



LEADS CLUB NEW CHAPTER QUICK START GUIDE

ALL RIGHTS RESERVED. No part of this MANUAL or the WORKSHEETS, SAMPLE LETTERS, or ANY PART OF THIS MANUAL AND KITS may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from owner of LEADS CLUB, INC. ALL MATERIALS, INCLUDING THIS MANUAL, CONNECTED WITH THE MANAGEMENT OF LEADS CLUB, INC. REMAIN THE PROPERTY OF THE OWNER OF LEADS CLUB, INC. AND ARE TO BE RETURNED TO THE OWNER UPON REQUEST.

COPYRIGHT 2009, BY LEADS CLUB, INC.
PREVIOUS COPYRIGHT, 1979, 1984, 1986, 1988, 1994, 1995, 2004, 2008, 2010
INTERNATIONAL RIGHTS RESERVED
PRINTED IN THE UNITED STATES OF AMERICA

QUIK START GUIDE CONTENTS**PAGES**

QUIK START INSTRUCTIONS	3
Procedure	3
Success Method	3
Helpful Hint	3
QUIK START TIMELINE	4 - 13
Week 1	4
Week 2	5
Week 3	6
Week 4	7 - 8
Week 5	9 - 10
Week 6	11 - 12
Follow Up	13
1st INFORMATIONAL MEETING	14 - 19
Checklist	14
Agenda	15 - 19
2nd INFORMATIONAL MEETING	20 - 25
Checklist	20
Agenda	21 - 25
GRAND OPENING MEETING	26 - 27
Checklist	26
Consultant 10 Minute Presentation – Business Trust	27
QUIK START FORMS	28 - 35
Template: Invitation Email Letter	28
Template: Meeting Confirmation	29
Template: 1 st Meeting Follow Up Email	30
Template: 2 nd Meeting Follow Up Email	31
Checking References Phone Script	32
Sign in Sheet	33
Location Checklist for Coordinator	34
Press Release	35

QUIK START INSTRUCTIONS

PROCEDURE

The Quik Start approach is recommended if you are a highly motivated Leads Club Chapter Consultant and want to increase the number of Chapters you consult, which in turn will increase your monthly compensation!

Consult with your Regional Office regarding major decisions about the New Chapter with regards to day, time, business categories represented, location and menu.

QUIK START SUCCESS METHOD

1. Identify and select an area where you believe a Leads Club would do well. Schedule a strategy session with your Regional Office.
2. Find a suitable Meeting Location, select and secure Meeting Day and Meeting Time.
3. Schedule your 1st Informational Meeting 3 weeks from today. Ask all your contacts for referrals and INVITE, INVITE, INVITE!!!
4. Choose your Leadership Team; perform Orientation, Goal and Strategy Session.
5. Follow up and INVITE, INVITE, INVITE to your 2nd Informational Meeting.
6. Grand Opening Meeting, Leadership Team takes over from here!

HELPFUL HINT

Stay organized! Create a folder for your New Chapter. Staple the [Emerging Chapter Folder Insert](#) to inside front cover. This will serve as your Contact and RSVP list.

FOLLOW THE QUIK START TIMELINE, WITH COMPLETE AGENDA & INSTRUCTIONS. YOU WILL OPEN YOUR NEW CHAPTER IN SIX WEEKS!

QUIK START TIMELINE

WEEK 1

Identify and select an area where you believe a Leads Club would do well. Schedule a strategy session with your Regional Office.

- Ask your existing Chapter Members if they have business associates that are interested in joining Leads Club in that area. They may even suggest another area for you to work on as well!
- Pick an area where you have business contacts and clients.
- Ask your designated Regional Office for any potential Members they may have in that area already.

Find a suitable Meeting Location, select and secure Meeting Day and Meeting Time.

- Establish date and time for the 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 12:00Noon

- Check on the internet for Meeting Friendly Restaurants. Try to find locations that already work with networking groups and are familiar with a Leads Clubs needs and procedures. Your Regional Office may be able to assist you with suggestions, call and ask for help.
- Find a location that is centrally located and easily accessible.
- Find a restaurant with decent quality food, but keep cost in mind. Determine customary charges for meals in that area and use as a guide.
- More important is the actual MEETING SPACE! Private or at very minimum semi-private room is needed to conduct successful meetings.
- Speak to Manager of the restaurant; explain the needs of a weekly meeting. Find a location that does not have a required minimum or is willing to work with you in the beginning until full membership is achieved.
- Confirm day and time availability. Arrange to meet restaurant representative at the location to confirm price, menu and make sure the location is suitable for a meeting. Read any written agreements carefully. Make sure that the space will be available every week, on the same day, at the same time to accommodate the Chapter's Weekly Meetings.
- Check on any special information needed, such as parking availability and cost.
- Make sure you have the restaurants correct contact information and find out if and when a head count is needed.

WEEK 2

Schedule your 1st Informational Meeting 2 weeks from today. Ask all your contacts for referrals and INVITE, INVITE, INVITE!!!

- Let everyone know about it including your Regional Office, fellow Consultants, other Chapter Members and any business associates and friends. Ask everyone for referrals!!!
- Create Contact Cards for everyone that shows interest in joining a Leads Club Chapter, keep yellow slip in your contact card box and mail white slips to your Regional Office.
- Promote the meeting. **CREATE A BUZZ!**
- Create a [New Chapter Invitation Flyer](#) with from template. Make sure to include all information pertaining to Time, Date, Meal Cost (cash), Location, Directions, Parking, and most importantly have people RSVP to you, so you have a head count.
 - Email flyers along with [Invitation Email Cover Letter from Consultant](#) to contacts.
 - Print flyers to hand out or mail to prospective guests.
- Send [Press Releases](#) to local area publications and to related internet websites and social networking sites.
- Call people who want more information, tell them your personal Leads story. If anyone shows interest in being part of the Leadership Team, have your Regional Office mail a # 3 Packet ASAP or refer to website for agreement and application.
- Stay motivated, be excited, keep marketing and looking for New Members!

WEEK 3

Stay Excited and Keep Promoting!

- Keep telling people and INVITE, INVITE, INVITE!
- Send follow up emails with the [Invitation Flyers](#) or mail out postcards/ flyers.
- Create Contact Cards for everyone that shows interest in joining a Leads Club Chapter, keep yellow slip in your contact card box and mail white slips to your Regional Office.
- Send [Press Releases](#) to local area publications and to related internet websites and social networking sites.
- Call people if they want more information, tell them your personal Leads story. If anyone shows interest in being part of the Leadership Team, have your Regional Office mail them a # 3 Packet ASAP or refer to website for agreement and application.

WEEK 4

PRE-MEETING

2 Days before the 1st Informational Meeting:

- Stay motivated, be excited, keep marketing and looking for New Members.
- Assemble your RSVP list and send out [Meeting Confirmation Email from Consultant](#) and use [Event Flyer](#) as email attachment or make phone calls to confirm attendance.
- Call the restaurant contact to confirm arrangements.

