

Founded 1978

ALI LASSEN'S

LEADS CLUB

Leads Letter

for the expert networker

www.leadscub.com

PROVIDING AN EFFECTIVE MEANS TO INCREASE YOUR BUSINESS

lisa on leads

Happy Birthday Leads Club! We've passed our quarter century mark, celebrating 25 years in business—an admirable accomplishment in light of the fact that over 90% of small businesses fail during their first year. We have our loyal members, chapter consultants, executive directors and international associates to thank for our longevity. Each of you is one of the reasons we are still here.

On this anniversary, my thoughts turned to networking and how it has changed over the past 25 years. Has it? Essentially, no. We still do business largely by referral. Networking remains the best way to do business even though it has evolved since we began structured networking in 1978. We've proven that less is more and our methods work best when you focus on no more than three organizations. Ideally, you will maximize your networking efforts through the following types of affiliations:

- Weekly networking/referral-based marketing organization—Leads Club!
- Trade organization that targets your industry/profession
- Volunteer activity within or associated with your industry

These affiliations work if you attend regularly and adopt a leadership role to help build your reputation.

It's an exciting time we live in, sure to bring more changes in the coming years. Yet, you can be assured that Leads Club will be there for you—the ticket to your success. Please enjoy this special anniversary issue that celebrates us! Best wishes for your continued and expanding success.

Lisa Bentson, President

25th anniversary issue



Executive Directors at the Leads Club 25th Anniversary Celebration



Australia Success Stories

In May 2003, McGoo's Spitroast and Catering completed the largest function in the 15 year history of their franchise system. The 75th Anniversary Ball for the Royal Flying Doctor Service was held in their hanger at the Adelaide airport. McGoo's served a three course meal to 530 guests from a marquee with no hot water! The successful event was an AU \$17,500 lead from Leads Club!

**Mark Huddleston, Proprieter
McGoo's Spitroast and Catering
Adelaide 2 Chapter, Australia**



Queensland Regional Celebration



New South Wales Regional Celebration

The Carrier Consultant was a new business when I discovered that a Leads Club in Parramatta was being considered. Even before the chapter was officially formed, it began working immediately with a lead meeting nearly every week. As a new business, Leads Club increased the volume of turnover by 30% within the first month. Even more amazing is that the initial referrals have lead to more referrals with the depth now being "five down".

**Ian Faulkner, Owner,
The Carrier Consultant
Parramatta Chapter,
Australia**



12-year member Don Gillespie, longest standing member in Australia with Lisa Bentson, President



PROVIDING AN EFFECTIVE

Leads Club Expert Networker Certification Program

"Are you getting the most out of all your networking opportunities?"

Now you can find out how to capitalize on every networking opportunity and become a Certified Leads Club Expert Networker by joining us for our 2004 Tele-Class sessions based on the book *Power Plays* by Ali Lassen.

In just a one hour class per month you will learn:

- The Seven Principals of Power Plays
- Goal Setting . . . More Than Making a List
- How to Create Your Perfect Introduction
- Your Personal Packaging Plan
- A Foolproof System for Networking
- Your Sphere of Influence
- Honing Your Networking Skills

The Leads Club Expert Networker Certification can be achieved by attending all seven Tele-Classes from February through August 2004, and by attending one Focused Networking Workshop. Details on the Tele-Class Schedule can be found on our website www.leadsclub.com. They are held on the third Monday of each month 6:00 pm PT. Participate in the January 19th Tele-Class and learn how you can qualify to win one month FREE fees.

regional spotlight

International Headquarters Regions

Lisa Bentson, President

Success Stories

- El Cajon, CA (WD) over 1000 meetings in 20 years!

Chapter Anniversaries

- El Cajon, CA (WD) - 20 years
- Coastal (WD) Carlsbad, CA - 16 years
- Naperville, IL (WD) - 16 years
- Naperville, IL (MD) - 15 years
- Gresham, OR (CD) - 15 years
- Mt. Vernon, WA (CD) - 15 years



El Cajon, CA (WD) Chapter Members

Arizona

Dawn VanderKooi (10 years)
Executive Director

Success Stories

- Prescott, AZ Chapter achieved the highest Lead Dollar Values in this region, \$47,325 through April 2003.
- Referrals generated through my seven-year Leads Club membership have resulted in approximately 10 - 15% of my attorney fees. There is no pressure in the meetings, just a genuine desire to promote the businesses of other professionals whom we mutually respect.

Dan Durrant, Fine and Durrant

- I found the 'safety net' I needed to grow personally, expand my business and work with other professionals. I attribute much of my success to Leads Club. Thank you to Ali Lassen for providing a venue to expand our businesses while helping others.

Mary Kallemeyn, Mary Kay, Inc.

- I can confidently say that I will pay for my membership ten times over in the first year.

Lance Pomeroy, Arizona National Mortgage

MEANS TO INCREASE YOUR BUSINESS

executive director spotlight

It's an honor to congratulate Jan Zblewski, our very first Executive Director "Leader of the Year". Lisa Bentson, President

Jan Zblewski

Executive Director, Colorado

You've just attended your Leads Club meeting. Another member gave you one of the best leads you've ever received. You're certain that one phone call will generate an enormous amount of revenue. This lead also has the possibility of generating many spin off leads. It's your perfect lead. All you have to do is make the call.

