

Founded 1978

ALI LASSEN'S

®

LEADS CLUB

**MEMBER
HANDBOOK**

**Providing an effective means
to increase business**

WELCOME TO LEADS CLUB, INC.

You have joined the pioneer of professional networking organizations. LEADS CLUB, Inc. provides an effective means to increase your business success.

The more global we become, the more important it is to make solid connections that strengthen your business referrals. We believe that successful people build alliances within small groups. Your membership in LEADS CLUB, Inc. is an opportunity to build those alliances and strengthen your business referrals.

This MEMBER HANDBOOK gives you the tools you need to gain the maximum benefits from your membership in LEADS CLUB, Inc. Please read it carefully and refer to it frequently.

The benefits you'll receive from your membership are directly related to your ACTIVE participation in the Chapter. Should you have any questions regarding this handbook or your membership in LEADS CLUB, Inc., please contact your Regional Office.



Lisa Bentson
President

PURPOSE

The purpose of Ali Lassen's LEAD CLUB, Inc. is to assist you in getting good business referrals that will expand your business success.

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

LEADS CLUB, Inc. is not in competition with other groups or clubs, nor are we a social club. We are an advertising service dedicated to increasing Members' business success.

LEADS CLUB, INC. PHILOSOPHY

A business exists primarily in the financial world; however, LEADS CLUB, Inc. believes that businesses must exist for some higher purpose than their financial aspects alone. A business is not a master to be served by people, but should itself serve. LEADS CLUB, Inc. exists to serve the higher purpose of helping people help themselves.

We believe:

Our Services should always be of superior quality - the very best we can provide. We refuse to offer a service in which we do not believe and cannot take personal pride. We will always offer maximum value for every dollar invested.

Members and Clients are the foundation of our business. Our only true asset is our ability to serve them. In all of our dealings we will be honest, truthful and strive to serve their best interest while providing an effective means to increase their business.

LEADS CLUB, INC. PHILOSOPHY *(Continued)*

Employees and Associates should be afforded a career opportunity where their personal objectives may be reached. We will provide an environment for those who are so motivated to develop personally, seek advancement and earn greater success.

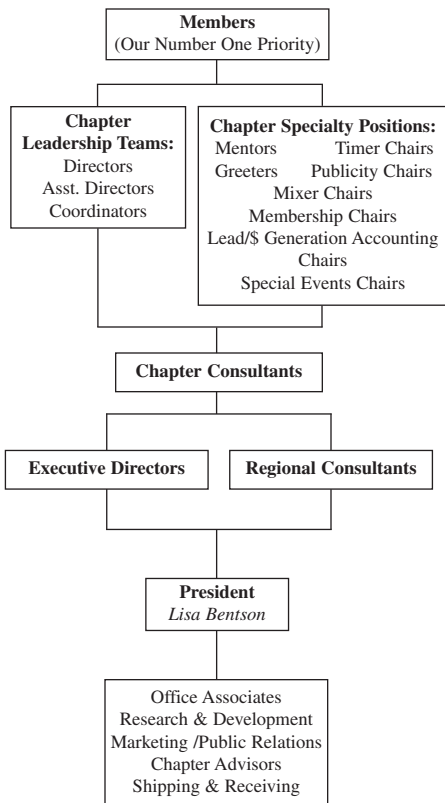
Competitors are nonexistent among those who serve. We endorse their efforts and seek only to cooperate. We do, however, oppose those who mislead misguide or take unfair advantage.

Profit allows the continuation of business and its ability to fulfill its purpose. We believe in making a fair and honest profit.

TABLE OF CONTENTS

PURPOSE	2
PHILOSOPHY	3 & 4
LEADS CLUB, INC. INFRASTRUCTURE	6
HISTORY	7
WHAT CAN LEADS CLUB, Inc. DO FOR YOU?	8
MEMBERSHIP QUALIFICATIONS	9
GUIDELINES FOR A SUCCESSFUL MEMBERSHIP	10
MENTOR PROGRAM	11
BUSINESS CARDS	12
FEE STRUCTURE	13
PUTTING YOUR FEES TO WORK FOR YOU	14
TIME	16
PROGRAM PROCEDURE	17
WEEKLY BUSINESS PROMOTION (Ideal 30-second promo)	18
10-MINUTE PRESENTATION	22
MEET THE MEMBERS (One-on-One Visits)	23
LEAD GENERATION	24
ATTENDANCE POLICY	29
TRANSFERS	31
MIXERS	32

LEADS CLUB, INC. INTERNATIONAL INFRASTRUCTURE



HISTORY

The first Ali Lassen's LEADS CLUB, Inc. was formed in 1978, in Huntington Beach, California. This first group was developed for business women. The response was overwhelming and Ali Lassen received numerous requests to open more Chapters.