1 Day before the 1st Informational Meeting:

- Keep telling people and inviting.
- Send out any last minute confirmations.
- Review [1st Informational Meeting Checklist](#). Make enough copies of any worksheets or forms needed for the meeting.

1st Informational Meeting:

- Arrive at Meeting Location 30 minutes prior to start time if possible.
- Arrange information table as instructed on checklist.
- Conduct program as per 1st Informational Meeting Agenda.
- Collect money for meals.

FOLLOWING THE MEETING

- Be available for any questions and offer assistance to those completing applications.
- Pay Restaurant and confirm 2nd Informational Meeting.
- Send agreements, applications, payment form and receipts to your designated Regional Office. Send any new Contact Cards as well.
- Contact your Regional Office and arrange Leadership Team Kits to be delivered to you before the 2nd Informational Meeting. *Leadership Team Agreements must be signed before distributing kits.*

WEEK 4

POST MEETING

Day after 1st Informational Meeting:

- Using [Telephone Script](#), call the references listed on the application for each potential member.
- Call each Member to thank them for becoming part of the Chapter. Complete [New Member Contact Report](#).
- Choose your 3 Leadership Team Members from those who have turned in application and payments.
 - When choosing a Leadership Team and assigning positions base your decision on the following criteria: Communications you have had with the Member, information obtained from their references and quality of participation during the 1st informational meeting.
- Invite your three top choices to be a part of the Inaugural Leadership Team and assign a position. Each Team Member must complete an online [Leadership Team Agreement](#) or make sure you have each sign a hard copy and mail in immediately.
- Schedule a Leadership Team Orientation and Strategy Session. A suggestion would be to ask if they are available to come before or stay after the 2nd Informational Meeting for the Orientation. If this is not possible, then arrange a convenient time & place for all 3 Members. This **MUST** be done before the 3rd or **GRAND OPENING MEETING**.
- Update [Invitation Flyer](#) with **2nd Informational Meeting Date**. Make sure to include all information pertaining to Time, Date, Meal Cost (cash), Location, Directions, Parking, and most importantly have people RSVP to you, so you have a head count. Update Cover Letter to include success results of the 1st Informational Meeting!
 - Email [Flyer](#) along with [Invitation Email Cover Letter from Consultant](#) to new contacts.
 - Print flyers to hand out or mail to prospective guests.
- Using the template provided, email each of the Attendees from the 1st Informational Meeting the list of business categories they developed during the Power Wheel exercise using [1st Informational Meeting Follow Up Email from Consultant](#). Challenge each of them to bring 2 Visitors to the next meeting. Include a copy of the updated Invitation Flier.
- Keep telling people; ask for referrals; INVITE, INVITE, INVITE!
- Send [Press Releases](#) to local area publications and to related internet websites and social networking sites.
- Call people if they want more information, tell them your personal Leads story.
- Stay motivated, be excited, keep marketing and looking for New Members!

WEEK 5

PRE-MEETING

2 Days before the 2nd Informational Meeting:

- Stay motivated, be excited, keep marketing and looking for New Members!
- Assemble your RSVP list and send out [Meeting Confirmation Email from Consultant](#) and use [Event Flyer](#) as email attachment or make phone calls to confirm attendance.
- Call the restaurant contact to confirm arrangements.

1 Day before the 2nd Informational Meeting:

- Keep telling people and inviting.
- Send out any last minute confirmations.
- Review [2nd Informational Meeting Checklist](#). Make enough copies of any worksheets or forms needed for the meeting.

2nd Informational Meeting:

- Arrive at Meeting Location 30 minutes prior to start time if possible.
- Arrange information table as instructed on checklist.
- Conduct program as per [2nd Informational Meeting Agenda](#).
- Announce Leadership Team Members during Meeting when instructed.
- Collect money for meals.

FOLLOWING THE MEETING

- Be available for any questions and offer assistance to those completing applications.
- Pay Restaurant and confirm GRAND OPENING MEETING date.
- Send applications, payment form and receipts to your designated Regional Office. Send any new Contact Cards as well.
- Confirm that each Leadership Team Member has signed an [Agreement](#) before distributing Kits. Mail Agreements to designated Regional Office.
- Perform Leadership Team Orientation, Goal and Strategy Session.
- Complete [Leadership Team Training Report](#) online or mail to designated Regional Office.

WEEK 5

POST MEETING

Day after 2nd Informational Meeting:

- Using [Telephone Script](#) call the references listed on the application for each potential member.
- Call each Member to thank them for becoming part of the Chapter.
- Update [Invitation Flyer](#) with **GRAND OPENING MEETING** Date. Make sure to include all information pertaining to Time, Date, Meal Cost (cash), Location, Directions, Parking, and most importantly have people RSVP to you, so you have a head count.
 - Email [Flyer](#) along with [Invitation Email Cover Letter from Consultant](#) to new contacts.
 - Print flyers to hand out or mail to prospective guests.
 - Encourage Leadership Team Members to invite at least 2 Visitors each to the **GRAND OPENING MEETING**, make sure they also have plenty of flyers and information to hand out or email to potential members.
- Using template, send [2nd Info Meeting Follow Up Email from Consultant](#) to each of the Attendees from the 1st and 2nd Informational Meetings which will include the list of Current Members and their business categories. Make sure to update the list of Open Categories. Challenge each of them to bring 2 Visitors to the next meeting. Include a copy of the updated Invitation Flier with all **GRAND OPENING MEETING** information.
- Keep telling people; ask for referrals; INVITE, INVITE, INVITE!
- Send [Press Releases](#) to local area publications and to related internet websites and social networking sites. **MAKE A BIG DEAL ABOUT THE GRAND OPENING MEETING!**
- Call people if they want more information, tell them your personal Leads story.
- Stay motivated, be excited, keep marketing and looking for New Members!

WEEK 6

PRE-MEETING

2 Days before the GRAND OPENING MEETING:

- Stay motivated, be excited, keep marketing and looking for Leads!
- Assemble your RSVP list and send out [Meeting Confirmation Email from Consultant](#) and use [Event Flyer](#) as email attachment or make phone calls to confirm attendance.
- Call the restaurant contact to confirm arrangements.
- Communicate the following information via phone or email to the Leadership Team Members:
 - Confirm that they are prepared and answer any questions they may have.
 - Confirm that they are to meet at the location at least 15 minutes prior to start of meeting.
 - Confirm Speakers for the **GRAND OPENING MEETING:**
 - # 1 Speaker is the Director
 - # 2 Speaker is the Assistant Director
 - # 3 Speaker is the Chapter Consultant

1 Day before the GRAND OPENING MEETING:

- Keep telling people and inviting.
- Send out any last minute confirmations.
- Review [GRAND OPENING MEETING Checklist](#).