By passing only qualified leads like the one I just described, I can guarantee you will have an opportunity to increase your income. That member just opened the door for you, enabling you to convert the lead into generated income. As a team, Leads Club members of Colorado worked together on how to generate only qualified leads for each other. The challenge is out to pass only those that will generate income. Here are the tools we use to accomplish this.

1. Lead cards

I've challenged each member to NOT accept an incomplete lead card. Return it if you can not make a contact. Each card is required to have a phone number listed along with enough information so that the recipient can go directly to the decision maker looking for their product or service. It's that simple.

2. Presentations and promotionals

We can not pass qualified leads if you don't teach us how. My challenge to every member is to come prepared each and every week. We have only one opportunity to make a first impression. Be EXACT. Teach the other members precisely what to look for and tell us what to say when we find that perfect lead.

3. Attend every meeting!

An appointment is a commitment. Keeping an appointment builds trust and credibility in you, your products and services. Don't break the commitment you've made to each other when you joined the chapter. Remember—out of sight, out of mind, out of luck to get those great leads. So don't miss the opportunity to do business with the other professionals in your chapter. You never know when you'll receive that perfect lead. You must be in the right place at the right time.

4. Buy from each other — Shop your chapter

You must experience the products and services of all members in your chapter. How else can you become their best salesperson? Don't only buy from them, visit their businesses. I challenge all members to do one-on-one visits each month. It adds credibility when you talk to possible lead connections for other members. I've demonstrated an increase in leads passed when members took the time to get to know each other outside the meeting time. It works!

5. Increase your membership

Each person knows between 150 to 225 people. Building your chapter significantly improves your ability to increase revenue. In Colorado, chapters with 25+ members average 45 to 60 leads per week. Last year, our dollar average per lead was \$450. I challenge all my chapters to utilize the contact card. Pass them around each week. Tell each other which businesses you wish were sitting in that room. What business category do you know that you could give or receive leads from on a weekly basis? If you don't know someone in that field, perhaps another member does.

6. Report dollars generated

Think of that visitor in a meeting for the very first time. What will impress them enough to join? Share that you've passed 50 leads in a month. Tell them that those 50 leads generated \$20,000 of income for the members. Showcase your chapter to be its very best.

Remember, as consumers we are bombarded with over six million advertising messages each year. In Leads Club, it's refreshing and exciting to know that you are always buying from the best.



Jan Zblewski with Lisa Bentson, President at the 25th Anniversary Celebration.

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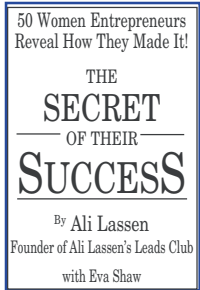
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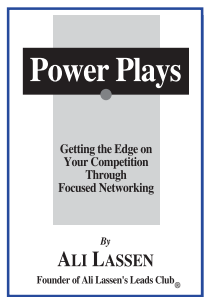
The Focused Networking™ Workshop

Perhaps one of the most popular and effective workshops available today.



The Secret of Their Success

Follow the success stories of fifty outstanding business women.



Power Plays

Streamlines the networking process through Focused Networking™

online resources

Visit 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

Tele-Classes

- Go to the master calendar on the web site for our list of regularly scheduled tele-classes for members, executive directors and chapter consultants. Click on the link for the class listing.

hotlines

International Headquarters

(Contact for all regions not listed)
Lisa Bentson, President 800-783-3761
760-729-7797 fax
leadclub@leadclub.com
P.O. Box 279 Carlsbad, CA 92018
www.leadclub.com

Arizona

Dawn Vander Kooi 480-730-5323
arizona@leadclub.com

California

LA, Orange and San Bernadino Counties
Eileen Elliott 909-594-5159
800-767-7337
elliottca@leadclub.com

Central Coast and San Joaquin Valley
Nancy Hawks 805-968-7036
hawksca@leadclub.com

Sacramento and Surrounding Regions

Victoria Taus 707-693-1323
sacramento@leadclub.com

Northern California

Linda Peterson 888-405-5100
northernca@leadclub.com

Colorado

Jan Zblewski 303-485-8088
colorado@leadclub.com
www.leadcolorado.com

Florida

Laurie Versaggi 813-221-1441
florida@leadclub.com

Georgia

Joe Mittiga 678-474-0823
georgia@leadclub.com

Indiana

Maggie Reister-Walters 219-756-3849
indiana@leadclub.com

Maryland / Virginia

VA: Fairfax and Arlington Counties
Alex Moharos 410-956-0577
dcmdva@leadclub.com
www.leadclub.org

Missouri

Karen Aulisa 573-446-8250
missouri@leadclub.com

Texas

Eastern TX, Dallas/Ft. Worth area
Sandy Norton 972-881-2469
dfw@leadclub.com

Australia

Maree Elliott 08-829-37701
800-632-112
australia@leadclub.com

Peru

Ana Cecilia Zapatero
011-51-1-440-2654
peru@leadclub.com

