



for the expert networker

Leads Letter

www.leadclub.com

PROVIDING AN EFFECTIVE MEANS TO INCREASE YOUR BUSINESS

Lisa on Leads



Lisa Bentson
President & CEO

LEADS LETTER IS NOW AN E-NEWSLETTER, allowing us to provide you with even more information, tips and tools to enhance your results. We hope you enjoy the new format and will forward it to your business associates, friends and family. The more people that know about Leads Club, the more Leads that are possible.

The goal of **"International Visitors Month"** in April is for you to invite Visitors to your Chapter and hold one big, special Open House.

Here are a few ways you will benefit by participating in the Open House and by inviting Visitors:

1. The larger your Chapter - the more Leads you can give. Knowing that **... the more you give, the more you receive!**
2. By playing an active role in bringing in your Power Partner professions, the **more Leads you will receive.**
3. Helping others grow their businesses (by introducing them to Leads Club) builds an alliance that will keep you in the forefront of their minds, **resulting in an increase of Leads for you!**
4. Using the Leads Club advantage to meet people helps you **"Lead with Leads"** (see article in this issue) and **gain additional clients for your business.**
5. As an active Leads Club Member you **gain the respect and appreciation** of your fellow Members which causes them to think of you more often and . . . you guessed it, **results in more Leads received!**

Thank you in advance for all of your efforts in promoting International Visitors Month and for your involvement in growing your Chapter. Our system-wide goal is to increase Membership by 20% between now and June 1st.

To your continuing success!

Celebrating 25 Years of Leads Club Success in the Los Angeles Region

In November 2005 Leads Club Members gathered at a Gala Event in Long Beach California to celebrate the 25th Anniversary of Leads Club in the Los Angeles Region.

Lisa Bentson, President and CEO attended the event and spoke about the founder Ali Lassen and the early days of Leads Club. Honors and awards were presented by Eileen Elliott, Executive Director, in the following areas:



Eileen Elliott
Executive Director
Los Angeles/
Orange County

Longest Standing Member: Diane Rivard - Member for 23 years - Founding Director, Rancho Cucamonga Chapter. Click **Success Story** to see her article.

Longest Standing Chapters: Six Chapters, 20 years and older were honored. One member from each chapter gave a brief history of the chapter:

- Rancho Cucamonga - Diane Rivard.....(23 years)
- Torrance Women - Sally Kneifel(22 years)
- Glendora - Rose Wentz.....(22 years)
- Whittier - Nancy Bauer(22 years)
- Century City - Sarah Bates.....(21 years)
- Tarzana - Michael Caroff.....(20 years)

Highest Dollar Value: The Burbank Chapter received the Highest Dollar Value Award by generating \$433,135 in 2005. The 35 Chapters of the Los Angeles Region generated a total of \$5 million dollars in 2005!

Highest Number of Leads: Torrance Women's Chapter received the Highest Number of Leads Award for passing 2013 leads in 2005.

Leader of the Year: Each Chapter selected one of their members to receive the Leader of the Year award for their chapter in 2005. Those in attendance were recognized and presented with a special certificate.

**Congratulations Los Angeles Region
for your business success!**

December 2005



Name: **Renee Mott**
 Chapter: **St. Pete Professionals**
 Business: **Construction**
 BusinessName: **RM Renovations**
 city, state: **St. Petersburg, Florida**
 years: **5**
 revenue: **\$2,000**

I am proud to say that in the 4 short months that our organization has been a part of the St. Pete Professionals leads group we have grown our business significantly. As I looked around the table one day at our new emerging chapter I am proud to say that 90% of the participants were OUR CLIENTS! Not to mention the outstanding leads that have been generated from our group. Thanks to each member of group for helping us to build as well as giving us the opportunity to show you what we can do!

Name: **John Kiper**
 Chapter: **Derby City**
 Business: **Construction**
 BusinessName: **American Construction**
 city, state: **Louisville, Kentucky**
 years: **6**
 revenue: **\$20,000.00**

After six years of self employment, as a painter, I decided that it was time to do something more. I wanted to take my business to the next level. I heard about Ali Lassen's Lead Club from my wife, Heather; who was the president of the Derby City Chapter in Louisville, KY. Heather invited me to visit a couple of times before I got the nerve to go. I was very skeptical of joining because of the fees and there were no other "blue collar" members.

By my sixth meeting I received my first lead. I remember how good it made me feel. People were getting to know me as a person and not just a painter. That first lead also made enough money to cover the whole years worth of membership fees.

My first year in the club was a great one. I had approximately a \$20,000 increase in revenue. But more importantly, I developed strong business relations with several power partners. The structured meetings and support I received along the way allowed me to stay focused and truly take my business to the next level.

In April 2005, I received a lead from Lynn Manizza with Century 21 Insurance. She referred me to a small contracting company called American Construction Group, Inc. The first job I did for them was just a few hundred dollars, but it lead to a large government job in Fort Knox, Kentucky.