As a result, she devised a system allowing Chapters to be formed and operated worldwide. She codified her method, wrote Leadership Manual and other supplemental materials and began selecting Executive and National Directors for LEADS CLUB, Inc. expansion around the world.

In the mid '80s, men's and coed divisions were introduced nationwide. Today, Ali Lassen's LEADS CLUB, Inc. has become the world's premiere international networking organization for business men and women.

WHAT CAN LEADS CLUB DO FOR YOU?

As a Member of LEADS CLUB, Inc., you are invited into an organized, structured, and positive advertising environment...

- where the emphasis is on generating **quality** leads and referrals
- where there is a focus on **your** business
- where you can **practice and improve** upon the sales and educational delivery of your product or service
- where you have **no competition**

With set guidelines, policies and procedures, LEADS CLUB, Inc. provides its Members with a quality, effective networking opportunity in a controlled atmosphere that provides worthwhile results.

Although there are imitators, LEADS CLUB, Inc. remains the most efficient and results-oriented networking system in the world. By maintaining a closely monitored system, LEADS CLUB, Inc. is able to uphold the level of quality and consistency which provides your business with the exposure it needs to be successful.

MEMBERSHIP QUALIFICATIONS

WHO CAN JOIN LEADS CLUB, INC.:

- Any person who wants to increase their business success by meeting with other people for the purpose of giving and receiving quality referrals.
- A Member must have a reputation for, and practice, good business ethics.
- There is only one Member for each business category. Each Chapter is limited to 30 Members.
- Business Opportunity (Multi-level) is considered a category in conjunction with a product or service. It is important to note that only the first business opportunity business to join may promote that aspect. Other multi-level businesses may join; however they may represent ONLY their product or service.
- You may be a Member of only 1 Chapter at a time. This policy protects the Members in a Chapter from competition with Members in other Chapters.
- Any other business or entities you are affiliated with are not given time nor permitted during the meeting. In addition, it is considered unethical to promote these during the "captive" time before and after the program in the general area of the meeting place.

MEMBERSHIP FORFEITURE:

Forfeiture of membership will occur when a Member has not adhered to the terms of the membership application/agreement.

GUIDELINES FOR A SUCCESSFUL MEMBERSHIP

- Exhibit a positive attitude
- Participate enthusiastically
- Use good business ethics
- Attend regularly
- Attend meetings in appropriate business attire
- Use best efforts to provide leads for fellow Members

MENTOR PROGRAM

The purpose of this highly effective program is to provide personal assistance to new Members which will help them...

- Quickly learn LEADS CLUB, Inc. policies and responsibilities of membership
- Establish realistic expectations about their membership
- Develop an effective 30-second promotion and 10-minute presentation
- Experience their first “one-one-one” visitation
- Identify their Power Partner categories within the chapter (*Power Partner categories not currently represented in the chapter should be invited to visit and join.*)

4 SIMPLE DUTIES OF A MENTOR (*for first 3 months*)

1. Sit next to new Member at meetings/ introduce them to existing Members.
2. Review the Member Handbook with the new Member.
3. Help with their 30-second promos and 10-minute presentations.
4. Visit one-on-one to build a relationship and offer assistance.

WHO WILL MAKE A GREAT MENTOR:

- Member who brought in the new Member
- Former leadership team Members
- The new Member’s Power Partner in the group
- A long-standing and /or founding Member

BUSINESS CARDS

Within 1 week of joining, give each Member 5 of your business cards.

Give an ample supply (approximately 50 - 100) to the Assistant Director. These are placed in the Chapter's business card file box and are used to give to visitors and for Members to replenish their supply of your cards in their Business Card Holders.

It is the responsibility of each Member to replenish this supply as needed.

FEE STRUCTURE

Fees: There is an initial joining fee, and an ongoing monthly fee.

Payment of Fees: Fees are paid at the first meeting of each month. A late fee will be charged for monthly fees not paid by the first meeting of the month. Forfeiture of membership occurs after the second week of non-payment of monthly fees.

Alumni Status: You attain Alumni status when you leave your Chapter in good standing (attendance, fees current). This status enables you to join another Chapter* or rejoin your current Chapter by paying the rejoin fee.

