

Initial Results!

WE KNOW YOU HAVE BEEN EAGERLY AWAITING the results of our Member survey and we are pleased to provide initial results now. Please bear in mind, these are initial results; the complete results will be published once Australia has completed their surveys.

The highest percentage of our Members are in the 51-55 age group. Combining the top two age groups, 46-55, accounts for 35% of our total. The conclusion: *Baby Boomers are attracted to Leads Club.* 75.2% women and 24.8% men comprise our membership. 40% of our respondents are from California, and 18.5% of you did participate in the survey.

We have listed the top categories in descending order as follows, with the top ten shaded:

- Real Estate 6.9
- Investments 5.5
- Skin Care 4.7
- Finance 4.6
- Health/Nutrition 3.9
- Massage 2.8
- CPA 2.8
- Jewelry 2.6
- Banking 2.4
- Insurance 2.3
- Interior Design 2.0
- Chiropractic 1.9
- Advertising 1.9
- Computer Maintenance 1.6
- Travel 1.3
- Business Consultant 1.3
- Attorney-general practice 1.2
- Organizing services 1.1
- Catering 1.0

First Annual Go Getters Seminar in Ventura, CA

IMAGINE YOU ARE IN A ROOM WITH YOUR PEERS and everyone is celebrating. Imagine you are celebrating the achievements of 2005. Imagine you had made a plan, and, as a result, you accomplished more with less time than ever before.

All that is possible; in fact, it is probable. The women of the Leads Club in Ventura, have stepped into that world. On Sunday, January 9-10th, 2005 we attended the first annual Goal Getters Seminar. Our mentor, speaker and trainer is **Elana Indicks**, a current member of our Leads Club. In an effort to demonstrate what she does for her clients, Elana offered this seminar to our entire club. Sandy Ironside, our travel expert, made all the necessary accommodations; Chris Bjornstedt and Juanita Palais took great care with logistics.

In the face of weather obstacles, we had a full room of women ready to engage, participate, and gain the most from the seminar. We received workbooks with exercises and much of the seminar included discussions, tests, and examples. The seminar provided an opportunity to review the accomplishments of the prior year along with an evaluation of incomplete projects. By the second day we were really rockin'. We had set our goals and plan of action for 2005. We established a buddy system with very specific rules. We established milestones and rewards. The beauty of the process was that we all realized how low we had set our expectations in a world of 'playing it safe.'

When we detailed our plan of action, it became obvious that our goals were completely "do-able"



and we were challenged to set our sights even higher.

Since the seminar we have met as a group once. We agreed to meet monthly to follow up, discuss, stay on track, and evaluate. During our first meeting some realized they needed to re-evaluate the goals, set them higher and become more specific. Others found that they had actually accomplished some of the goals already but had failed to reward themselves.

As a group it has made our Leads Club stronger, more cohesive, and has provided for a better understanding of how we can help each other grow personally and professionally. We have set up exercise groups with our in-house fitness trainer, Eleanor Wilson. We have set up personal rewards such as facials with our esthetician, Kim Morris. We have challenged each other in our buddy teams. We keep one another in check so we are all successful. Everyone has an opportunity to contribute and that makes a difference.













Over the next year, we will continue to meet monthly. Elana is available to all participants for coaching, clarification, and questions. Our goals and results are tracked so we have a measure for our success. Focus and organization come with the goal setting and plan of action part of the seminar.

It's obvious by the results and feedback thus far that success is inevitable!

Vital Statistics Garnered from our Survey... Did you know?

- 33.5% of our members have been in their current business between one and three years.
- 77% of our Members own their own businesses and over 20% have been in that business for over two years!
- 29.4% of our Members have been in business for over 10 years!
- 92.1% of our Members have three employees or less. 74.2% work with no more than three independent contractors.

