



Who Are We?

The Lead Generation Club is a national organisation which gives both members and guests the opportunity to build their business by forming relationships with other members, meeting on a weekly basis to really get to know each others businesses, with a **"no pressure"** policy.

TLGC has clubs all over the UK, in Scotland, Wales and England, and new clubs are being launched on a monthly basis. Clubs launched in 2007 include Welwyn, which now has over 20 members and continues to grow, with all members helping each other grow their businesses, plus the St. Albans club, launched in July, has a similar membership.

Why Join TLGC?

At The Lead Generation Club we took a careful look at how other breakfast clubs and organisations worked, and took what we think are the "best bits" for our members, and left the rest behind.

Our unique policy consists of 3 rules:

- 1. No 100% attendance rule**
- 2. No insistence on substitutes**
- 3. No insistence on leads every week**

Read on...

1. No 100% attendance rule

Usually if someone cannot attend their breakfast club one week, it is because they are attending another meeting - *doing business!*

We at TLGC believe that members should not be frowned upon for doing business when the sole purpose of the group is to *create* business.

This is why...

We do not insist on 100% attendance

2. No insistence on substitutes

Most people who join a group are either sole traders or part of small businesses - there are, of course, always exceptions - banks, solicitors, accountants etc...but in general we find that the majority of members all over the UK work on their own or in small teams.

We at TLGC believe that members should not be put under huge pressure to find a substitute to attend if they are unable, especially at short notice when issues like child care arise.

Of course, a substitute may be sent if the member wishes, but it is not insisted upon.

3. No insistence on leads every week

Some breakfast groups and organisations are totally driven by insisting upon members having at least 1 lead *every single week*. We believe, no matter how experienced a networker you are, that this is almost impossible.

We at TLGC believe that members will only pass business when **meaningful relationships are formed**. Trust has to be developed for people to start doing business, and more importantly, for businesses to refer each other to friends, colleagues and other business.

This is why...

We Do not Insist On Leads Every Week!

How does a TLGC Club Grow?

TLGC clubs start with a launch meeting, where local businesses are invited to attend to see how we operate our **relaxed, friendly, "no pressure"** style of meeting, with the aim of forming relationships that will, over time, lead to business.

From this initial launch meeting, founder members of the group form the basis of the club, and each week members invite guests to attend the meetings.

In February 2008 the Stevenage TLGC launched, and within 1 week had 11 signed up members forming relationships, which inevitably will lead to new business.

Masterclasses

As part of your membership TLGC members receive 3 masterclass training sessions per year. These are designed to aid your business development - to give help and advice in all aspects of business, including:

1. The Body

The face to face skills you can develop

2. The Word

How to develop your written skills to benefit your business

3. The Close

"So You Think You Can Sell?"

Masterclasses



Members at a TLGC Masterclass

Other Benefits

Being a member of a TLGC club is like having your own marketing division for your business. As relationships develop and trust is formed, members are often happy to discuss business issues which face us all from time to time. The problems we all face in our businesses have been addressed many times, and often can be resolved by a simple discussion amongst the group.

Also there is the social side of TLGC - new friendships develop as well as new business relationships - often the best meetings are done "outside" office hours!

Members who invite a guest to *any* TLGC club receive a £25 voucher towards their next year's membership renewal when the guest joins any club. This offer is unlimited, so huge discounts on membership can be achieved.

Members who take up an executive position within a club, such as...

Chairman
Steward
Treasurer

...receive a 50% reduction on their membership renewal. Therefore some members **pay little or nothing when renewing.**

Contact Us

If you would like to know more about us or any TLGC club, or would even like to visit one of our clubs, please either:

1. Contact the member who sent you this e-book
2. Call our head office on **01462 812 479**
3. Visit our website at www.tlgc.co.uk
4. Send us an email to info@tlgc.co.uk

We Look Forward To Welcoming You