

Success Stories



Tracy Kirkland
Latasia Jewelry
Kansas City, Missouri

I HAVE BEEN A Leads Member since 1988. While living in San Jose, California I found Ali Lassen's Leads Club and liked the philosophy of it so much that I just had to become a member and try this system out for myself. Within five years of joining Leads Club (to help me grow and prosper my Latasia Jewelry Business) my team's sales reached one million dollars. **Leads Club really works!**

My husband and I were transferred from California to Kansas City, Missouri. Since Leads Club was the best contributor to my success in California I headed to my computer to find the chapters located in Missouri. To my shock and surprise there was not one Chapter close to our new home. So I called the Executive Director of the closest Leads Club Chapter, which is in Columbia, Missouri (a four-hour round trip by car) and I talked with Karen Aulisa. I decided if there were no Leads Club Chapters in my area then I would start one.

With Karen's help and because of my excitement and conviction that Leads Club is fabulous, the new Chapter came together quickly. This new Chapter is living proof that when you are active in your

Getting the Most Out of Your Membership



TEAM BUILDING—
At Its Best

LEADS CLUB and some of the best ever team-building spirit that took place at the Colorado Regional Mixer on May 13, 2004, held at Denver's own IN-VESCO Field at Mile High.

One of the main events of the evening was the Chapter Cheer contest. Colorado chapters had 2 months to work on a 2-minute cheer representing their chapter successes, businesses, energy, imagination and spirit.

They were judged on creativity, chapter stats, number of participants and knowledge of Leads Club policy and procedures. Their props included GIANT business cards, Lead Cards and Show Me The Money cards. There were pom poms, wigs, balls taped with money, and entire chapters dressed in matching tees and proudly showing their colors.

These Chapter cheerleaders were amazing!!!! Yes,

Chapter and bring leads, leads, and more leads then you and everyone will be successful. It takes some time to build the relationship and trust, and it is worth it as the quality of leads are passed.

TIP: Generating Quality Leads is about listening and being aware that you are always looking for leads for those on your team. Keeping that a part of your focus and intention, you will never attend a Leads meeting without three to five leads.

**GIMME AN L!! GIMME AN
E!! GIMME AN ADS!!!!
GIMME A C!! GIMME AN L!
GIMME A U&B!**

What does that spell???

at night, cheerleaders, but during the day, successful Mortgage brokers, Bankers, Travel agents, Financial planners Printers and Real Estate agents. Their team spirit was electrifying.

Colorado was honored to have Lisa Bentson not only as the Keynote Speaker, but also as one of the judges for this event. They were also honored to have California Executive Director Victoria Taus and Dallas Executive Director Sandy Norton attending this event and also judging.

Jan Zblewski, Executive Director, made sure all participants were winners. They all received certificates to earn awards during the summer months.

GO COLORADO and the 1st Annual Chapter Team Building Contest. Let's see what next year brings.



Unique Member Services...

Don't ever assume that a certain business is too specialized, too technical or too unique to benefit from membership in Leads Club. There are many examples of this—so it wasn't difficult to come up with this worthy member. In fact, this is a purr-fect example.



The **Kitty Kat Bed-n-Breakfast** has been certified as a Five Paw "Cats Only" Boarding Facility. It is family owned and operated by **Bill & Amy Bruystens-Yates**. Here your cats can enjoy cat videos, toys, picture windows with ledges, perches and beds in one of our two large playrooms. Here they can spend time bird watching and taking catnaps in the sun. No canine sleep overs are allowed.

Amy Yates of the Kalamazoo, Michigan Chapter writes, "Leads Club taught me how important word-of-mouth advertising is and how to connect with people to help my business grow and, in turn, help theirs grow. You do not get without giving."

Leads Club Takes Derby City!