GRAND OPENING MEETING:

- Arrive at Meeting Location 15 minutes prior to start time to meet with Leadership Team for pre-meeting conference.
- With Leadership Team, arrange information table as instructed on checklist.
- Consultant and Director stand at entrance of meeting room to greet visitors.
- Gently remind the Director to **BEGIN THE PROGRAM ON TIME** and **END ON TIME!**
- Leadership Team Director conducts the meeting per Laminated Program Outline, you observe and take notes.
- As Consultant, take notes throughout the meeting. You will present the [Business Trust 10 Minute Presentation](#) as the last speaker.
- Coordinator collects meal fees or individual meal fees are paid directly to restaurant.

WEEK 6

FOLLOWING THE MEETING

After GRAND OPENING MEETING:

- Be available for any questions and offer assistance to those completing applications.
- Help the Director post payments, write receipts, distribute the different copies of applications. Confirm that Director will send Regional Office applications, receipts payments and any new Contact Cards that day.
- Introduce the Coordinator to the Restaurant Contact, pay for meals and confirm Weekly Meetings. Give the Coordinator the [Location Checklist](#) form.
- Complete a [Chapter Consultant Visit Report](#) form online or mail to your designated Regional Office.

POST MEETING

A few days after the GRAND OPENING MEETING, Communicate the following via email or phone to Leadership Team Members:

- Explain to the Team the importance of sending information and fees collected at each meeting to their designated Regional Office, the same day as the meeting. This insures the New Members will receive their packets in a timely manner.
- Remind the Coordinator that they will be the first speaker the following week, along with the first two paid members to join.
- Director should notify the first two paid Members that they will be presenting their 10 Minute Presentations the following week. Director relates this information to Assistant Director for Speaker Chart update.
- Offer any assistance needed such as inviting visitors to the next meeting.
- Make sure the Director has access to all [Form Letters](#) and [Invitations](#) to be used to invite guests.
- Ask the Assistant Director if any help is needed with regards to Press Releases and Internet Marketing available for your Region.
- Confirm your next Chapter Consultant Visit date with the Assistant Director.
- Remind the Leadership Team to refer to the www.leadsclub.com website to receive their FREE link, obtain any additional information as well as to order new supplies.

**MOST IMPORTANT: Praise the Leadership Team for conducting their first successful meeting! Tell them what they did right!
Gently suggest any improvements for next time.**

CONGRATULATIONS! YOU HAVE OPENED A SUCCESSFUL LEADS CLUB CHAPTER!

FOLLOW UP

Communicate the following to Leadership Team Members BEFORE your next Chapter Consultant Visit:

- 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.
- As Chapter Consultant you will make Monthly Support Visits to the Chapter to offer suggestions, ideas and networking tips to help members receive positive results from their membership. Ask the Director what the Chapter specifically needs you to speak about during your next visit. Having realistic expectations is a good topic.

As with all of your Chapters, it is important to stay in close communicate with the Leadership Team (particularly the Director), and offer any assistance as needed. This will help to maintain effective and smooth-running weekly meetings

Please feel free to call your designated Regional Office or the International Headquarters if you need any assistance, we are there to help you and your New Chapters SUCCEED!

QUIK START 1st INFORMATIONAL MEETING

CHECKLIST

MEETING LOCATION REMINDERS:

- Does the restaurant require a minimum number of meals?
- Do they require the number of meals to be called in? When?
- Have arrangements been made with the manager regarding payment procedure for the food and beverages?
- Has the “U” shape table set-up been arranged? (No chairs in the center of the “U” is ideal.)

MAKE SURE YOU HAVE THE FOLLOWING ITEMS READY:

- **1st INFORMATIONAL MEETING AGENDA** print out on clip board
- Prepare Information Table with the following items:
 - 1 **SIGN IN SHEET** with a few pens
 - 20 **Member Applications**
 - 3 **Leadership Team Agreements**
 - 20 Post Cards with Date of Next Meeting
 - 20 copies of any Current Leads Club Promotional Fliers
- Distribute at each place setting:
 - 1 LEAD card
 - 1 DOLLAR VALUE slip (Thank You)
 - 1 CONTACT card
 - 1 Pencil or Pen
- Retain for your use during the meeting:
 - 1 Laminated Program Outline
 - 1 LEAD Card box
 - 30 copies of **POWER WHEEL SAMPLE**
 - 30 copies of **POWER WHEEL BLANK**
 - 1 LEAD card
 - 1 DOLLAR VALUE slip (Thank You)
 - 1 LEAD ACTIVITY CHART
 - 1 CONTACT Card
 - 30 Visitor Envelopes containing 1 each:
 - Your Chapter Consultant Business Card
 - Payment Option Form

IMPORTANT TO REMEMBER:

You may have spoken to some visitors over the phone or in person, others you may not have had contact with yet. Keep initial greetings cordial but brief, as meeting needs to **START ON TIME and END ON TIME**. Explain that hopefully any questions they have will be answered during the meeting, but if not, you will be available to meet with them after the meeting.

1st INFORMATIONAL MEETING AGENDA

Before Meeting

30 mins Chapter Consultant arrives; prepares for meeting according to 1st Informational Meeting Checklist.

15 mins Chapter Consultant greets visitors as they arrive, tells each to find a seat, set down their belongings. If you have a buffet style meal set up, invite everyone to help themselves to the food before the meeting begins. If you have a served meal, tell each person to complete their meal choice before the meeting begins.

0 mins Program begins: Chapter Consultant facilitates "1st Informational Meeting".

STAND IN THE PRESENTER POSITION IN FRONT OF YOUR GUESTS.

1. Read *INTRODUCTION*:

"Welcome to the 1st Informational Meeting of Ali Lassen's Leads Club. My name is **(your name)**, Chapter Consultant for Leads Club contracted by your Regional Office to visit Chapters monthly for guidance and assistance.

2. Read *PURPOSE* :

"The Purpose of Ali Lassen's LEADS CLUB is to assist you in getting good business referrals that will expand your business success.

LEADS CLUB is dedicated to maximizing the use of your time and resources to get good business referrals. To accomplish this goal, LEADS CLUB uses a method of spaced, timed, repetition of information.

We are not a social club. We are a business dedicated to increasing your business success."

3. Read *INTENT*:

"Today is an informational meeting to introduce you to Leads Club and give you an idea of how our proven system for increasing your business success through weekly, structured meetings can work for you and your business. I will adhere to the agenda in which your weekly meetings will be conducted, so you will leave with a better understanding of our process and why it produces result!"

4. Introduce *OPENING 30 SECOND PROMOTIONAL*:

"Let's begin with our Opening 30 Second Promotional. In Leads Club we use a timer for our 30 Second Promotional, this way each Member has an equal amount of time to promote their business. Please stand and take 30 seconds to introduce yourself by giving your name, business and specific LEADS you are looking for. I will lead by example."

Time yourself and give your best 30 second promotional for your business which includes your name, business and specific LEADS you are looking for. After you are done, continue timing and go counterclockwise around the room until everyone has had a chance to speak.

