



for the expert networker

Leads Letter



Greetings Members,

I hope that the first three quarters of 2007 have you on target to meet you annual goals. As our economies experience up and downs, it's those personal referrals that keep our businesses going. Please update your fellow Members on your progress so far this year and remind them of how they can assist you in making 2007 your best year in business to date.

Lisa Bentson,
President & CEO

The Leads Club International Headquarters is busy preparing for our 30th Anniversary Celebration. The Australia celebration is being rescheduled, we'll let you know when the date is set.

Stateside we are busy re-vamping www.Leadsclub.com to reflect our 30 years in business. Be on the lookout for our new Look and Member benefits due to launch before January 1, 2008. Our site gets over 15,000 page views a month and you can be part of the success by having a link from Leads. Leadership Team Members and those who make a 6 month fee payment receive their link for Free. Check out the link for further information; <http://www.leadclub.com/Member/incentive.shtml>

Have you received a Lead that has generated new business? If so and you would like the added benefit of being our "Spotlight", please submit your success story for consideration. Just click here <http://www.leadclub.com/success.shtml> for more information.

Finally, please check out our newly designed Blog for Member Tips and Networking and Marketing ideas. We welcome your comments.

Best wishes for your continuing Success!

Lisa

So Long Good Friend



Don Gillespie was a founding Member of Leads Club Australia and, in addition to being famous for his hats, he was equally famous for singing his 30 second promotionals! Even though he retired from Leads Club he continued to support Leads Club throughout the country. He was often found helping Leads Club Members with their promotionals. His presence in leads club will be greatly missed.

The Spirit of Leads Club Award

What is the Spirit of Leads Club Award?

An award given to a person who has demonstrated exceptional traits within your Area and/or Region

Who should receive the Spirit of Leads Club Award?

Someone who:

- Attends regularly
- Passes quality Leads on a consistent basis
- Has served on the Leadership Team
- Has served as a Chair Position, including Mentoring new Members
- Enthusiastically goes above and beyond in the above mentioned areas.
- Has served as a Chapter Consultant
- Has supported the Regional/Executive or National Office in an exceptional way
- Has received Leader of the Year Award *

*LEADER OF THE YEAR AWARD

Leads Club has been presenting the "Leader of the Year Award" on an

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Palomar Airport Leads: The Best Group in AMERICA!

As I look back on the last 6 months, I am extremely pleased to see the complete transformation of the group. The seeds that were planted by Debra and the founding Members have grown up. We have grown from a 5-6 person group, passing 3-6 leads; to a 23 Member group (with 4-5 potential Members) passing 30+ leads a meeting/120 leads a month. The energy is fantastic, the camaraderie is excellent and the group is filled with excellent Members! But there is still work to do.

When I became Director, I had a vision for the group: to help mold the best, most dynamic group in San Diego. I feel we have accomplished that. Under the next term, I believe we have the Members and leadership to become the best group in the country. What will this take? Here are my suggestions.

1. A common goal to attract the maximum 30 Members to the group.

- a. Continue the Open Houses, reminder emails, until we reach this goal.
- b. A group commitment to bring in 5-7 excellent, motivated Members for the group.
- c. To educate, train and assist the group in passing 100 leads per meeting (3 per person)**
- d. Create Monthly Gift Baskets for the most leads generated! Have all interested parties contribute one gift from their profession. Most leads at the end of the month, gets it.
- e. Encourage the Mentor Chair(s) to meet, train and educate new Members, and help Members increase the power of their message, and how to generate leads for the group.
- f. Implement the \$ Thank You Slips. The impact of this cannot be underestimated. When the group hears we generated "XXX dollars in leads this month/year," that has power!
- g. Continue with the One on One's (or 2 on 1's) Critical in learning about Members
- h. To improve/streamline the meetings:**
- i. Start on time, finish on time and follow the chart.
- j. Delegate responsibility to various chair positions: Get more Members involved, committed and responsible. The more chair positions that are filled by Members, the better the involvement/strength of the group.

Continue the "fun" atmosphere that is pervasive in the group! This is critical to long term success. Make it FUN!

A 30 Member group that is passing 360 leads a month will certainly be noteworthy, and great for all of our businesses and bank accounts. We can do it, and we are really close! It won't happen if we expect 1-3 people to do it all for us. This is OUR group, and therefore requires all of our commitment.

Marc
Outgoing Director
Palomar Airport Lead's Club

If your Chapter has experienced exception results, please feel free to submit your article of 300 words or less to info@leadsclub.com and share your Chapter successes with Leads Club.

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

Leads Club Tips

What Makes A Lead "Ideal" To Pass?

Generally speaking you cannot have TMI when passing a quality Lead. So many times in my life I have been accused of giving Too Much Information, but when it comes to giving a Lead, there is rarely TMI.

Providing your lead recipient with sufficient information for them to follow up with someone in your sphere of influence is appreciated.

Here are 3 key points to remember when referring:

Always include name, address (yes, snail mail), phone website and email.

Most business people have numerous communication tools available to them. When you provide as many access numbers as possible, you give your recipient the best chance to win the business.

Special note: Some businesses have confidentiality issues that will not allow them to follow up on Leads they receive. If you are a Member with this situation, please remember to inform your Sales Force (your fellow Leads Club Members) how they can best refer to you. Examples are helpful.