Janet Summers and her family relocated from Atlanta to Southern Indiana in 2002. A passionate distributor for Ideal Health, Janet was faced with rebuilding her business while raising three young boys. Chip La Rock, a colleague from Northern Indiana and a member of **Highland Dyer Leads**, introduced Janet to Executive Director Maggie Reister Walters. After some e-mail and conversation, Janet decided that Leads Club offered her the perfect opportunity to meet more people and expand her business network. Since there were no Leads Clubs in her area she just started talking to people. Janet has a knack of building instant rapport, and it soon paid off. She launched Louisville Metro on December 1, 2003 and Louisville East on April 1, 2004. Derby City was next on May 20! And, there are two more chapters in the wings. Summers remarked, "We really have an opportunity here to build something unique!" An exceptional Chapter Consultant, Janet is a true pioneer.

20th ANNIVERSARY CELEBRATIONS...



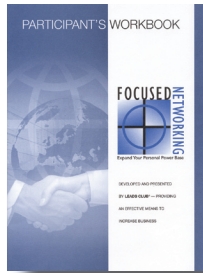
Century City Women

This group of vital, dedicated and enthusiastic businesswomen is highly committed to increasing each other's business through passing quality leads. Last year their panned-out leads resulted in over \$100,000 net income.

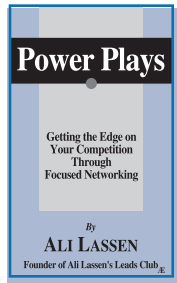
Torrance Women

More than 50% of the dynamic businesswomen in this 20-member chapter have been active members for five years or longer. They generate quality leads for each other on a consistent basis and are a cohesive group of supportive business professionals.

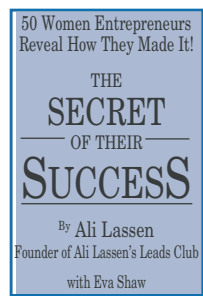




—Don't work hard,
work smarter.—



—If you can't do
great things,
do little things
in a great way.—



—Rich or Poor —
It's nice to
have money.—

Remarkable Achievements:



California, Roseville B2B Chapter: Phil Taylor of Professional Computer Services received a lead during the first week the chapter was open from Matt Thompson of Oasis Graphic Design. Matt was doing a website for a dental office and as he was working, they asked him if he could "fix" their computer problems. Having no clue about hardware problems, he said he had a person (in his chapter) who would help them get back up and running. Phil got the lead and went right over; assessed the problem, wrote a proposal and the office accepted the offer. Thus, a \$2,000 lead came about from a \$70 repair call and continuing business is now coming in from other dental offices too, from just that one lead. Totally cool for a chapter that just opened. This can only "lead" to other great referrals and gains in membership.

California, Roseville B2B Chapter



hotlines

**International Headquarters
PA, MI, ID, IL, OR, WA, OK, CA**

Lisa Benson, President 800-783-3761
leadsclub@leadsclub.com
P.O. Box 279 Carlsbad, CA 92018

Arizona

Robert Trebilcock 602-332-8416
arizona@leadsclub.com

California

LA, Orange and San Bernardino Counties
Eileen Elliott 909-594-5159
800-767-7337
elliottca@leadsclub.com

Central Coast and San Joaquin Valley
Nancy Hawks 805-968-7036
hawksca@leadsclub.com

San Diego/Riverside
Lisa Benson 800-783-3761
leadsclub@leadsclub.com

Sacramento
Victoria Taus 707-693-1323
sacramento@leadsclub.com

Northern
Linda Peterson 888-405-5100
northernca@leadsclub.com

Colorado

Jan Zblewski 303-485-8088
colorado@leadsclub.com
www.leadscolorado.com

Florida

Laurie Versaggi 813-221-1441
florida@leadsclub.com

Georgia

Joe Mittiga 678-474-0823
georgia@leadsclub.com

Indiana/Kentucky

Maggie Reister-Walters 219-756-3849
indiana@leadsclub.com

Nevada

Victoria Taus 707-693-1323
sacramento@leadsclub.com

**Maryland / Virginia/
Washington, D.C.**

VA: Fairfax and Arlington Counties
Alex Moharos 410-956-0577
dcmdva@leadsclub.com
www.leadscub.org