I later joined up with American Construction as the Sales and Marketing Director and have 25 employees. I am also part owner of the company and owe it all to that one lead. It does take patience and determination however, Ali Lassen's Leads Club made it all possible. I would recommend the club to anyone looking to take their business to that next level. The rewards are great!

Success Story Incentive

Leads Club builds by referral. One of the greatest forms of promotion is a **Success Story**. Help Leads Club build your Chapter by submitting a Success Story. To show you our appreciation, one Lucky Member per month will be chosen as our **Spotlight and receive a prominent spot on the Leads Club home page with a link to their own web site**—**What a great way to promote and add credibility to your business!** To submit your Success Story, use this convenient form by clicking on the following link: <http://www.leadsclub.com/success.html>

LEAD WITH LEADS CLUB!

CONCEPT: Develop personal business while prospecting for new Chapter Members.

METHOD: As Members of Leads Club, one of the responsibilities of Membership is to make your best effort weekly, to bring at least 2 Outside Leads and have at least 2 Visitors confirmed to attend. As you know, only half of the confirmed Visitors show up. So... how do you find Visitors while trying to find new business at the same time?

We do mailings, talk to existing clients, scout the Chambers of Commerce or just walk into someone's office cold. You won't be surprised by this because most of us use these same methods when prospecting for our own personal business. Many times we get the No Soliciting "finger" pointing at the sign on the front door when we walk into an office out of the blue and our mailings can end up in the circular file. Our efforts seem thwarted as we cruise the Chamber's event because there are a dozen other people in our same industry, competing for the same client. How frustrating! No wonder it takes so long to build a business.

Simply, **Leading with Leads Club** takes the pressure off of us and the prospective client (future Member). Instead of trying to win over a client with what makes our personal business different and better, why not show them that you are more interested in helping them grow their business than you are growing yours? Open your conversation with Leads Club.

Yep! Chances are they will ask you what is Leads Club? What's great, is you get to tell them all about the wonderful network of professional business people you associate with and how they could benefit from the whole process (you may even pick up a lead for someone in your Chapter). You can even tell them some nice facts about how Leads Club helped increased your business over time. Guess What? Nine times out of ten, that person you just helped understand Leads Club will ask you "What business are you in? You have just been invited to talk about your business...Invited!!! Oh! I feel a 30-Second Promotional coming on..... Best of all, they already know you are a professional and that they are important enough for you to share the Leads Club benefits.

RESULTS: Possible Visitor / New Member, Leads for Members in your Chapter, attain additional credibility, add a new client to your client list.

JUST REMEMBER TO **LEAD WITH LEADS CLUB!**

THE GIFT OF LEADS CLUB

by Mary Paauwe – Kalamazoo WD Chapter

- L** – Leads Club offers a means to increase business at a very Low advertising cost. It also produces Leaders in their fields.
- E** - Educate others about all members businesses. Elegance in presentations. Simple Economics of business – Leads Club works!
- A** – Attendance is important to receive and give referrals. Prompt courteous Attention to customers referred, gives Members pride in their Ability to help people get the products and services they need.
- D** – Develops self-confidence and to be able to Describe with ease what each Member does. It gives a Desire to help others by offering them the opportunity to Discover Leads Club and the Members' products and services.
- S** – Starts you thinking about the Specific types of people you need to work with to be Successful.
- C** – Consistent form of Advertising and sales. It's like Christmas time all year through.
- L** – Learn about myself and increase my ability to speak in front of others.
- U** – Unique opportunity to join together as a group of professionals to offer support and network of contacts.
- B** – Business opportunities. The Best way to get the word out.

Founded 1978



On-Line Marketplace



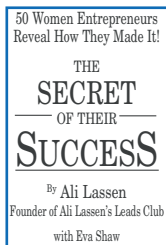
Picture this contemporary blue acrylic mug sitting on your desk, filled with your hot or cold drink. This stylish mug is a must have. Special price: **2 for \$25, a savings of \$1 per mug.** To order this and other items, click this link:

www.leadsclub.com/online/store.shtml

~ Today, well lived, makes every yesterday a dream of happiness and every tomorrow a vision of hope! ~



~ The pointing finger is never part of a helping hand! ~



~ For heaven's sake, keep up with yourself, not someone else! ~

Spring.06

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Tele-Classes

Providing an Effective Means to Increase Business



NEW MEMBER ORIENTATION

**Lisa Bentson, President
Presenter and Moderator**

**TIME: 4 PM – 5 PM (Pacific Time)
DAY: TUESDAY**

Join Leads Club President & Networking expert, Lisa Bentson, for an informative Tele-Class. She will guide you through the New Member Handbook and assist you in gaining the maximum benefit from your time and investment in the Leads Club advertising system. Lisa will spend ample time discussing your 30-Second Promotional and 10-Minute Presentation. Mark your calendar now for the next session.

April 18	July 18	October 17
May 18	August 22	November 14
June 20	September 19	December – None

Quote for the Day:

~ Every day is a bud of promise waiting for us to help it flower. ~



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>