



# Leads Letter

for the expert networker

[www.leadsclub.com](http://www.leadsclub.com)

PROVIDING AN EFFECTIVE MEANS TO INCREASE YOUR BUSINESS

## lisa on leads



Benton  
President

2003 has officially kicked into high gear! We're well into the planning of a landmark celebration, the 25th anniversary of Leads Club. We've said it many times, but it bears repeating: We are the original, often copied, never equalled.

We have many wonderful events and seminars planned for this year's convention. And while we'll be celebrating achievements, we'll also keep a keen eye to the future – specifically your future and the ongoing health of your business.

Remember to take a look at a recently added member benefit, our new monthly Teleclasses. Topics for upcoming sessions are listed including subjects most often requested by you, our members. Teleclasses will cover ways to market your business effectively on a small budget. Don't forget to visit our web-based chat rooms. Whichever you prefer, online or live, we have ongoing support for you and your business.

In this issue, you also get a sneak preview of our exciting keynote speaker, Mark Deo, host of CBS Radio's Small Business Hour talk show on 97.1 FM in Los Angeles. Read on for more details about Mark and the conference and we'll see you in July!

Best,

## 25th anniversary convention

July 11 - 13th in San Diego, CA

Have fun as you learn new ways to market your business for explosive success in the future! Join our commemorative celebration at the beautiful Mediterranean-style Shelter Island Pointe Hotel and Marina in sunny San Diego. Register before the **new extended deadline of April 30, 2003** and save \$50 off of each reservation (except children under 12). See details inside.



*Ride the Wave of the Future!*

Go to [www.leadsclub.com/convention.htm](http://www.leadsclub.com/convention.htm)

## in recognition

Applause, applause for our Los Angeles region and their top twenty chapters! These \$100,000+ chapters have achieved a combined total of 8,624 outside leads with total production of \$4,476,169 in revenue for 2002. Here are the top five chapters in each category. Awesome!

### Panned Out Leads

Burbank	\$643,586
Beachside Pros	\$442,190
Rancho Cucamonga (W)	\$382,527
Glendora	\$268,156
Big Bear	\$246,246

### Outside Leads

Beachside Pros	817
Torrance	759
Rancho Cucamonga (W)	651
Brentwood	641
Big Bear	619

3rd Monday of Every Month  
6 pm PST  
(Check your local time)

## teleclasses



- March 17 Building your business using proven public relations strategies
- April 21 Welcoming new clients into your business using proven follow through strategies
- May 12 Building your business utilizing your current client base

Dial  
620-584-8231  
Access 1879#

### April is International Visitors' Month

Please welcome your visitors and as you extend your welcome, remember your first visit to a Leads Club meeting. Remember the person that invited you? Remember the warm welcome you received and what made you decide to join Leads Club? You can recreate that positive experience for your visitors by using the "Challenge of Five". This method assures that every visitor meets at least five people before they are seated for the meeting. They feel warm and welcome and eager to become members of this friendly and professional group.

Founded 1978

ALI LASSEN'S

**LEADS CLUB**

# PROVIDING AN EFFECTIVE

## power partners

### Identify Your Power Partners

Developed by  
Dawn Vander Kooi  
Executive Director  
Arizona

Name \_\_\_\_\_

Business \_\_\_\_\_

1. My target market is:  
(Who are the people I'm trying to connect with?)

2. My best leads come from:  
(What sources or people give me the best leads?)

3. What are the professions of the people listed above?

4. List three professions you can invite to leads club.  
(Find your power partners - categories that are not filled in your chapter.)

Now it's time to go out and find people in the professions you listed above.

**It's not just who you know, but who do you want to know.**

Leads Club is a great opportunity to gain personal clients by inviting them to a meeting. Make it a personal goal to fill in the three power partners categories. Find the best in their profession and invite them to a meeting. Tell them how Leads Club has benefitted you. We want quality, motivated, energetic business people that can help each of us grow our business.



## executive director spotlight

### 25 Ways To Celebrate Leads Club

Take time for yourself.