5. Introduce **LEAD CARDS & DOLLAR VALUE Slips, LEAD ACTIVITY CHART & LEAD EXCHANGE:**

WHILE YOU ARE HOLDING A LEAD CARD UP IN THE AIR, POINTING TO EACH SECTION AS YOU GO, EXPLAIN THE LEAD CARD COMPLETETION AS FOLLOWS:

(TRY TO GIVE REAL LIFE EXAMPLES OF LEADS AND THANK YOU'S BY USING NAME AND PROFESSION OF PEOPLE AT THIS MEETING IF POSSIBLE)

"Everyone, please take the LEAD CARD that is placed in front of you. This LEAD CARD is how your Chapter tracks business referrals.

If I have a referral or a LEAD for a member of our group, I begin by filling in the date in the top right corner.

Then on the top line or "To" area, I will write the Member's name to which I am giving the referral. My name will go on the next line in the "From" area.

On the "Please Contact" line I will write in the name of the person I would like the Member to contact. If this is a referral to a person at a company I will write in the Business Name on that line and the business phone number. If it is a personal referral, I will write that person's phone number. If I have the address or email address I will write that on the following line.

Then if I have any more information about the referral, I will complete the comments section with that information.

(Give everyone a moment to complete their Lead Card, if they already have a LEAD, encourage them to write it out!)

"An INSIDE LEAD is when you are utilizing the services of a fellow Member for the FIRST TIME. An OUTSIDE LEAD is when you are referring a fellow Member to someone outside of the Group."

WHILE YOU ARE HOLDING A DOLLAR VALUE SLIP UP IN THE AIR, POINTING TO EACH SECTION AS YOU GO, EXPLAIN DOLLAR VALUE SLIP COMPLETETION AS FOLLOWS:

"Everyone, please take the DOLLAR VALUE slip that is placed in front of you. This slip is how your Chapter tracks money that has been generated by referrals.

If I have received a payment for my product or services, I will complete a DOLLAR VALUE Slip. After "I wish to Thank" I will fill in the Member's name that originally gave me the LEAD (referral). I will write the Month in which I received payment and give the dollar amount on the last line."

HOLD UP A LEADS ACTIVITY CHART.

"You will track the number of LEADS given, received & dollar amount earned on your **Leads Activity Chart.**"

NOW DISPLAY THE LEAD CARD BOX AND EXPLAIN ITS USE.

"During the LEAD EXCHANGE, we will pass around this LEAD CARD BOX. When the BOX comes to you, you will have a few moments to speak about your LEADS and DOLLAR VALUE than you slips. If you do not have any LEADS or DOLLAR VALUE thank you slip's that week, try to say something positive or talk about a LEAD you are working on. You will then put the LEAD CARDS & DOLLAR VALUE slips in the front of the box and pass around until everyone has had a chance to participate. You will be given the top copy of the LEAD Card before the end each meeting. This is how you will follow up with the LEADS you receive each week."

6. Introduce *10 MINUTE PRESENTATION TIME:*

“During this time of the meeting, 3 Members will each be asked to give a 10 Minute Presentation about their business. Presenters will be pre-determined before the meeting and their presentations will be timed.

Today, I will be using our Presentation Time to talk about my personal experience in Leads Club, Chapter Leadership Teams and Power Partners”

7. Share *YOUR PERSONAL LEADS CLUB EXPERIENCE: (5 MINS)*

Use this time to **TELL YOUR STORY!** (Use the following statements and fill in the blanks. **Be engaging, relatable and speak from your heart! Acknowledge that some may have already heard your story in last meeting, but they will begin to experience repetition of information is one of the reasons Leads Club works!**)

1. I have been in Leads Club for **(state # of Years)**
2. I was prompted to join a Leads Club Chapter because **(state your reasons)**.
3. Since becoming member of Leads Club, my business has increased by **(give an annual percentage)**.
4. Since I first became a Member **(blank)** has changed/or happened in my business.
5. Positive effects Leads Club has had on my business and/or life include **(blank)**.
6. As your Consultant, my goal with each of you and your Chapter is **(blank)**.

8. Introduce *LEADERSHIP TEAM POSITIONS AND CONCEPT: (5 MINS)*

“Each Leads Club Chapter has a Leadership Team that consists of a Director, an Assistant Director and Coordinator. Your Chapter’s Director will conduct the Weekly Program according to this laminated Program Outline (pass one around). If you will notice on the back of the program, there is a summary of each Leadership Team Position. Briefly, here are the responsibilities of each Leadership Team Member:

DIRECTOR

- Conducts weekly LEADS CLUB program.
- Collects Member and Visitor fees and remit immediately to the International Headquarters.
- Confirms and instructs new Members.
- Keeps the Contact Card File Box
- Arranges replacement of LEADERSHIP TEAM Members at the end of your term or other termination.
- Coordinates and directs the efforts of the LEADERSHIP TEAM so that a full membership is maintained and the LEADS CLUB method, as outlined in the Manual, is carried out effectively.

ASSISTANT DIRECTOR

- Schedules weekly speakers from the membership.
- Prepares of “LEADS and Referrals” Chart.
- Keeps Chapter Business Card File.
- In charge of Media Relations/Internet Marketing
- Prepares Visitors Packets.
- Monitors Members’ LEADS results

COORDINATOR

- Keeps Member Attendance Chart.
- Time keeper of program.
- Official liaison with the meeting place and in charge of food and beverage choices.
- Performs simple bookkeeping for the Chapter.
- Copies handouts for the Chapter.
- Distributes Chair Responsibilities

“Leadership Team Members benefit by receiving a higher profile within your Chapter and business community, resulting in a more rapid increase in Leads received. Leadership Team Members attend an Orientation to become acquainted with the Leads Club System. Your business contacts will also expand while prospecting New Members for your Chapter.”

“If anyone is interested in participating in the Inaugural Leadership Team for this Chapter, please see me after the meeting.”

AT THIS POINT, TELL A QUICK PERSONAL STORY ABOUT YOUR EXPERIENCE ON THE LEADERSHIP TEAM IN YOUR CHAPTER.

9. Introduce *POWER PARTNER CONCEPT: (15 MINS)*

HAND OUT THE POWER WHEEL SAMPLE FORM & POWER WHEEL BLANK FORM.

“The Power Partner exercise is an example of the excellent marketing tools available exclusively to Leads Club Members. Take a look at the Power Wheel Sample form. Notice business categories are listed in the center circle and the connected two related businesses listed in the satellite circles. In Chapter, these related businesses are considered Power Partners.”

STATE WHAT BUSINESS CATEGORY YOU OCCUPY IN YOUR HOME CHAPTER AND GIVE TWO RELATED BUSINESS CATEGORIES THAT ARE CONSIDERED YOUR POWER PARTNERS.

“Now take a look at the Power Wheel blank form. In the center circle, write down all the business categories represented here today.” (You may want to say all categories aloud so Visitors can write down.)

“Think of two related businesses to your category and list them in one of the satellite circles and connect with a line, as in the sample form.”