Missouri

Karen Aulisa 573-446-8250
missouri@leadsclub.com

Texas

Dallas/Ft. Worth area
Sandy Norton 972-881-2469
dfw@leadsclub.com

Australia

Maree Elliott 08-829-37701
800-632-1112
australia@leadsclub.com

Peru

Ana Cecilia Zapatero
011-51-1-440-2654
peru@leadsclub.com



Lisa on Leads



Lisa Benson
President

CONGRATULATIONS TO EXECUTIVE DIRECTOR **MAGGIE REISTER** for opening Leads Club in the State of Kentucky. Interest in Leads Club Chapters nation wide has increased dramatically recently. This may be due to the fact that more and more people are working in satellite offices and out of their homes. This creates a need for interaction with humans, not only for creating new business but also for the real need we all have to be with people at least once a week.

In the early 90's I learned of the *isolation factor* when Leads Club opened in Australia. Now those same challenges are being felt here in the US as more and more people work independently either as employees or contractors. With this shift it will be increasingly important for us to address this issue of isolation. In future issues we will be giving you tips on how to utilize Leads Club to overcome this challenge and we welcome your feedback and stories on this topic.

Even though I've said it before, thank you for being you, the most motivated, ethical and professional business people in the world, Leads Club Members. **I salute you!**

Lisa

Leads Letter

for the expert networker
www.leadscub.com

PROVIDING AN EFFECTIVE MEANS TO INCREASE YOUR BUSINESS

Grace's Amazing Machine

Grace Baldacci's Amazing Leads-Generating Machine.

(Just wind it up, and it cranks out leads!)

Sometimes it takes new eyes to see the extraordinary things in a chapter:

The newly appointed Chapter Consultant for Northern Illinois, Gregg Hodgson, noticed that almost every time he visited the Western DuPage Women's Chapter, one member would show up with as many as 9 or 10 leads. She was Grace Marie Baldacci, a Loan Officer with Chicago Funding, Inc., in Naperville, IL.

This went on, visit after visit. When it was Grace's turn to share leads, she'd pull out what looked like a bridge-hand of Lead Cards, dealing them out to her fellow members as she described the background about each one. Better yet, Grace's leads were solid. They routinely turned into profitable business for many of the chapter's members.

Gregg knew this was remarkable leads-production. So one day, he took Grace aside and asked her the secret to her success.

It turned out to be astoundingly simple. Grace told him, "I just take my list of members and their businesses with me, wherever I go—Chamber of Commerce events, client-visits, and especially social gatherings. Then instead of waiting for something to come up in conversation that involves a service one of my chapter's members can deliver; I ask people to look at the list and tell me if there's anything there that they've been thinking about!"

Originally, Grace used the book that contained all her fellow members' business-cards. Today, she's busy streamlining her leads-prospecting tool into a simple list of the members and their products or services. She'll print this list on small sheets of paper, put little boxes next to each one, with a space at the bottom for the person to write his/her name, address, and phone number. Then prospects can look over the list, mark any boxes of interest, and give it back to Grace. After some



further probing, Grace will turn it into a lead for her next meeting.

Here are Grace's hints for generating high-quantity, high-quality leads:

1. **"I ALWAYS have my leads-generating materials with me!"**

2. "When I'm in the car, heading somewhere, **I think about who I'm going to see at my next destination...** then I think about members of the Club who might be a good match."

3. "When I'm among people, **I think about members who just gave presentations,** and I ask everyone whether they might be in need of a good photographer, accountant, business insurance agent, interior decorator, organizer, realtor, etc., etc."

4. **"I make sure to personally use the services or products available through the group.** It helps me better understand and appreciate those products and services, so they enter my mind more readily when I'm out among people."

5. "This is very important: **I always tell prospects that I will stand behind every businessperson on my list!** And I will! It's a great chapter, full of people who really deliver top quality!"

Gregg is already cross-pollinating Grace's system to the other chapters he serves in Northern Illinois (more evidence that the Chapter Consultant—which is unique to Leads Club—can be one of your greatest benefits).

gbaldacci@wideopenwest.com