



LeTip Creed

LeTip is a professional organization of business individuals, dedicated to the highest standards of competence and service.

Our purpose is the exchange of business tips. Members will, at all times, maintain the highest professional integrity.

Each business category is represented by one member and conflicts of interest are disallowed.





"This is an example of a Tip Form from our LeTip Wired member only software which enables all members the ability to pass tips online or using our mobile app along with the ability to communicate on many networking related topics. We pass Tips which are warm leads."

See the definition of a Tip below which all our members follow.

Member's Name
Company Name
Category
LeTip Chapter

My qualified Business Tip is for a company or person who is interested in a specific service or product and is expecting a call from a LeTip member.

Tip From

Date

Tip Type

Outside

Person To Contact

Company Name

Phone Number

Email Address

Tip Details

Specify the tip value

This is a private tip

Submit Tip



What
LeTip
can do
for you...

Why LeTip?

Survey after survey indicates that referral networking is the most cost-effective part of the marketing mix. By joining a LeTip chapter, savvy entrepreneurs are able to consistently prospect and be visible—critical components to keeping their business going forward!

The LeTip Difference...

There are many reasons why LeTip is the premier business leads organization. Here are just a few...

- **LeTip set the standard.**

We developed the original program in 1978. Right from the beginning, LeTip has had one focus... to put dollars in our members' pockets.

- **LeTip created a program just for you.**

LeTip's program structure provides a proven plan for member success. By adhering to our system, chapters grow and members reap the many rewards that come with group effort.



- **LeTip fosters commitment.**

Our structure sets us apart from casual, drop-in groups which don't require regular attendance. Showing up once in a while means members are not really committed. LeTip members are dedicated to networking, not socializing.

- **LeTip leads are qualified.**

Casual groups don't require their members to bring qualified leads to meetings. Such groups don't require much else either... and that is what you'll generally get back, not much!

LeTip members clearly understand that finding leads and building trust take time and they are willing to put in the effort. The bottom line is, you want **real** referrals, from **real** people, who **really** need your product or service—not vague leads with unqualified information. LeTip members provide valid Tips!

- **LeTip supports and educates members.**

Since 1978, LeTip has been committed to educating members and providing information through our Regional Directors and corporate staff. We actively support members with professional seminars in the art of networking. We provide training for board and committee members, a national website with member and chapter listings, the "LeTip Library" for members only, marketing tools for chapters, and an upbeat, positive, corporate culture.

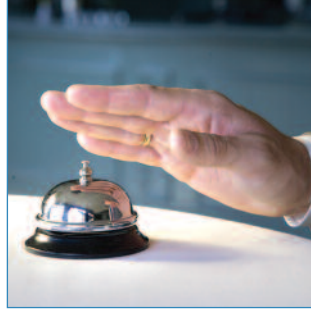
- **LeTip saves you marketing time & money.**

LeTip meetings enable you to condense your new business prospecting into a mere 90 minutes a week. Considering that 30% to 75% of new business comes from referrals, weekly meetings save you marketing time and expense, while increasing your exposure.



*From training, to accountability, to chapter support,
plus innovative chapter tools, and the
best bang-for-your-buck pricing,
LeTip offers much, much more!*

The LeTip Difference



LeTip International created the structured networking concept in 1978. We set the standard high, and we continue to do so today.

Many have imitated our program, yet none have the ability to maintain or provide their members with all the benefits that LeTip provides to its members. The reasons are many. Here are a few...

- **LeTip is 100% Dedicated to You and Your Business Networking Success**

Our entire focus is making your business thrive through dedicated networking. Everything we do is to that end.

- **You Get 40 plus years of Knowledge and Experience**

We have 40 plus years of providing members with the best practices of referral marketing.

- **Hands Down, You Get the Best Bang-for-Your Buck**

LeTip offers the most cost-effective program for the least amount of money. Investigate the offers of other organizations. Don't be fooled... compare apples to apples and you'll see why we say we offer the best pricing in the industry.

- **Your Chapters and Board Members are insured**

Unlike most organizations, we protect our chapters with Liability Insurance. We also provide LeTip Board Members with D&O Insurance. If a chapter were to be sued, the board members are protected, providing that the LeTip Bylaws have been followed.

- **FREE! You Get Free Chapter Materials**

All essential chapter materials are provided by corporate. Items such as Tip forms, Applications, guest labels, standard forms, LeTip brochures, and other promotional material are supplied to our chapters without charge. You only pay shipping costs.

- **You Receive Professional Network Training**

LeTip's full-time Support Staff are skilled networkers. All are highly professional, with extensive sales, coaching or marketing experience, and are dedicated to your chapter's success.