Give them a few moments to do this.

- Ask one Visitor to say aloud their category and the two related businesses they wrote down, if they could think of any.
- Ask everyone else in the room if they can think of another Power Partner for this guest.
- All Visitors should write suggested Power Partners in satellite circle and connect to center category as on sample form.
- Continue to do this exercise until every Visitor has had a chance to contribute.

You should be completing a blank form as well and label with this Chapter’s Name.

ENCOURAGE GROUP PARTICIPATION. TELL THEM TO “THINK OUTSIDE THE BOX”. PRAISE THEIR IDEAS!!!

After everyone has had a chance to complete the exercise:

"I challenge each of you to invite two Visitors for next week's meeting that represent business categories we have listed as Power Partners. They could be your Power Partners or for someone else here today, just invite them to join us here next week."

"I will email everyone the list of the business categories the group came up with as well as an introductory email and PDF Invitation to our next meeting which you can use to invite Power Partner Visitors!"

10. Announce *FEES & APPLICATIONS:*

"Cost of your Leads Club Membership is very reasonable, about a dollar a day. Monthly Fees can be paid quarterly, semi-annually or annually at a discount. There is a one time Joining Fee, but no Annual Fees! Cash, Checks and credit Cards are accepted. I am passing around Visitor Envelopes inside you will find a Fee Payment Schedule.

To secure your business category today, please see me after the meeting to complete your application and submit a payment for the Joining Fee and at least 1 month's membership fee. We highly recommend you make the investment for 6 months of fees, as it's important to make a commitment to your business and give Leads Club a fair chance to work for you!

The only additional cost will be for your meals which will be paid in cash to the restaurant each week."

ANNOUNCE ANY SPECIAL LEADS CLUB PROMOTIONS AND INCENTIVES AT THIS TIME.

11. Announce *BUSINESS CARD EXCHANGE:*

"After you have received a Visitor Envelope, would everyone please pass their stack of business cards to the person to their right and take a card off the top and pass to the next person to the right, continue until everyone has received your card. Feel free to place the business cards you collected today in the envelope. My business card is already inside your envelope."

12. Announce *CLOSING 30 SECOND PROMOTIONAL:*

"Let's wrap up the meeting with our Closing 30 Second Promotional. Again, we will use a timer for our 30 Second Promotional. Please stand and take 30 seconds to introduce yourself by giving your name, business and specific LEADS you are looking for."

Time yourself and give a LEADS CLUB CHAPTER CONSULTANT 30 Second Promotional. Continue for each guest.

13. Read *LEADS CLUB CREED:*

"We always end each meeting by reading the **LEADS CLUB CREED:** As a Leads Club Member, I speak honestly and use good business ethics. I am strong, courageous and resourceful. I know conscious cooperation produces results. I make a commitment to the success and prosperity of myself and Leads Club Members."

14. Say *THANK YOU:*

"Thank you for coming. Please complete a CONTACT Card and pass that along to me with payment for your meal before you leave today. I will be here to answer any questions, help with applications and speak to those of you who are interested in being part of our Leadership Team. See everyone back here next week on **(STATE DAY, DATE & MEETING TIME OF THE NEXT MEETING).**"

QUIK START 2nd INFORMATIONAL MEETING

CHECKLIST

MEETING LOCATION REMINDERS:

- Does the restaurant require a minimum number of meals?
- Do they require the number of meals to be called in? When?
- Have arrangements been made with the manager regarding payment procedure for the food and beverages?
- Has the “U” shape table set-up been arranged? (No chairs in the center of the “U” is ideal.)

MAKE SURE YOU HAVE THE FOLLOWING ITEMS READY:

- **2nd INFORMATIONAL MEETING AGENDA** print out on clip board
- Prepare Information Table with the following items:
 - 1 **SIGN IN SHEET** with a few pens
 - 20 **Member Applications**
 - 3 **Leadership Team Agreements**
 - 20 Post Cards with Date of Next Meeting
 - 20 copies of any Current Leads Club Promotional Fliers
- Distribute at each place setting:
 - 1 LEAD card
 - 1 DOLLAR VALUE slip (Thank You)
 - 1 CONTACT card
 - 1 Pencil or Pen
- Retain for your use during the meeting:
 - 1 Laminated Program Outline
 - 1 **Leads Club Handbook**, bookmarked to 30 Second Promotional and 10 Minute Presentation pages
 - 1 LEAD Card box
 - 30 copies of **30 Second Promotional Worksheet**
 - 30 copies of **10 Minute Presentation Forms**
 - 1 LEAD card
 - 1 DOLLAR VALUE slip (Thank You)
 - 1 LEAD ACTIVITY CHART
 - 1 CONTACT card
 - 30 Visitor Envelopes containing 1 each:
 - Your Chapter Consultant Business Card
 - Payment Option Form

IMPORTANT TO REMEMBER:

Keep initial greetings cordial but brief, as meeting needs to **START ON TIME and END ON TIME**. Explain that hopefully any questions they have will be answered during the meeting, but if not, you will be available to meet with them after the meeting.

2nd INFORMATIONAL MEETING AGENDA

Before Meeting

30 mins Chapter Consultant arrives; prepares for meeting according to 1st Informational Meeting Checklist.

15 mins Chapter Consultant greets visitors as they arrive, tells each to find a seat, set down their belongings. If you have a buffet style meal set up, invite everyone to help themselves to the food before the meeting begins. If you have a served meal, tell each person to complete their meal choice before the meeting begins.

0 mins Program begins: Chapter Consultant facilitates "2nd Informational Meeting".

STAND IN THE PRESENTER POSITION IN FRONT OF YOUR GUESTS.

1. Read *INTRODUCTION*:

"Welcome to the 2nd Informational Meeting of Ali Lassen's Leads Club. My name is **(your name)**, Chapter Consultant for Leads Club contracted by your Regional Office to visit Chapters monthly for guidance and assistance.

2. Read *PURPOSE* :

"The Purpose of Ali Lassen's LEADS CLUB is to assist you in getting good business referrals that will expand your business success.

LEADS CLUB is dedicated to maximizing the use of your time and resources to get good business referrals. To accomplish this goal, LEADS CLUB uses a method of spaced, timed, repetition of information.

We are not a social club. We are a business dedicated to increasing your business success."

3. Read *INTENT*:

"Today is an informational meeting to introduce you to Leads Club and give you an idea of how our proven system for increasing your business success through weekly, structured meetings can work for you and your business. I will adhere to the agenda in which your weekly meetings will be conducted, so you will leave with a better understanding of our process and why it produces result!"

4. Introduce *OPENING 30 SECOND PROMOTIONAL*:

"Let's begin with our Opening 30 Second Promotional. In Leads Club we use a timer for our 30 Second Promotional, this way each Member has an equal amount of time to promote their business. Please stand and take 30 seconds to introduce yourself by giving your name, business and specific LEADS you are looking for. I will lead by example."