How did this Lead opportunity present itself to you?

Tell us where you were and what you were doing when you met the person you are referring. Many seemingly small details can make the difference. For example, "I met Jane at a charity function for our local Animal Shelter. She was there with her Golden Retriever and me with my Greyhound.

Now we know the person you have been referred to likes animals and to give back to the community. This is helpful in beginning to build a business friendship.

What is their level of interest?

I will certainly tread differently when someone has a cool interest vs. hot and in immediate need. Again, remember, TMI is OK. Let the Lead recipient filter for themselves and the individual circumstances.

This information is taken from a 10 minute Presentation I gave to our Beach Cities Chapter in San Diego. One of their Members also suggested the following:

Bonus tip: Ask the person you are referring, if the Lead recipient can contact them.

Finally, the easiest way to know if you are passing an "Ideal" Lead is to think about what you would like to have and know prior to following up with a Lead.

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annual basis to recognize one Member in each Chapter who has demonstrated exceptional traits.

For LOY, exceptional is defined as:

- Attends regularly
- Passes quality Leads on a consistent basis
- Has served on the Leadership Team
- Has served as a Chair Position, including Mentoring new Members
- Enthusiastically goes above and beyond in the above mentioned areas.

*~ Nothing in the world can take the place of persistence.
Talent will not; nothing is more commonplace than unsuccessful men with talent.
Genius will not; unrewarded genius is almost a proverb.
Education alone will not; the world is full of educated derelicts.
Persistence and Determination alone are omnipotent.~
By Calvin Coolidge*

Where's Lisa 2007

On-Line Marketplace

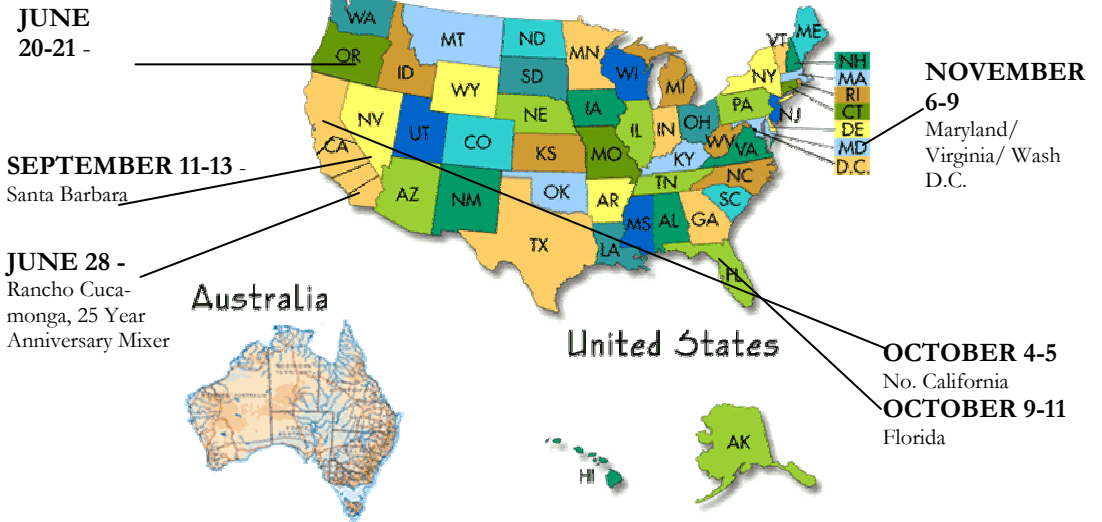
Visit our On-Line Marketplace to order logo business gifts.

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

~ You can't help a person uphill without getting closer to the top yourself. ~

Unknown

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!



Welcome New Regionals



Meet Robin Duke

Robin is a new Regional Director and Chapter Consultant for Oregon. Robin has a Life Coaching business, Coaching for Life Transitions, which helps her to support her current chapter and grow

new chapters. She has great networking skills and a winning smile. She is excited to be with a great company who supports and cares about their members.

Robin has 2 daughters and 3 grandchildren. She has lived in Gresham Oregon for 10 years and grew up on the Oregon coast. She has a successful Life Coaching business of 3 years and looks forward to increasing her client base through networking with Leads Club. She is real go getter and loves to be involved in her community.

Meet Michelle Sutter

Michelle is a native of Western New York and now enjoys her new home in Atlanta, GA with her husband and two children. Having moved to Atlanta in 2004 she has worked to establish herself as a leading business executive in the Health Insurance industry. She recently received her CBC designation qualifying her to become a Certified National Speaker and Trainer on the subject of HRA's and HSA's.

In the Fall of 2006 Michelle was introduced to her local Ali Lassen's chapter. Since joining she quickly became a part of the management team and has seen the true benefits from being a part of such a dynamic leads program. Drawing on her past experience with organizations such as Kiwanis, Chamber of Commerce and local

business development boards Michelle realized the unbelievable potential for the Georgia Region. With this enthusiasm she joins the team as the new Regional Consultant looking to develop the Georgia marketplace. Michelle was recently quoted as saying "If my business success from my home LEADS Chapter is any indication of what is to come... you would be crazy not to join us." Your success is only a phone call away. Come join us today in one of our new forming chapters and see what all the excitement is about!



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.leadsclub.com/Chapter/clubsite.shtml>