive leads on a regular weekly basis. Unlike other groups you may have attended, we only admit one person from each profession to a chapter so there is no competition for the same referral. Each chapter limits membership to 30 people, ensuring each person can participate at every meeting and that members become well acquainted with each other.

Your profession would be an asset to our group. Call me at (your contact number) so I can reserve a place for you. We will waive the \$5 advertising fee if you use the enclosed complimentary visitor pass.

Sincerely,

PS: Remember to bring your business cards and promotional materials so you can exchange them with our members. If you know someone else who will benefit, bring them too.