



for the expert networker
L e a d s L e t t e r

Lisa on Leads

PROVIDING AN EFFECTIVE MEANS TO INCREASE YOUR BUSINESS

www.leadsclub.com



Lisa Bentson,
 President & CEO

My June 10th inspirational thought for the day was: **“Things of Quality have No Fear of Time”**.
 Wow, what a true statement!

It got me thinking about Leads Club. As the industry initiator, we have lived through the changes and transitions typical of innovators. Through it all, Leads Club has remained strong, ethical and dedicated to the purpose Ali Lassen created almost 30 years ago this month *“Providing an effective means for our Members to increase their business”*.

A few of the hallmarks that the imitators have lost in their renditions are:

- Leads Club Chapters are capped at 30 Members, allowing all Members ample “air time” to promote their businesses and educate their sales force, i.e. their fellow Members.
- Leads Club International Headquarters and Regional Offices do not compete with their Members by offering similar products and services.
- Fees are kept affordable so start-up businesses can participate and build with a small up-front investment.
- Chapters receive ongoing support via Chapter Consultants and/or Regional Offices. Their job is to insure that all of their Members gain the maximum benefit from their time and investment in the Leads Club Marketing System.

Please join me in a big “Thank You” to Ali Lassen (May she rest in peace.) for her innovation 30 years ago. It is my passion to carry on her dream and continue to support those amazing individuals who are out there building their businesses in the ever changing and competitive business climate.

Best wishes for your continuing success!

Lisa

New Members

Attention New Members

Have you received your New Member Packet? It contains your Business Card Holder and directions for obtaining the rest of your initial support material.

Have you received & confirmed your New Member Informational emails titled “Confirm you Subscription to leads_club_new_member?” They contain information, tips and materials to assist you in getting the best start possible with your Leads Club Membership.

Have you received a Mentor? Every Leads Club Member is provided with a fellow Member who will help you acclimate to the Leads Club. Your Mentor will sit with you during meetings and familiarize you with our system and accompanying tools. If you do not have a Mentor, ask your Chapter Director or Mentor Chairperson to appoint one.

Has your Chapter Consultant done his/her New Member Interview with you? Your Consultant is here to assist you in gaining the maximum results from your time and investment. Please enjoy yourself.

Member Contributions

“TIME IS MONEY - WORK SMARTER NOT HARDER”

by Dick Stannard, Member Las Colinas Chapter, TX

In my 28 years in collections, I have trained hundreds of salespeople. The formula for success hasn't changed one iota in all of those years. If they bring in one new client, every three work days, or 75 new clients a year, they will be making a six figure income in two years. Now let's say a new sales person starts out making \$200/work day, and the average person works 240 days/year (after subtracting weekends, holidays, vacations, etc.). That's \$48,000 per year. If they bring in 1 new client every 3 days, that's 80 new clients, and they are on their way to success. The cost per new client is \$600 (\$200/day X 3 days).

Now, how do they get new clients? They can either make 50 cold calls a day or go out and pound the streets, knocking on doors. Cost per new client: 150 cold calls or 3 days on the street.. Cost per year for 80 new clients: \$48,000 - 12,000 cold calls or 240 days on the street. Total hours worked in one year: 1,920 (8 hr/day X 240 days).

I get several referrals each week at Leads Club. I get back to the office, spend 30 minutes following up on those leads and I may get one that needs my services right away, one that will use me down the road, and the others tell me to go jump in the lake. If I can squeeze out 40 new clients a year: my Cost per year: approximately 25 hours of cold calling, which equals about 3 days of work, or \$600, plus Leads Club fees \$348 (paying quarterly).

Now let's put pencil to paper. Would I rather cost my company \$48,000/yr, make 12,000 cold calls or spend 240 days on the street, and work 1,920 hours for 80 clients? OR . . . Cost my company \$600 in salary, make 250 cold calls, work 25 hours and cost my company an extra \$348 for 40 clients, or 20 clients, or even 10 clients.

I choose Leads Club - Case Closed!



Leads Club FAQs

What is a Power Partner?

This term was created by Leads Club to formalize the concept of having complimentary professions in your Chapter to maximize your results. An example of a common Power Partner combination is a Realtor and a Mortgage Broker. By the nature of their businesses, they often are in a position to refer to each other.

In speaking with a Member here in Carlsbad this week, she mentioned that she wanted “Stay at home Moms” as Power Partners for her business. We acknowledged that “Stay at home Moms” are her target market, but they are not necessarily her Power Partners. What we want to find are other professions that work with the same target market. These will most likely be good Power Partners. Our Member then came up with the idea of an owner of a Child Care facility. This works because “Stay at home Moms” frequent this type of facility and she will have access to more potential Leads.

If you have discovered a good Power Partner for your business, contact us so we can share your story and help other Members in your profession.

Leads Club Tips

BUILDING YOUR LEADS CLUB CHAPTER

By Jeanette Weeks, Regional Advisor, Leads Club

We are often asked “We wish there was a “Magic Pill” we could give to help build our Chapter?” Well . . . unfortunately there is no magic pill. The answer to increasing Chapter growth is actually quite simple and goes back to the basics of the Leads Club system. Invite, Follow-up, Invite some more!

I know you are saying that it can’t really be that simple – but it is. Think how you would feel if you received a personal invitation to a professional business meeting that would give you the chance to increase your business. Wouldn’t you want to attend? Well, your prospective Members may consider attending too because their business is important to them. With today’s busy schedules we don’t have time to think about it, or we forget, we get side-tracked or lose the email or flyer with the information. Considering all this, getting a personal invitation and reminder is a gift!

