

Founded 1978

ALI LASSEN'S

LEADS CLUB

Leads Letter

for the expert networker

www.leadsclub.com

PROVIDING AN EFFECTIVE MEANS TO INCREASE YOUR BUSINESS

lisa on leads

Lisa Bentson
President

Somehow, we've arrived at the end, almost, of yet another year. It's been one for the record books – a roller coaster of change on a global scale. But, we've persevered and are succeeding despite daily challenges.

To keep us changing and enhancing your Leads Club experience, we've included our annual survey with this issue. Please take a moment to complete it. (The survey is also available at www.leadsclub.com.) Your feedback is greatly appreciated and it's invaluable to us in our evolution as a vital, professional organization.

In anticipation of our upcoming 25th year celebration, we're looking for members to participate on the planning committee for our biggest event ever. We'll be heading back to the beach in Carlsbad, CA on July 11-13, 2003. If you're interested, please join me in an online chat, Monday, November 4th at 3 pm PST. Just log on to www.leadsclub.com, click online, then chat room, then member chat. To your continued success!

Lisa

LEADS CLUB

Back to the Beach

**Convention
2003**

July 11-13 • Carlsbad, CA

advertising costs

Wondering what your Leads Club fees are doing for you? It's easy to quantify the value of your membership fees if you treat them as advertising dollars spent to promote your business. When you include your fees as part of your advertising budget, you'll see that they are very cost-effective, particularly when compared to other methods of advertising.

When compared with other media, your membership is a real bargain. By networking with other members, your reach or potential audience is virtually unlimited which means you're getting maximum impact from your money. We've used the San Diego market as an example to develop the following comparisons, detailed in the chart below.

Advertising sometimes seems like a necessary evil. You know you need to do it, but is it really working? With Leads Club, it's easy to track exactly how your networking pays off in more leads and increased sales. Still not sure? Check out our Success Stories on the following page and learn how Leads Club has worked for them as the best advertising value!

Advertising Outlet	Ad Type	Costs
Leads Club	Registration \$75 Annual Fees \$336**	\$411
Television	20 spots (ads)	\$8,000 - \$26,000*
Radio	20 spots (ads)	\$2,000 - \$6,000*
Newspaper	52 weeks / 12 months	\$1,920 - \$36,000*
Yellow Pages	12 month contract	\$4,448

* TV and radio rates vary based on time slot and frequency, newspaper rates vary based on ad size and frequency.

** Leads Club fees can be reduced by taking advantage of advance payment discounts.

Leads Club Chat Times

July 1 to December 31, 2002

chat rooms

Now you can join a Leads Club online chat every Monday. Three half-hour chats are available to members with participation based on membership seniority so you can network with members at all experience levels. Regularly scheduled chats are a great opportunity to learn and share with your fellow Leads Club members and support team. Join in and enjoy the benefits of our worldwide system. Just click the [online](#) button on the home page.



12:00 pm PST	Chapter Consultants
12:30 pm*	Members with 0 to 6 months tenure
1:00 pm*	Members with 7 months to 2 years tenure
1:30 pm*	Members with 2+ years tenure

* Your local time

Success Stories

Judy Booth
La Conner Skin Care
La Conner, WA

"La Conner Skin Care is a day spa offering a wide range of services, from facial peels to pedicures, in a quiet peaceful setting. My Leads Club membership has resulted in more new clients than all other forms of advertising combined – and it cost far less than the other methods I've tried."

"Leads Club has also given me a safe place to speak publicly about my business. This has helped me analyze my business, clarify my goals and set the direction I want to take."



Ned Lyle
Computers N.L.A.
Harbor City, CA

"I've been a member of the Del Amo Leads Club for five years. It has been the best form of advertising I have tried. The results have been in excess of \$40K per year in sales and services that I would otherwise not have had. That's about \$200K total since I've been a member."

"The first two years of my membership, I actually tracked every sale that resulted from the Leads Club group. I stopped when it became too much of a chore. So I know that my estimate of total revenue generated from Leads Club is very conservative."

Executive Director Spotlight



Jo Mittiga
Executive Director,
Author, Speaker,
Life Coach

Are You a Salesperson or a Relationship Builder?

We have only one opportunity to make a good first impression. In business networking, this first impression begins with our 30-second promotional – the verbal advantage. This 30-second promotional, also known as our elevator speech, has three key elements:

1. Who you are?
2. What do you do?
3. What is a good lead for you?

You must be able to answer these questions in order to create a successful 30-second promotional.

Who you are?

When you ask yourself this question, what replies do you hear? Are you an honest person? Do you choose to help people? Are you doing what you love? When you answer these questions, you will find the true response to "Who am I?". If you can answer, "Yes, I am in a career that truly allows me to be who I am," you've made a great start to creating a successful 30-second promotional. If you are not in a business that allows you to live your own personal integrity, then stop here and reevaluate your situation.

What do you do?

How do you describe yourself in business? Are you a salesperson or a relationship builder? If you are a chiropractor, do you just move bones or do you educate people about wellness? If you are in real estate, do you buy and sell houses or do help make dreams come true? Look beyond the obvious when answering this second question. Search for the higher reason as to why you do what you do. Finding this true purpose means that you have completed the second stage of a successful 30-second promotional.

What is a good lead for you?

To complete your promotional you need to define what type of individual or business will help your business grow. Make a list of clients, starting with your most successful, ending with your least. Then, list different types of business contacts who might know your most successful clients. When talking with prospects ask them for a direct referral, or if they know anyone who might have relationships with the type of client you seek.