**W**ear something bold.

**E**ncourage a fellow member.

**N**etwork with a new business contact.

**T**ake a day trip.

**Y**ou can share your positive attitude.

**F**ollow up on a goal.

**I**nvoke a friend to lunch.

**V**isit another member's business.

**E**njoy time with your family.

**Y**ou should smile and laugh every day.

**E**xplore something new.

**A**sk for the kind of lead you want.

**R**ead a new book.

**A**rrive early for a Leads meeting.

**N**ew members should be given extra attention.

**N**ote three things you are grateful for.

**I**nvoke a visitor to a Leads meeting.

**V**olunteer to help another.

**E**xpress your feelings.

**R**econnect with an old friend.

**S**end a thank you note for a lead received.

**A** new look can make you feel better.

**R**ecognize another person's achievements.

**Y**ou can make it happen.



Dawn Vander Kooi  
Executive Director  
Arizona

### Happy 25th Anniversary to Ali Lassen's Leads Club!

## a leads club star is born!

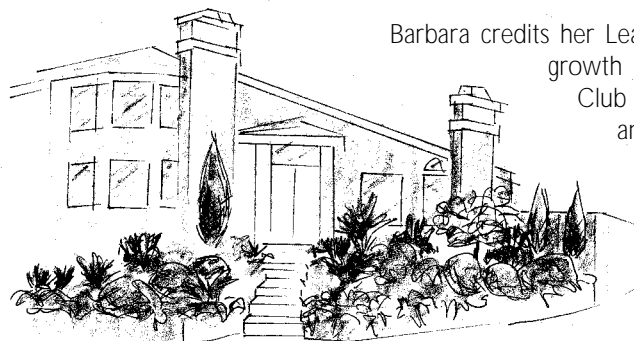


Barbara Paul  
Landscape Designer  
Leads Club Member  
Los Altos Chapter

Barbara Paul, an independent Landscape Designer and member of the Los Altos, CA chapter of Leads Club, was recently featured on HGTV's "Landscape's Challenge" show. Her episode of the weekly program was originally broadcast on December 26, 2002 but will be replayed during the coming year.

A Leads Club member since 2000, Barbara has worked professionally as a gardener for ten years while pursuing her studies at Orange Coast College and the University of California, Irvine. She specializes in developing sustainable landscapes for residential properties. Her rendering (below) was submitted on Landscape's Challenge as part of her proposed solution to the guest homeowners featured in her episode.

Barbara credits her Leads Club membership for the steady growth her business is experiencing. "Leads Club helps to provide the essential support and encouragement I need to be successful, as well as valuable business leads," Barbara says. "It's a great combination for a growing your business!"



# MEANS TO INCREASE YOUR BUSINESS

## agenda at a glance

### Friday, July 11

5:00 pm - 8:00 pm **Welcome Reception, Trade Fair & Networking**

### Saturday, July 12

7:30 am - 8:00 am **Continental Breakfast**  
8:00 am - 9:30 am **How To Grow Your Business**  
**Mark Deo, Keynote Speaker**  
Radio show host of Los Angeles 97.1 FM Small Business Hour, Mark will focus on building your business. Mark is a facilitator of conflict resolution, a ringleader of exuberant enthusiasm and the creator of positive change within organizations.

9:30 am - 4:30 pm **Interactive Workshops**  
6:00 pm - 10:00 pm **Awards Ceremony & Polynesian Luau**

### Sunday, July 13

7:30 am - 9:00 am **Pleasure Walk/Run**  
9:00 am - 10:30 am **Poolside Networking!**  
11:00am - 1:00 pm **Bon Voyage Champagne Brunch**



## Ride the Wave of the Future!

Our 25th Anniversary Conference will take place at the Shelter Pointe Hotel and Marina located on eleven lush acres with views of the Marina, San Diego Bay and the downtown San Diego skyline. There are plenty of activities for you without ever leaving the property! For our adventurous members, we will be close to all – gorgeous beaches, golf courses, Sea World and the world-famous San Diego Zoo. Historic Old Town or Balboa Park are also near by with water taxis to bayside attractions and much, much more! Consider making this a family event and combine the vacation atmosphere of San Diego with a business building opportunity for you. We've designed the conference to welcome and include children.

## matching our message



Mark Deo  
Host of CBS Radio's  
Small Business Hour 97.1 FM  
Keynote Speaker

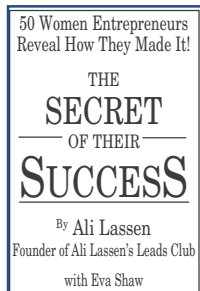
Most well thought-out marketing plans have a clear set of goals or, what I like to call, MISSION. How do we fulfill our MISSION by matching our message to our target market? If we can do this, it will help us transition our offering from just A solution to THE solution for our customers. There are four steps in creating a message that is MATCHED specifically to our market.

- Step 1. Create Interest
- Step 2. Give Something Away
- Step 3. Get Them on Your List
- Step 4. Stay in Touch

To view this Business Update article in its entirety, visit my web site at [www.smallbusinessmarketingmanagement.com](http://www.smallbusinessmarketingmanagement.com). You'll find many other updates to help you achieve your business goals. I'll see you at the Leads Club Anniversary Conference with more tips from the Small Business Advisory Network.

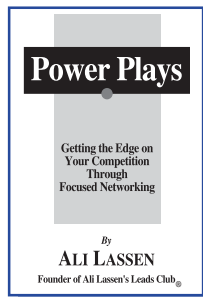


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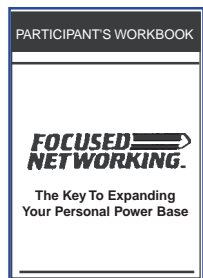
**The Secret of Their Success**

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.leadclub.com](http://www.leadclub.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 contact in their area via our interactive map.

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**

Multiple payment options for U.S. members only at this time, including monthly automatic payment by credit card or checking account debit.



**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)

**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.

**Chapter Support Materials**

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

**Annual Convention**

Ride the Wave of the Future!  
25th Anniversary Celebration  
Shelter Pointe Hotel and Marina  
San Diego, CA  
July 11 through 13, 2003

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