- **Learn how to give 30-second commercials.**

- **Learn how to find Tips.**

- **Learn how to be a better public speaker.**

- **Learn how to exhibit your product or service.**

- **Learn how to become a referral source for clients.**

- **Learn how promoting your chapter will promote your business, too.**

- **NEW! LeTip Wired! Chapter Management Tools**

LeTip International's new online chapter management tool, LeTip Wired, makes it easier to manage, support, collaborate and connect with your chapter. Chapter officers will have real-time data available for their specific area of responsibility. Members can track Tips, guests, sponsorship information, and so much more. To find out how LeTip Wired can help you run a more efficient chapter, visit: www.letip.com/business-to-business-networking

- **FREE! Your Chapter Gets First-Class Marketing**

We are committed to providing our chapters with the highest caliber marketing and branding materials in the industry. An ever growing portfolio of creative marketing materials (many of them free), give chapters an appreciable competitive edge for building and retaining members.

Q: Why should I join LeTip?

- To receive qualified business leads.
- To obtain access to clients you would not otherwise be able to contact.
- To identify yourself and your service or product at each meeting.
- To display your product or service on a predetermined schedule.
- No conflict of interest – once you've joined, your competition can't.
- Meetings begin on time and end on time, are brief and to the point.
- Every member must be pre-qualified and voted in.
- The LeTip Program *really* works!

Q: What does LeTip provide?

A: LeTip provides each member and chapter with our proven program. This includes all the information, guidance, seminars, and leadership activities for your personal business benefit. LeTip also supplies the materials necessary for the success of your chapter: their conceptualization, creation, production, constant up-dating, printing, shipping —and the full-time professionals who are responsible for providing these materials for your benefit.

LeTip also maintains full-time Area Representatives to guide and train your chapter every step of the way. This training includes seminars for all new members and for board members. Our Area Representatives, marketing, and administrative executives, ensure that every chapter receives the support it requires to focus and expand its membership.

Q: What are the membership dues?

A: There is an initial membership fee for LeTip International, Inc., which is separate from your local chapter's dues. The Board of Directors establishes the chapter dues based on operational costs. There are no paid positions or profits involved at the chapter level. The chapter's membership chair can provide you with complete information about membership and chapter dues.

Q: When am I required to pay my chapter dues?

A: Most chapters collect dues on a quarterly basis.

Q: How many meetings do I attend before I can join?

A: As a guest, you must attend two consecutive meetings. Your application can be taken at the first meeting, but cannot be processed until after the second meeting and an inspection at your place of business has taken

place.

Q: How many votes are required for acceptance into the Chapter?

A: For chapters with up to 30 members, three NO votes will deny acceptance. In chapters with 31 or more members, application will be denied if 10% of the total members vote NO.

Q: Who will notify me when I'm accepted for membership?

A: The membership chair and your sponsor will call you the day you are voted into the chapter. A letter will follow from Kim Marie Branch-Pettid, LeTip International's CEO, to formally welcome you to our LeTip family.

Q: As a member, how many Tips would I be required to pass?

A: To maintain membership, four Tips per month are required. The real question to ask yourself is, "How much business do you really want?" Members who take an active role, and who are consistent Tippers, know that the more they Tip, the more Tips they are likely to get.

Q: Are LeTip members confined to conducting business only with other LeTip members?

A: No, but loyalty between members is the reason why the best chapters are so overwhelmingly successful. Keep in mind, your fellow LeTip members are your best source of referrals, as you are theirs. Those who support their sales force will be supported in return.

Q: What is a qualified guest?

A: A qualified guest is a person whose full-time occupation is not currently represented in the chapter, and if voted in, would not present a conflict of interest for any member.

Q: What is the "Lucky Devil?"

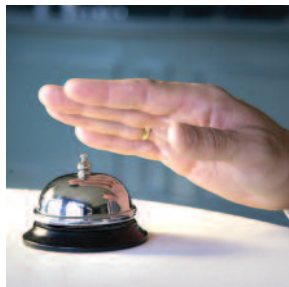
A: Each week, a business card from the previous week's speaker is secretly taped to the underside of any chair. The member who sits in that chair is required to give a serious commercial as if they were that Speaker. This little exercise reinforces the importance of listening to, and being focused on, each week's speaker. (If the card is taped to a guest's seat, it is passed until it reaches a member).

Q: What is the "Lunch Bunch?"

A: Each month, 2 or 3 experienced members take the previous month's new members to lunch, at the chapter's expense. Over a relaxing meal, new members get up-to-speed on chapter goals, Tipping, power partners, and how the chapter functions.

questions & answers

We answer 25 of the most frequently asked questions about LeTip International... the premier professional leads organization.



Q: What is the "Poker Folder?"

A: The poker folder is a game used to motivate white & green Badge members to bring a qualified guest to a meeting. The member who "holds" the poker folder and brings a guest, takes \$10 out of the Tip bucket. If the holder does not bring a guest, they drop \$10 into the Tip bucket, keep the poker folder for one more week and repeat the process. No member may hold the poker folder for more than two weeks.

Q: If I have a conflict with another member, who do I contact?