Time yourself and give your best 30 second promotional for your business which includes your name, business and specific LEADS you are looking for. After you are done, continue timing and go counterclockwise around the room until everyone has had a chance to speak.

5. Introduce *LEAD CARDS & DOLLAR VALUE Slips, LEAD ACTIVITY CHART & LEAD EXCHANGE:*

WHILE YOU ARE HOLDING A LEAD CARD UP IN THE AIR, POINTING TO EACH SECTION AS YOU GO, EXPLAIN THE LEAD CARD COMPLETETION AS FOLLOWS:

(TRY TO GIVE REAL LIFE EXAMPLES OF LEADS AND DOLLAR VALUE THANK YOU'S BY USING NAME AND PROFESSION OF PEOPLE AT THIS MEETING IF POSSIBLE)

"Everyone, please take the LEAD CARD that is placed in front of you. This LEAD CARD is how your Chapter tracks business referrals.

If I have a referral or a LEAD for a member of our group, I begin by filling in the date in the top right corner.

Then on the top line or "To" area, I will write the Member's name to which I am giving the referral. My name will go on the next line in the "From" area.

On the "Please Contact" line I will write in the name of the person I would like the Member to contact. If this is a referral to a person at a company I will write in the Business Name on that line and the business phone number. If it is a personal referral, I will write that person's phone number. If I have the address or email address I will write that on the following line.

Then if I have any more information about the referral, I will complete the comments section with that information.

(Give everyone a moment to complete their Lead Card, if they already have a LEAD, encourage them to write it out!)

"An INSIDE LEAD is when you are utilizing the services of a fellow Member for the FIRST TIME. An OUTSIDE LEAD is when you are referring a fellow Member to someone outside of the Group."

WHILE YOU ARE HOLDING A DOLLAR VALUE SLIP UP IN THE AIR, POINTING TO EACH SECTION AS YOU GO, EXPLAIN DOLLAR VALUE SLIP COMPLETETION AS FOLLOWS:

"Everyone, please take the DOLLAR VALUE slip that is placed in front of you. This slip is how your Chapter tracks money that has been generated by referrals.

If I have received a payment for my product or services, I will complete a DOLLAR VALUE Slip. After "I wish to Thank" I will fill in the Member's name that originally gave me the LEAD (referral). I will write the Month in which I received payment and give the dollar amount on the last line."

HOLD UP A LEADS ACTIVITY CHART.

"You will track the number of LEADS given, received & dollar amount earned on your **Leads Activity Chart.**"

NOW DISPLAY THE LEAD CARD BOX AND EXPLAIN ITS USE.

"During the LEAD EXCHANGE, we will pass around this LEAD CARD BOX. When the BOX comes to you, you will have a few moments to speak about your LEADS and DOLLAR VALUE than you slips. If you do not have any LEADS or DOLLAR VALUE thank you slip's that week, try to say something positive or talk about a LEAD you are working on. You will then put the LEAD CARDS & DOLLAR VALUE slips in the front of the box and pass around until everyone has had a chance to participate. You will be given the top copy of the LEAD Card before the end each meeting. This is how you will follow up with the LEADS you receive each week."

6. Introduce *10 MINUTE PRESENTATION TIME:*

“During this time of the meeting, 3 Members will each be asked to give a 10 Minute Presentation about their business. Presenters will be pre-determined before the meeting and their presentations will be timed.”

“Today, I will be using our Presentation Time to talk about my personal experience in Leads Club, Review Leadership Team Positions and Help you develop an effective 30 Second Promotional.”

7. Share *YOUR PERSONAL LEADS CLUB EXPERIENCE: (5 MINS)*

Use this time to **TELL YOUR STORY!** (Use the following statements and fill in the blanks. **Be engaging, relatable and speak from your heart! Acknowledge that some may have already heard your story in last meeting, but they will begin to experience repetition of information is one of the reasons Leads Club works!**)

- a. I have been in Leads Club for *(state # of Years)*
- b. I was prompted to join a Leads Club Chapter because *(state your reasons)*.
- c. Since becoming member of Leads Club, my business has increased by *(give an annual percentage)*.
- d. Since I first became a Member *(blank)* has changed/or happened in my business.
- e. Positive effects Leads Club has had on my business and/or life include *(blank)*.
- f. As your Consultant, my goal with each of you and your Chapter is *(blank)*.

8. Introduce *BENEFITS OF LEADS CLUB:*

“There are many benefits to becoming a Member of Leads Club. When you join Leads Club Chapter, you will receive a business card with a log in code and password that will allow you to access the Member’s Only Section of the www.leadsclub.com website. On the site you will find all of the information you need to make the most of your Leads Club Membership including a Membership Handbook as well as many great business marketing and promotional tools available exclusively to Leads Members.”

“Let’s take a sneak peak at two very important parts of our Leads Club Meeting Weekly Agenda: 30 Second Promotional and 10 Minute Presentations.”

9. Introduce *DEVELOPING AN EFFECTIVE 30 SECOND PROMOTIONAL: (10 MINS)*

“Have you ever heard the saying, “You only have one chance to make a good first impression”? Well, that’s exactly why your 30 Second Promotional needs to be clear, concise and have impact. In this technologically advanced world we live in, people have extremely short attention spans, so 30 seconds may be the only time you have to peak someone’s interest. You really need to make your 30 seconds count!”

CONSULTANT TAKES OUT MEMBER HANDBOOK AND READS ALOUD PAGES THAT PERTAIN TO 30 SECOND PROMOTIONALS.

PASS OUT THE 30 SECOND PROMOTIONAL WORKSHEET.

As you are passing out the worksheet, acknowledge anyone that may have done a great 30 second promotional that day and state what was so good about it.

Once everyone has received the worksheet, read the instructions aloud and ask everyone to take a few moments and complete their worksheet. Ask if anyone has any questions and assist as needed. Once they have completed this exercise, ask them to set their worksheets aside, as we will be using them during our Closing 30 Second Promotional.

10. Introduce **CREATING AN APPEALING 10 MINUTE PRESENTATION: (10 MINS)**

“During your 10 Minute Presentation time, you will have the opportunity to showcase your business. Use this time to educate your fellow Leads Club Members about you, your business, your specific products or services and what sets you apart from others in your field. Think of your audience as your personal sales force. What do they need to know about you and your business in order to refer you to others with confidence?”

CONSULTANT TAKES OUT MEMBER HANDBOOK AND READS ALOUD PAGES THAT PERTAIN TO 10 MINUTE PRESENTATIONS.

PASS OUT THE 10 MINUTE PRESENTATION FORM.

As you are passing out the worksheet, talk about a particularly good 10 Minute Presentation you heard in your Home Chapter. Briefly tell why it was memorable and how it helped you refer business to your fellow Member.

After everyone receives a form, read the information aloud. As you go through each step, use an example of something you have heard or seen during a 10 minute Presentation in your Home Chapter that relates to that particular step.

(Remember stories sell, but keep it brief and to the point!)