Networking is about creating relationships. Don't disregard a contact because he or she doesn't need your product personally and immediately. Over time they may know someone who will. This third aspect of the 30-second promotional keeps you talking and interacting, remembering to ask who might be interacting with the clients that you need.

Thirty seconds is not a long time to make that dynamic first impression. Take the time to perfect your 30-second promotional and I promise that during future encounters you'll look and feel like the true professional you are.



MEANS TO INCREASE YOUR BUSINESS

Annual Member Survey

Each year, Leads Club conducts a survey of its members. This enables us to collect information valuable to both management and the membership of Leads Club. We utilize this information to enhance membership and increase your potential for business success. Please select your answers carefully and submit only once. Thank you for your participation.

Your Full Name _____ Age _____ Male Female

Your Chapter Name _____ Your State/Country _____

What is your Business Category? _____ Annual Gross Sales/Revenue _____

What is your email address? _____

Do you own your own business? Yes No Years in Business? _____

What type of business? Sole Proprietorship Partnership Corporation Independent Contractor

Is your office in your home? Yes No Do you have more than one business? Yes No

If yes, is your Leads Club category your primary income source? Yes No

How long have you been a member of Leads Club? _____

How did you hear about Leads Club? Current member Former member Newspaper Brochure Friend

Family member Radio/TV Internet Leads Club website Other

What is the primary reason you joined? (select one) Increase income Expand client base Gain knowledge of business community Improve speaking skills Boost confidence Other

In what areas has Leads Club met your expectations? _____

Do you own a computer? Yes No If yes, PC or MAC

If you use the Internet, what do you use it for? News Financial Email Shopping Chat

Personal information research Business information research

How often do you check your email? Hourly Daily Weekly Monthly

Does your business have a website? Yes No

If yes, what is the website address? _____

Have you visited the Leads Club Website? Yes No

In the past year, how many quality OUTSIDE leads have you GIVEN? _____

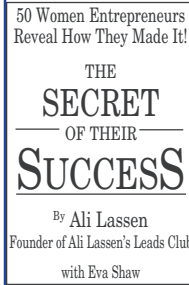
In the past year, how many quality OUTSIDE leads have you RECEIVED? _____

What percentage of your business in the past resulted directly from your Leads Club participation? _____

Mail or fax to Leads Club International Headquarters, P.O. Box 279, Carlsbad, CA 92018
Fax 760-729-7797

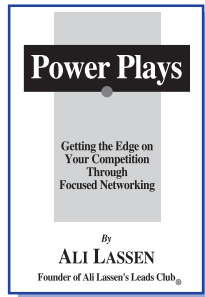
www.leadsclub.com





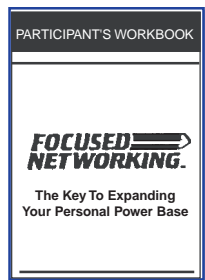
The Secret of Their Success

Follow the success stories of fifty outstanding business women.



Power Plays

Streamlines the networking process through Focused Networking™



The Focused Networking™ Workshop

Perhaps one of the most popular and effective workshops available today.

When you visit www.leadscub.com, you'll be amazed at the variety of services we offer our members. Visitors are greeted warmly with a photo of President, Lisa Bentson, access to her audio message and a brief description of who we are. It's also easy for prospective members to locate a chapter in their area.

To make it easier to navigate our site, visitors can click on the Site Map located under the Leads Club logo at the top of the page. Here's a sampling of what's offered on the web site.

Fees Payable Online

For U.S. members only at this time.

Chapter Support Materials

- **Online Chapter Charts** - blank charts for management team members
- **Supply Requests** - for members and chapter consultants

Annual Convention

Back to the Beach
July 11-13, 2003 in Carlsbad, CA

Web Links / Sites

Options for additional marketing opportunities through Ali Lassen's Leads Club web site.

Chat Rooms

- **Member Chat Room** with regularly scheduled chats (no password required)
- **Private Executive Director Chat Room** (password required)
- **Private Chapter Consultant Chat Room** (password required)

New Networking Tips

Ideas for ways to increase your business and benefit even more from Leads Club membership.

Bulletin Boards

The Executive Directors' Bulletin Boards are for members' use only and require a password. Contact your Executive Director for your password.

hotlines

International Headquarters

Lisa Bentson, President 800-783-3761
leadscub@leadscub.com
P.O. Box 279 Carlsbad, CA 92018
www.leadscub.com

Arizona

Dawn Vander Kooi 480-730-5323
arizona@leadscub.com

California

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

California

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

California

Sacramento and Surrounding Regions
Victoria Taus 707-693-1323
sacramento@leadscub.com

Colorado

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

Florida

West / North
Vivien Young 941-355-2380
florida-nw@leadscub.com

Georgia

Jo Mittiga 678-474-0823
georgia@leadscub.com

Illinois

Bill Cummings 630-845-1500
800-264-0111
illinois@leadscub.com
www.midwestleads.net

Indiana

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

Maryland / Virginia

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

Missouri

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

Oklahoma / Eastern Texas

Marilyn Price 866-599-4990
ok-tx@leadscub.com

Australia

Maree Elliott 08-829-37701
800-632-112
australia@leadscub.com

Ireland

Elizabeth Kearney
011-353-404-61727
ireland@leadscub.com

Peru

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