*If you want to join a Chapter in the same area, you must wait 6 months before you may join.

PUTTING YOUR FEES TO WORK FOR YOU!

It is sometimes difficult to comprehend exactly how involved the LEADS CLUB, Inc. system is. To better understand how this process works and how Member fees are utilized, take a look at some of the "behind the scenes" activities that go into this dynamic advertising system:

International Headquarters: With a full-time staff on hand to assist with the day-to-day workings of the Chapters, this busy office directs, trains and consults with all support positions to maintain quality services for LEADS CLUB, Inc. Members. It also serves as a Regional Office for areas around the world.

Regional Offices: Headed up by Directors around the world, these offices direct all Chapter functions within specific contract areas. They also provide all administrative and support services to Chapter Consultants, leadership teams and Members. These offices distribute materials specifically designed for the effective use of the LEADS CLUB, Inc. advertising system to ensure each chapter has the tools it needs for maximum result-oriented networking.

A percentage of the membership fees is paid to the Regional Directors. The other funds are used in areas such as research and development of programs to benefit LEADS CLUB, Inc. Members, production and warehousing of all materials and supplies, international marketing and promotion, etc.

PUTTING YOUR FEES TO WORK FOR YOU! *(Continued)*

Chapter Consultants: These experienced LEADS CLUB, Inc. Members and successful business people are contracted by the Regional Office to make Chapter visits and provided ongoing guidance and assistance. They are the liaisons between Chapters and the Regional Office.

Leadership Teams: Every 6 months each Chapter assigns a Leadership Team responsible for the smooth running of the Chapter. The Team is trained in the Ali Lassen's LEADS CLUB, Inc. system at Orientations held twice a year. They follow the policies and procedures set fourth in the LEADS CLUB, Inc. Manual and support materials. Each Member of the Team is provided with a Leadership Kit containing all of the necessary LEADS CLUB, Inc. Leadership materials.

Approved expenses incurred by the Team Members on behalf of the Chapter are reimbursed to them.

Focused Networking™ Workshop: This popular hands-on workshop, developed and presented by LEADS CLUB, Inc. is designed to teach effective networking techniques. It is presented by Regional Offices throughout the U.S. and abroad, and is open to all business professionals. Members of LEADS CLUB, Inc. receive a substantial discount.

TIME

Time is an integral part of the LEADS CLUB, Inc. method with meetings beginning and ending ON TIME. The system is designed for maximum benefits to Members who are provided with equal time to promote their business and ask for specific referrals.

The Leadership Team is responsible for following the LEADS CLUB, Inc. method and timed procedures. A timing device is used to assure consistency.

PROGRAM PROCEDURE

PROGRAM BEGINS PROMPTLY

- I. 30 seconds for Director remarks and announcements.
- II. 30 seconds for each Member and visitor to give their promotion. (*See pages 18 & 19 for ideal 30-second promotion and example.*)
- III. 10 minutes reserved for: exchanging leads; brief information on how leads were obtained; recognition and thanks for past leads; and update on progress with those leads.
- IV. 10 minutes each for in-depth presentations by 3 Members. (*See page 20 for information on 10-minute presentations.*)
- V. 30 seconds for each Member and visitor to repeat their 30-second promotion.

PROGRAM ENDS PROMPTLY

1 hour, 15 minutes

WEEKLY BUSINESS PROMOTION

With LEADS CLUB'S, Inc. method of spaced, timed, repetition of information, *automatic recall* of your information will occur. Automatic recall of information helps the Members meet your requests for leads.

Keep the information simple and repeat it at the beginning and end of each meeting, every week.

The **IDEAL 30-SECOND PROMOTION** includes:

1. Name/business
2. Business location
3. Type of business
4. Cost of product or services
5. Lead requests and good sources for those referrals, i.e., places, people, businesses, key phrases and situations that may produce leads.

For example:

businesses moving to a new location;
people unhappy with present service;
those unaware of available information;
people interested in travel, self improvement, etc.

(The average 30-second promotion contains approximately 75 words.)

30-SECOND PROMOTION

Samples

First 30-second promo:

“My name is Terry Smith. My business is called Solar Alternative. I specialize in solar pool heaters and I work in the area of North County. My fees are competitive and I save my clients money by designing systems to suit their needs.

I would like referrals to planners of new housing developments, pool construction companies, and individuals planning to build pools.

I've left each of you a brochure at your seat. Please look it over after the meeting and then pass it on to someone you know who might be interested.”