11. Introduce **LEADERSHIP TEAM:**

“Each Leads Club Chapter has a Leadership Team that consists of a Director, an Assistant Director and Coordinator. I would like to introduce your Chapter’s Inaugural Leadership team:”

ENTHUSIASTICALLY ANNOUNCE THE FOLLOWING:

Your Director is: **(State Member Name and Business Category)**

Your Assistant Director is: **(State Member Name and Business Category)**

Your Coordinator is: **(State Member Name and Business Category)**

ENCOURAGE APPLAUDS!

“On behalf of Leads Club and the rest of the **(NAME OF CHAPTER)**, I would like to thank each of you for volunteering to be a part of our first Leadership Team. Next week your new Director will be conducting our Grand Opening Meeting and I will be in attendance to observe and support.”

12. Encourage **INVITING VISITORS:**

“I encourage each of you to invite at least 2 Visitors to next week’s Grand Opening Meeting. I will email each of you a list of open business categories. I have fliers available for you at the information table. Or if you prefer, I can send an introductory email and PDF Invitation to anyone you would like to invite to our next meeting!”

13. Announce *FEES & APPLICATIONS:*

“Cost of your Leads Club Membership is very reasonable, about a dollar a day. Monthly Fees can be paid quarterly, semi-annually or annually at a discount. There is a one time Joining Fee, but no Annual Fees! Cash, Checks and credit Cards are accepted. I am passing around Visitor Envelopes inside you will find a Fee Payment Schedule.

To secure your business category today, please see me after the meeting to complete your application and submit a payment for the Joining Fee and at least 1 month’s membership fee. We highly recommend you make the investment for 6 months of fees, as it’s important to make a commitment to your business and give Leads Club a fair chance to work for you!

The only additional cost will be for your meals which will be paid in cash to the restaurant each week.”

ANNOUNCE ANY SPECIAL LEADS CLUB PROMOTIONS AND INCENTIVES AT THIS TIME.

14. Announce *BUSINESS CARD EXCHANGE:*

“After you have received a Visitor Envelope, would everyone please pass their stack of business cards to the person to their right and take a card off the top and pass to the next person to the right, continue until everyone has received your card. Feel free to place the business cards you collected today in the envelope. My business card is already inside your envelope.”

15. Announce *CLOSING 30 SECOND PROMOTIONAL:*

“Let’s wrap up the meeting with our Closing 30 Second Promotional. Again, we will use a timer for our 30 Second Promotional. This is a good time to use your 30 Second Promotion worksheet we completed early.”

Time yourself and give a LEADS CLUB CHAPTER CONSULTANT 30 Second Promotional. Continue for each guest.

16. Read *LEADS CLUB CREED:*

“We always end each meeting by reading the **LEADS CLUB CREED**: As a Leads Club Member, I speak honestly and use good business ethics. I am strong, courageous and resourceful. I know conscious cooperation produces results. I make a commitment to the success and prosperity of myself and Leads Club Members.”

17. Say *THANK YOU:*

“Thank you for coming. Please complete a CONTACT Card pass to me along with payment for your meal before you leave. I will be here to answer any questions and assist with applications. See everyone back here next week for our **GRAND OPENING MEETING** on **(STATE DAY, DATE & TIME OF THE NEXT MEETING)**!

**PERFORM LEADERSHIP TEAM ORIENTATION
EITHER BEFORE OR AFTER THE 2ND INFORMATIONAL MEETING
OR SOMETIME BEFORE THE GRAND OPENING MEETING!!!**

QUIK START GRAND OPENING MEETING

CHECKLIST

MEETING LOCATION REMINDERS:

- Does the restaurant require a minimum number of meals?
- Do they require the number of meals to be called in? When?
- Have arrangements been made with the manager regarding payment procedure for the food and beverages?
- Has the “U” shape table set-up been arranged? (No chairs in the center of the “U” is ideal.)

MAKE SURE YOU HAVE THE FOLLOWING ITEMS WITH YOU:

- Laminated Program Outline to follow along with Director
- [Detailed Chapter Visit Report](#) to complete during meeting and to keep notes
- Print out of [10 Minute Presentation Topic: BUSINESS TRUST](#)
- Bring additional LEAD cards, DOLLAR VALUE slips, LEAD ACTIVITY CHARTS, CONTACT cards, Applications and Receipts if needed by Leadership Team
- 50 of your Consultant Business Cards for the Chapter Card Box

HELP LEADERSHIP TEAM PREPARE 15 MINUTES BEFORE THE MEETING:

- Information Table with the following items:
 - [Member Applications](#)
 - Post Cards with Date of Next Meeting
 - Copies of any Current Leads Club Promotional Fliers
- Have plenty of the following items readily available for use during the Meeting:
 - LEAD cards
 - THANK YOU slips
 - LEAD ACTIVITY CHART
 - CONTACT cards
 - Visitor Envelopes containing 1 each:
 - Your Chapter Consultant Business Card
 - Business Cards for Each Paid Chapter Member
 - Payment Option Form
- Go through the Checklist on the back of the Laminated Program Outline:
 - Make sure they are clear about their roles during the meeting
 - Confirm they know the procedures after the meeting

**MOST IMPORTANT: Encourage them to relax and enjoy their first meeting!
By following the Leads Club format and with your support,
SUCCESS is virtually guaranteed.**

FOR CHAPTER CONSULTANT USE DURING NEW CHAPTER GRAND OPENING MEETING

PRESENTATION TOPIC: BUSINESS TRUST

PURPOSE: How to develop business trust.

NOTES: Arrange for a Member to take notes.

SEND: Email or mail notes to your Regional Office immediately.

INTRODUCTION: Take a moment to look at your **LEAD ACTIVITY CHART** and think about how many quality LEADS, in whatever way you define quality, you have given and received in this past month. In the next few months, we want those NUMBERS on your chart, both in giving and receiving LEADS, to increase.

The remarks made here today will be combined and condensed with others from our Region and given to you to use for your reference. INCREASED QUALITY and NUMBER of LEADS is our goal.

Today, the area we will be looking at is **TRUST** and **HOW DO YOU DEVELOP BUSINESS TRUST?**

QUESTIONS TO ASK THE CHAPTER:

1. How do you know when someone trusts you in business?
2. What happens if I haven't used your service myself; how would I know you are trustworthy?
3. How would I know whether you are knowledgeable about your business?
4. Regarding the things we've talked about: What things can you do, here at the meeting, which will develop business trust?
5. How would you know whether someone has increased trust in your business?

TEMPLATE: INVITATION EMAIL COVER LETTER FROM CONSULTANT

*Embed this letter in your initial email contact to a Prospective Member.
Include attachment of PDF Invitation Flyer.
In Email Subject area: Leads Club Meeting*

Dear (Prospective Member Name),

I would like to personally invite you to a Leads Club Networking Meeting in your area:

(Date) (Chapter Name) (Day of Week) (Start Time – End Time)

Leads Club provides an effective means to increase your business through weekly networking meetings in a non-competitive environment. Each chapter offers business category exclusivity and the opportunity to showcase your business and your company's products or services.