A: Members are asked to directly address the member with whom they have a conflict. This will usually resolve the situation. If the problem persists, the members should contact their ethics chair for confidential assistance. The ethics chair will use specific guidelines, set by LeTip International, to resolve the issue.

Q: How do I earn a Blue, Silver, Gold, Platinum or Royal Purple Badge?

A: Members earn badge upgrades by sponsoring new members into any chapter. Sponsoring three new members will earn a Blue Badge, 10 earns Silver, 25 earns Gold, 50 earns Platinum, and 100 earns Royal Purple. Once you reach Gold status, you become a lifetime member and no longer pay LeTip International renewal dues, however, you are still required to pay quarterly chapter dues.

Q: What are "Reminders & Rewards?"

A: Reminders & Rewards are monetary motivators which are used to strengthen the professionalism and effectiveness of LeTip chapter meetings. Rewards are paid out to members who have met 5'er Day or other special LeTip requirements. Reminders foster member accountability. For example, if a member has forgotten to wear a lapel pin, has not passed Tips or followed other program obligations, they put small monetary offerings (reminders) into the Tip bucket for eventual deposit into the chapter treasury. This money is then used to finance and promote the chapter, and pay out Rewards, too.

Q: Does everyone give a commercial?

A: Yes, at each meeting, every member receives 30 seconds to pass Tips, drop reminders in the Tip bucket, and give commercials about their business. Commercials teach members how to best Tip one another.

Q: Who sets the Showboat, Greet, and Speak schedule?

A: The chapter's program chair sets the following rotation: The first week the member is the Showboater, the second week the member is the greeter, and the third-week the member is the Speaker.

Q: What is Showboating?

A: Showboating allows members to properly exhibit their business literature, their products or services. A showboater's display must be set up 20 minutes prior to the meeting. Making a genuine effort as a showboater will have big impact on the amount of qualified Tips received from fellow members.

Q: How much time do Speakers have?

A: Ten minutes are allotted for chapters with up to twenty members. Most speakers receive an above average amount of Tips that week.

Q: What is Visitation Day?

A: At the first meeting of the month, members are assigned to visit another member's place of business to learn about their business. During the third meeting of the month, the visiting member will give a commercial for the host member's business. If there was no visitation, the visiting member must give \$5 to the non-visited member.

Q: Can someone attend a meeting in my place?

A: An alternate may attend up to six meetings per year, but no more than two consecutive meetings. An alternate must be a qualified substitute who works in the member's company.

Q: Who should I contact if I'm going to miss a meeting?

A: The Vice President tracks attendance and is the person to contact if you must miss a meeting. Attendance is important, and you must attend at least 80% of all meetings.

Q: What is "5'er Day" all about?

A: Normally, this event occurs monthly, and gives members the opportunity to bring and introduce qualified guests to the chapter. Everyone should participate. Members who bring a qualified guest are permitted to keep their \$5. Members who do not bring a guest, will drop \$5 into the Tip bucket.

Q: What if I have more questions?

A: Board Members are always happy to answer questions. When a Board Member cannot help, call LeTip International toll free at (800) 255-3847.

- **We Support You Through FB, Twitter, and LinkedIn**

We constantly investigate new technology for ways to promote our chapters and members. Social networking is an ongoing, growing part of our process.

- **We Believe in Consistent Accountability**

Accountability starts at the top. We offer no apologies for our high standards. Unlike competitors who eschew attendance and minimum Tips, we embrace accountability for one reason... it results in more business for our members. We know a team is only as strong as its weakest link. Simply put, we are accountable to our members, and our members are accountable to one another.

- **FREE! You Get Free Access to the LeTip Library**

As a member, you have full access to the LeTip Library. Once you join LeTip, you can gain entrance to the library and download information on many aspects of networking: strategies, marketing and chapter management tools, guides, procedures, board members' scripts, logos, sample chapter ads, and much more.

- **We Collaborate with Like-minded Entrepreneurs to Bring You Greater Value**

LeTip embraces many organizations that support the growth of small business. We also collaborate with internationally known, like-minded organizations to bring added value to our members. We do not see them as competitors, but as opportunities for cross-promotion with substantial cost-saving benefits for members. Check LeTip.com for our newest offerings for members.

- **You Can Earn Rewards**

LeTip uses "reminders" (small monetary gestures) to emphasize the many important aspects that are part of the program. Reminders, which are collected during weekly meetings, stay with the chapter and are used in many beneficial ways. One such benefit is paying rewards for member excellence. Reminders are also commonly used to promote chapter events, pay for business mixers, mailings, chapter socials and more.

- **We Maintain Staff on East and West Coasts**

Our entire staff is an extension of the LeTip family. We support our members with full-time data personnel across the country and Canada.

- **FREE! You Get Your Own Profile Page on LeTip.com**

Every member gets additional exposure with their own profile page and can link their website to ours.

- **LeTip World Franchise**

LeTip now has franchise opportunities available. To learn more visit: www.letipworld.com



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