The Process

“How To” invite people to attend your “successful business meeting”, your Leads Club Chapter.

1. **Look through your contact lists**, phone book, outlook address book and PDA’s for people who would benefit from good quality, personal referrals.
2. **Keep your Power Partners in mind**, as well as other business categories beneficial to the Chapter.
3. **Think about what you will say to them when you invite them and why you thought of them specifically** (i.e. “you are one of my Power Partners and I think we could refer a lot of business between us”; or, “you are a business category my Chapter Members wish we had because many of us have business we can bring your way”). You get the picture.
4. **Now INVITE them!** Do it the way you are most comfortable with, be it a personalized e-mail, written letter, phone call, etc. Be confident and comfortable in talking with them as they are already someone you know because of: business relationship, friendship, relative, neighbor, etc.
5. If possible, **give a specific date for them to visit. Try to tie their visit in with your Open House date, or a date your Chapter Consultant will be there, or a special visit by your Regional Office.** These are often very impressive meetings so take advantage of them. Of course if they are not available that specific day, then offer one of the other days that month – make it fit their schedule.
6. **Remember to give specific Chapter details** (we meet every week on X day, length of the meeting, start and end time of the meeting, what is done at the meeting, the location, meal cost and so on). Remind them to bring their business cards and promotional materials to pass out.
7. **Once you’ve invited them, do a follow-up call about 3 days later** (give them time to get back to you) and restate the invitation and why you’d like them to attend. If you mailed a letter snail-mail, give it the proper time to reach them, then follow-up with a quick call to confirm they receive it and if they can make it.
8. If they have confirmed they will attend, **it is always a great idea to follow-up with them 24 hours prior to the meeting** to be sure they have the details of the location, time, meal cost, etc. If they are close enough to you/your office, offer to car pool with them! You can even offer to pick up the tab for their meal to show them how interested you/the Chapter is in having them be a Member.

Now that the invitation has been given what do you do ?

[Click here for the rest of the tips from the complete article, in a printable PDF version](#)

~ *Selling is essentially a transference of feeling* ~

On-Line Marketplace

Visit our On-Line Marketplace to order logo business gifts.

<http://www.leadclub.com/online/store.shtml>

~ It's not what you know, it's what you use that makes a difference ~

~ Take time to be quiet ~

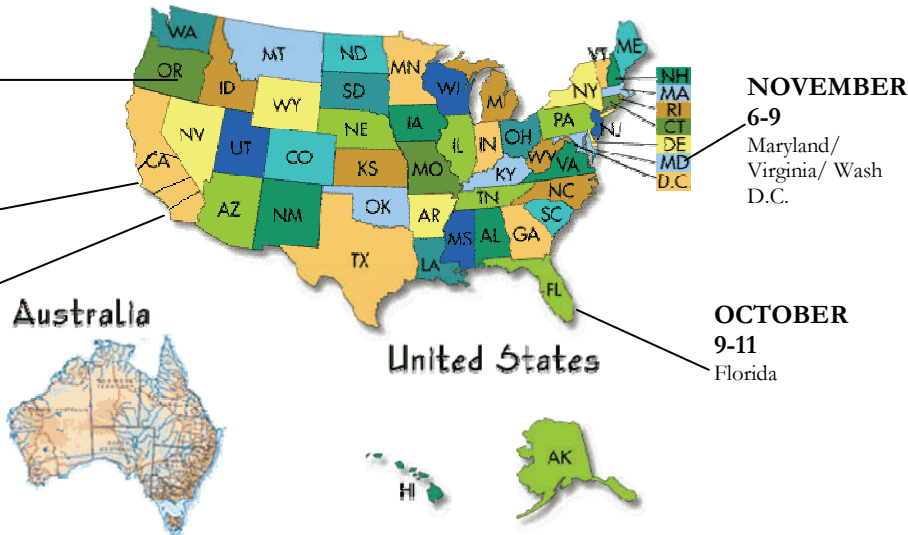
Where's Lisa 2007

Here is Lisa's present schedule for 2007. If she is not in Carlsbad, she may be near you. Check the schedule and if you are planning a Chapter or Region event, let her know!

JUNE 20-21 - Oregon

SEPTEMBER 11-13 - Santa

JUNE 28 - Rancho Cucamonga, 25 Year Anniversary Mixer



Incentives & Reminders

SUCCESS STORY INCENTIVE - MONTHLY

[\(click here for flyer\)](#) - Our lucky Success Story winners receive a Spotlight Page on Leads Club's website, a free link, an Ad slick in PDF format and One Month Free Fees Certificate!

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. **Management Team Members - See Mixer Flyer Template under the Management Team "Tools" section on the website. Contact your Regional Office for passwords to access this area.**

NEW LINK INCENTIVE

How can you get a Free Web Link to the Leads Club site?

- New or existing Members who make a Semi-Annual fee
- New or existing Members who sign up to pay Quarterly on Auto Debit
- Be a Management Team Member
- Be a Chapter Consultant

Valid for a limited time only! [See flyer for complete details.](#)

Chapter Locations



As your business grows with Leads Club, remember to refer your friends and business associates. To find a Leads Club in your area go to:

<http://www.leadclub.com/chapter/clubsite.shtml>

Submissions

To submit your ideas & successes on increasing business using the Leads Club process, send your email to info@leadclub.com