Second 30-second promo:

“My name is Terry Smith. My business is called Solar Alternative. I specialize in solar pool heaters and I work in the area of North County. My fees are competitive and I save my clients money by designing systems to suit their needs.

When you hear someone say, ‘I'd like to build a pool, but the cost of heating makes it out of the question,’ or ‘We're always looking for energy efficient ideas,’ please think of Terry Smith and Solar Alternative.”

10-MINUTE PRESENTATION

You will have the opportunity to give a 10-minute presentation on your business at least once every 2 to 3 months. The Team schedules the weekly speakers.

This is your opportunity to educate the Members on your product/service, to share with them why you are unique from others in your field, and to instruct them on the best ways to generate quality referrals for you. A professional presentation, prepared and rehearsed by you prior to the meeting, will help insure the quality results you expect.

Begin by deciding what materials you want to prepare for the Members, what kind of displays or charts would be helpful, etc. (Remember, visuals and handouts are important.)

Consult with the Leadership Team and/or your Mentor on how to make the most out of your 10-minute presentation.

Prepare your presentation in such a way that you leave some time for Members to ask questions.

The timer will notify you when you have used 8 minutes and again when your 10 minutes are up.

10-MINUTE PRESENTATION *(Continued)*

From time to time the Team will send out news releases concerning the Member speakers. It is helpful for the Team to have the topic and title of your presentation at least 2 weeks in advance.

When you are prepared, you will find your 10-minute presentation an enjoyable experience and the Members will be eager to learn more about you and your business.

INTRODUCTION CARD AND SAMPLE OUTLINE

Introduction Card:

You will receive an introduction card in the New Member Materials sent by your Regional Office. The Team also has a supply.

Take a few minutes and write a brief introduction about yourself. This should be approximately 75 words. The Team will introduce you at the beginning of your 10-minute presentation. You may want to include:

- Name and business name
- Length of time in business and/or field
- Motto or business philosophy

10-MINUTE PRESENTATION *(Continued)*

Sample Outline:

(An outline will assist you in the preparation of a professional presentation.)

- I. Introduction (brief personal/professional background)
- II. Explanation of products/services
 - A. Scope
 - B. Benefits
 - C. Cost
 - D. Territory
- III. Demonstration and/or visuals
- IV. Handouts
- V. Specific lead requests
- VI. Final 2 minutes to answer questions

MEET THE MEMBERS (ONE-ON-ONE VISITS)

During the first 10 weeks of your membership, make arrangements to meet every Member outside of the LEADS CUB, Inc. programmed meeting time. This is a one-on-one time for you to learn more about their businesses and for them to learn about you and your business. It will also speed up the process of giving quality leads.

Call each Member and make an appointment to have coffee, lunch, or stop by their place of business. When a new Member joins, make a point to meet with them also, in the same manner.

LEAD GENERATION

Definition: *Outside Lead*

A lead from a Member who is referring someone “outside” of the membership.

Definition: *Inside Lead*

A support lead where a Member utilizes the services of another member for the first time.

Definition: *Ongoing Business*

Repeat business that originates from an Inside or Outside lead.

A **quality lead** is one that provides the recipient with enough information to proceed directly to the decision maker. It is the responsibility of each Member to specify what a good lead is for them.

In the early stages of your membership, it can be expected that you might pass more *Inside Leads* than *Outside Leads*. (This is a great way to get to know the Members and establish a reference for referral.)

As you progress in your membership, *Outside Leads* become the focus with *Ongoing Business* taking place throughout the course of membership.

The weekly goal for each Member is to continue to bring in a minimum of 2 Outside Leads that will connect your Members with outside referral sources.

LEAD GENERATION *(Continued)*

How To Generate A Lead:

1. Hand out the Member's business card
2. Share knowledge of the Member's expertise and business successes, your personal experience with the Member's product/service, etc.
3. Arrange for the two of them to connect

Preparing Your Lead Presentation:

- Fill out the Lead Card completely
- Bring to the next meeting. (If the lead is timely, call the Member immediately with the information and pass the lead card at the next meeting.)
- At the meeting, present a 20-second explanation about that lead; how and where you acquired it
- Follow up with the Member on lead progress

Your Business Card Holder has an initial supply of Lead Cards. Replace these as needed. Your Team will supply you with additional Lead Cards at your request.

LEAD GENERATION *(Continued)*

Distribution of Lead Card Copies:

- Top White Copy: Give to the lead recipient at your next meeting.
- Yellow Copy: File by your name in the Chapter Lead Card box.
- Pink Copy: File by the recipient's name in the Lead Card Box.