I have attached a PDF flyer for the meeting which has all the important details such as meeting time, location, cost and parking information.

I have been a member of (Your Chapter Name) Leads Chapter, (Optional Your Chapter's Website), for quite a while now. I receive qualified business referrals and it has been very helpful for the growth of my business. I believe it will do the same for your business!

To RSVP for the meeting or if you have any other questions, please contact me via phone, (Your Phone Number) or you can email me, (Your Email).

Feel free to forward this email and the PDF flyer to any other business professionals that you think will be interested in attending the meeting or let me know if I can forward information on your behalf.

Thanks for your time and I look forward to seeing you at a meeting on (Meeting Date).

Sincerely,

(Your Name)

(Your Leads Club Title)

www.leadsclub.com

PS: Don't forget to bring plenty of business cards to hand out at the meeting

TEMPLATE: MEETING CONFIRMATION EMAIL FROM CONSULTANT

Embed this letter in your email to confirm an RSVP to any Meeting.

Include attachment of PDF Invitation Flyer.

In Email Subject area: Confirming Leads Meeting

Hi (Prospective Member Name),

This is your confirmation email for the (Chapter Name) Leads Club (Breakfast or Lunch) Meeting on (Date) (Start Time) at (Location Name and Address).

Attached is another copy of the info flyer for your convenience.

I look forward to seeing you at the meeting!

Thank You,

(Your Name)

Leads Club

(Your Leads Club Title)

www.leadsclub.com

PS: Don't forget to bring plenty of business cards to hand out at the meeting!

TEMPLATE: 1ST INFO MEETING FOLLOW UP EMAIL FROM CONSULTANT

Embed this letter in your email to all attendees at 1st Info Meeting and to those that received the original Invitation Email but did not attend.

It is OK to send as a Group Email, this will build community and excitement.

Include attachment of updated PDF Invitation Flyer with 2nd Meeting Info.

In Email Subject area: Successful 1st Leads Meeting

Hello There!

I would like to begin by thanking everyone for making our initial meeting of the New (Chapter Name) Leads Club Chapter a great success!

If you were not able to attend our meeting, these are the business categories that were represented: (List All Businesses Categories Represented at 1st Informational Meeting).

During the meeting, we brainstormed about business categories that would be a good fit for our New Chapter. Here is the list the group came up with. I challenge each of you to think of at least one Visitor in a category from this list to invite to the next meeting:

(List Power Wheel Business Category Results and include others)

Attached is a PDF flyer for our next meeting. Please feel free to email this to any other business associates that you feel would benefit from our Leads Group.

If you would like me to send an email regarding Leads Club on your behalf or if you need a cover letter, please email me the information and I will take care of this for you ASAP.

On the agenda for our next meeting: Announcing Leadership Team Members, Creating Concise 30 Second Promotional and Tips for a Successful 10 Minute Presentation.

For those of you that have shown interest in Leadership Team Positions, I will be contacting you to arrange for our Leadership Team Orientation.

Remember, until someone has submitted an application and sign up fee, the category is still available on a first come, first serve basis. The next meeting for our chapter is open to everyone, so invite, invite, invite!

If you have any questions, please email (Your Email) or call me, (Your Number).

It was a pleasure meeting those of you who attended our meeting last week. I look forward to working with all you as we build a Leads Club Chapter that will truly benefit you and **lead** to your business success!

Sincerely,

(Your Name)

Leads Club

(Your Leads Club Title)

www.leadsclub.com

TEMPLATE: 2nd INFO MEETING FOLLOW UP EMAIL FROM CONSULTANT

*Embed this letter in your email to all attendees at 2nd Info Meeting and to those that received the original Invitation Email but did not attend.
It is OK to send as a Group Email, this will build community and excitement.
Include attachment of updated PDF Invitation Flyer with Grand Opening Meeting Info.
In Email Subject area: Leads Grand Opening Meeting!*

Hello Leads Club Members & Visitors!

Thanks to everyone who attended the second meeting of our New (Chapter Name) Leads Club Chapter.

I am pleased to announce your Leadership Team:

Director: (Member Name and Business Category)

Assistant Director: (Member Name and Business Category)

Coordinator: (Member Name and Business Category)

Your Leadership Team will take charge at the Grand Opening Meeting on (Give Day, Date and Time). Attached is a PDF flyer with all the information.

Your Chapter is still seeking Members for the following categories: (List)

The next meeting for your chapter is open to those in non-competitive categories, so please feel free to forward this email and invite any business associates from the list above!

If you have any questions, or if you need my assistance, email (Your Email) or call me, (Your Number).

I look forward to attending your Grand Opening Meeting and I will continue to **lead** (Chapter Name) Leads Club to Success!

Sincerely,

(Your Name)
Leads Club
(Your Leads Club Title)
www.leadsclub.com

CHECKING REFERENCES

Once a potential Member has turned in an application, it is critical to check the references they have listed on the application.

The purpose of checking references is to safeguard your relationship with your clients, customers, and/or acquaintances to which you will refer this new Member. The quality of your Chapter Membership will be directly influenced by the Members accepted. Any Member of the Leadership Team (Director, Assistant Director and Coordinator) may check the references of a prospective Member.

Suggested Phone Script

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 a few minutes? That's all it will take."

"Thank You" OR "When will be a more convenient time to call you back?"

1. "How long have you known the **(Applicant)**?"
2. "Is yours a business or personal relationship?"
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"

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?"

LOCATION CHECKLIST FOR COORDINATOR

LOCATION NAME: _____

CONTACT NAME: _____

PHONE NUMBER: _____

MINIMUM # OF MEALS: NO YES QTY _____

PHONE AHEAD REQUIRED: NO YES

IF YES, WHEN?: _____

MENU REVIEW: _____

PAYMENT ARRANGEMENTS: _____

SPECIAL ARRANGEMENTS: _____

“U” TABLE SET UP – CONFIRM: NO YES
(no chairs in center is ideal)

PRESS RELEASE

DATE: _____

TO: _____

ATTN: _____

FOR IMMEDIATE RELEASE:

Ali Lassen's LEADS CLUB is forming a New (NAME) Chapter and is inviting area business professionals in all categories to join.

Weekly networking meetings will be held every (DAY OF WEEK), (MEETING START TIME – END MEETING TIME) at (LOCATION).

LEADS CLUB is an "Exclusive Category" business networking group and allows only one dynamic professional to represent each business category.

Contact our Chapter Consultant, (YOUR NAME) at (YOUR PREFERRED CONTACT INFORMATION PHONE OR EMAIL), for an invitation to meet our newest members and increase your business referrals!

Leads Club, Inc.
International Headquarters
P.O. Box 279
Carlsbad, CA, USA
92018-0279

1-800-783-3761
(760) 434-3761
(760) 729-7797