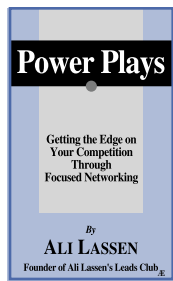
2005 Member's Tele-Class Schedule

Tele-Class Date	Topic	Presenter	Tele-Class Date	Topic	Presenter
Jan 18th	"How to Create a Marketing Plan to Increase Your Business Using the Leads Club System"	 Maggie Reister IN	Jul 19th	"How a Leads Club Mixer Will Build Your Business & 10 Steps to Help"	 Joe Mittiga, GA
Feb 22nd	"Review Your 2005 Goals and Putting Your Marketing Plan Into Action"	 Linda Peterson - No CA	Aug 16th	"How Volunteer Activities and Public Speaking Will Help Build Your Business"	 Victoria Taus - No Cen CA
Mar 22nd	International Visitors Month "Benefits of Leads Club" • How we put your fees to work for you • Benefits of knowing LC policy & procedures	 Jan Zblewski - CO	Sep 20th	"How to Build a Power Team to Increase Your Outside Leads"	 Jan Zblewski - CO
Apr 19th	"How to Turn Leads Club Visitors Into Your Clients"	 Sandy Norton - TX	Oct 18th	"How to Review, Document and Analyze Your Marketing Activities Year to Date"	 Joe Mittiga, GA
May 17th	"How to Get the Most of Your 30-Second Promotional and 10-Minute Talk"	 Victoria Taus - No Cen CA	Nov 15th	"How to Use Incentives and Recognition to Build Your Business"	 Gregg Hodgson - IL
Jun 21st	"How to Use Fun & Creativity to Enhance Your Leads Club Experience"	  Victoria Taus - No Cen CA Laurie Versaggi - FL	Dec 20th	NO CLASS	NO CLASS

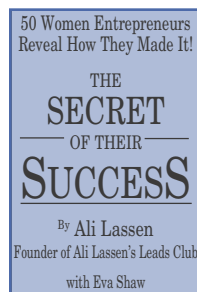




Making others feel better is much more rewarding than making them feel worse.



People who resent others are squandering their energies.



Forgive others, with no strings attached, for your own sake as much as theirs.

Discover the holistic business journal!



A note from Lisa:

I'd like to introduce you to a great new business resource: **The Holistic Business Journal**.

It's a monthly online business publication dedicated to providing tools and information to save business owners time and effort and to get them *noticed*. *The Holistic Business Journal* was created for holistic businesses as well as any entrepreneur who seeks an easier, more holistic way of doing business.

Each issue contains feature articles, business basics (e.g.: marketing, finance, business planning), enhancements (e.g.: image, branding, networking, promotion, community building), monthly columns (meditation, an interview with a successful entrepreneur, internet tips, feng shui advice, a product review) and a convenient "resources" section. Additionally, issues are oriented around themes that coincide with both business cycles and the changing seasons.

The editors have developed a unique format to provide the reader maximum value: Action-oriented, easy-to-follow, concise, unbroken articles and direct links to authors for additional information. Easy and fun to use, *The Holistic Business Journal* supports you in growing your business as big as your dreams!

Here's the best part: I've worked out a special arrangement with the editors for all LEADS CLUB members. Go to <http://www.holistic-business-journal.com/leadsclubspecial.htm> <<http://www.holistic-business-journal.com/leadsclubspecial.htm>> to **sign up and receive 15 issues for the price of 12!**

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Lisa on Leads



Lisa Benson
President

IT HAS BEEN AN EXCITING PROCESS to review the 2004 survey results! What jumps out is the fact that **Leads Club Members are the most successful business people in the world**, considering they have beaten the odds and have been in business for more than a year, with almost a third being in business over 10 years! My sincere admiration to each of you for your tenacity in overcoming the challenges of small business and succeeding anyway. Leads Club founder Ali Lassen would be happy to know that what she started so many years ago continues to support the largest and most ethical segment of our population—the small business person.

Also in this issue is **a new benefit for Members** and Chapters with websites—link to Leads Club for free through the end of April. Follow the simple instructions and let Leads Club promote your business online as well as in person! Another new **Member benefit** for health practitioners is outlined on the back page, a subscription discount. Here at the international headquarters, we are consistently looking for new ways to support Leads Club Members.

If you are traveling to San Diego, please stop by the seaside village of Carlsbad and meet our Associates here at the International Headquarters.

To your continuing success!

Lisa

Leads Letter

for the expert networker

www.leadsclub.com

PROVIDING AN EFFECTIVE MEANS TO INCREASE YOUR BUSINESS

Important Announcement: Get Linked Up!



March 2005

OUR NEW AND IMPROVED WEB SITE HAS LAUNCHED!

Improvements include ease of navigation, enhanced search options for Chapter locations and expanded Q&A section about Leads Club.

With the launch of our new website we are excited to offer all Members and Chapters with web-sites the opportunity for

A FREE WEB LINK TO THE LEADS CLUB WEBSITE!

This offer will be good until April 30, 2005.

To obtain your FREE link go to our website www.leadsclub.com and click on the Chapter Locations tab, then click on Chapter Websites.

In the third paragraph is a link to the form. Click on Form in "Use this Form to add your site to our list". Once you submit your link request you will be taken to the page of directions for placing a reciprocal link on your website.

For questions, please contact: webmaster@leadsclub.com.