The Team records each Member's lead activity on the Lead Chart. A copy is sent to the Regional Office at the end of each month's activity.

Each week, Members record the number of leads they give and receive on their own individual **Lead Activity Card**. Keep this card accessible in your black business card holder.

LEAD GENERATION *(Continued)*

Documenting Lead Results:

In order for you to confirm that LEADS CLUB, Inc. is a viable marketing resource for your business, we encourage documenting your results. On the back of the white copy of the Lead Card, write the dollar results for that lead. For example:

Realtor: Sells \$200,000 home.
 Receives 3% commission = \$6,000.
 Documents \$6,000 as value for the lead.

Retail Sales: Sells \$50 of product.
 Receives 40% commission = \$20.
 Documents \$20 as value for the lead.

**Financial
Consultant:** Invests \$100,000 for client.
 Receives 1.5% commission = \$1,500.
 Documents \$1,500 as value of the lead.

LEAD GENERATION *(Continued)*

Documenting Ongoing Business:

- Chiropractor:
- Sees patient 3 times during month.
 - Receives total of \$150 for that time period.
 - Documents \$150 as value of the lead, to date.
 - Continues to document ongoing patient receipts on monthly basis.

The dollar value of generated leads is an important aspect for the member & Chapter. LEADS CLUB, Inc. Members record the dollar amounts on the back of the white copy of each Lead Card for their own records. Members submit their dollars generated to their Chapter Team using the dollar value slips. The Team will then add the Members' amounts together and record on the Lead Chart for that month.

ATTENDANCE POLICY

YOUR PRESENCE IS ESSENTIAL FOR THE PROCESS TO WORK!

This advertising system relies on each Member receiving the full impact of every Member's information and taking action on that information during the following week. The Members rely on every other Member to participate fully in this process. When a Member is not at the meeting or at only part of a meeting, the rest of the Members are not being treated fairly. Everyone loses when you are not there.

Absence Limits: A Member is permitted **no more than 12 absences in any 12-month period**. Forfeiture of membership occurs with the 13th absence. A Member may rejoin after a 6-month waiting period.

Incomplete Meeting Attendance: Members are recorded **absent when they arrive 15 or more minutes late or leave 15 or more minutes early**.

Agents: An agent is a representative of a Member who is unable to attend. It is the responsibility of the Member to select a competent agent. A Member may not be an agent to another chapter

Sending an agent is recorded as an absence for the Member; however, it is to the Member's advantage to send a qualified agent for the following reasons:

- Continued weekly promotional impact
- Timely exchange of the Member's leads

ATTENDANCE POLICY *(Continued)*

Tracking Attendance: Members are responsible for tracking their own attendance and the Team also keeps a record of attendance using the Attendance Chart. The Regional Office has copies of all Chapter charts, including attendance.

Members will be notified if they have used their absence limit and forfeited their membership.

Sabbaticals: Leaves of absence are not granted. However, sabbaticals are granted in certain circumstances and can only be approved by your area's Regional Office.

Circumstances for granting a sabbatical are:

- serious personal illness
- activities adversely affecting the Chapter dynamics.

Sabbaticals are limited to no more than 3 months. **Monthly fees must be kept current** during any granted sabbatical.

TRANSFERS

Transfers are permitted ONLY under certain circumstances:

1. When a Member changes careers and that category is filled in the Chapter
2. When a Member moves more than a 25-mile commute to the present Chapter

Members wishing to join another Chapter for another reason, must relinquish their membership and **wait 6 months** before applying for membership in the other Chapter.

All local transfers must be approved and are executed through your area's Regional Office. Transfers to another region or state are executed through the International Headquarters and do not require a 6-month waiting period.

MIXERS

Once a month, Members hold a Mixer for business associates, prospective Members and friends. The purpose of a Mixer is to give an additional opportunity to spotlight Members' businesses at their business locations.

Mixers are usually scheduled on a weeknight between the hours of 5:00 p.m. and 7:30 p.m. They are held at a member's place of business on a rotating basis. As many as 3 Members may sponsor a Mixer at the same place and time. A display table is provided for business cards and brochures of the attendees. The 3 sponsoring members display samples of their products and/or examples of their services. They are the spotlighted businesses for the event. Every Member will have the opportunity to sponsor a Mixer during the year.

Refreshments are simple with the **main emphasis on relaxed business contacts.** (Attendance is optional, but it is recommended for your success.)

CREED

As a LEADS CLUB, Inc. 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, Inc. Members.



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