

# Binder of Events



## CALENDAR BINDER

### A. Calendar of Events

The link to follow the order of the binder is <http://www.eliteleads.com/eventscal1.shtml>.

Call each chamber by the third Friday to ask what activities they have planned for the month! I generally list the chamber mixers that are within an hour of the meetings.

Look for any professional organizations that publish their meetings in the newspaper. Refer to Resources, then the Organization list on the website. You will need to be included on the mailing lists for seminars and workshops that are offered nationally. Keep the home office advised of any groups that are possibly national events.

Check to see if you have a Business Times/Journal available for the area. Our San Francisco Business Times has an "Events" page. It's full of seminars, workshops, meetings, expos, etc. Use the page during announcements.

Sheet 1 - The Home Page of the Elite Leads website.

Click [✓] Start from the Menu

✓ Netscape ✓ Netscape Navigator

You should have Elite Leads at you home page

To open PageMaker for the Calendar:

Click [✓] Start from the Menu

✓ Adobe ✓ PageMaker ✓ PageMaker

✓ File, ✓ Open

✓ "elitecal.PM6", ✓ Open Button

✓ File, ✓ Document Setup Change the margins to Top 1.5 and Outside 1.5

✓ File, ✓ Print; ✓ Options and print at 128%

✓ Color and ✓ Composite ✓ Print Colors/Grayscale

✓ "Print" . Verify that you're going to print to the proper printer, then ✓ Print

Sheet 2 - This goes in the behind the Elite Leads Home Page Calendar Binder. Keep these pages up-to-date.

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*"Great events give scope for great virtues."*

- Michigan

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Elite Leads Business Development  
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Sheet 4 & 5 - ✓ (Your) Territory ✓ "Meetings" ✓ Print  
✓ Page "1" to "2" ✓ No of copies "1" ✓ OK

Sheet 6 & 7- ✓ Calendars ✓ (Your) Territory ✓ Work-  
shops ✓ "File" ✓ Print ✓ Page "1" to "2" ✓ No of  
copies "1" ✓ OK

Sheet 8 & 9 ✓ Bookstore ✓ Products ✓ "File" ✓ Print ✓  
Page "1" to "2" ✓ No of copies "1" ✓ OK

Sheet 10 - ✓ Calendars ✓ (Your) Territory ✓ Members  
✓ "File" ✓ Print ✓ Page "1" ✓ No of copies "1" ✓ OK

Sheet 11 ✓ Ask Leada ✓ "File" ✓ Print ✓ Page "1" to "2"  
✓ No of copies "1" ✓ OK

Sheet 12 ✓ Visitors ✓ Networking Tips ✓ "File" ✓ Print  
✓ Page "1" ✓ No of copies "1" ✓ OK

Sheet 13 (Your) Territory ✓ Library ✓ Title ✓ "File" ✓  
Print ✓ Page "1" to "2" ✓ No of copies "1" ✓ OK

Sheet 14 - 15 ✓ What's New ✓ "File" ✓ Print ✓ Page "1"  
to "2" ✓ No of copies "1" ✓ OK

Sheet 16 ✓ Your Territory ✓ Organizations ✓ "File" ✓  
Print ✓ Page "1" to "2" ✓ No of copies "1" ✓ OK

Sheet 17 ✓ Visitors ✓ Introduction to Elite Leads ✓ "File"  
✓ Print ✓ Page "1" to "2" ✓ No of copies "1" ✓ OK

Sheet 18- 19 ✓ Lists ✓ "File" ✓ Print ✓ Page "1" to "2"  
✓ No of copies "1" ✓ OK

Sheet 20 ✓ Benefits ✓ "File" ✓ Print ✓ Page "1" to "2"  
✓ No of copies "1" ✓ OK

Sheet 21 ✓ Careers ✓ Own a Territory ✓ "File" ✓ Print  
✓ Page "1" to "2" ✓ No of copies "1" ✓ OK

Sheet 22: Shoestring Approach  
[www.shoestringapproach.com](http://www.shoestringapproach.com)

Sheet 23: Independent Funding Solutions  
[www.independentfunding.biz](http://www.independentfunding.biz)

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*"Employ time well if you  
intend to gain leisure."*

- Indiana

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Sheet 24: Elite Leads Sales Traing Classes

Sheet 25: Elite Leads Speaker's Training Classes

Sheet 26: Elite Leads Writer's Training

Sheet 27: Your local business times calendar

Refer to <http://www.eliteleads.com/orgs.htm> for a link to the following organizations

Sheet 28: American Management Association

Sheet 29: American Society of Association Executives

Sheet 30: Association for Training and Development

Sheet 31: Commonwealth Club

Sheet 32: Convention & Visitor's Bureau

Sheet 33: First Fridays

Sheet 34: International Association of Business Communicators

Sheet 35: International Association of Facilitators Group

Sheet 36: Institute of Management Consultants

Sheet 37: International Facilities Management

Sheet 38: Kiwani's

Sheet 39: Lions

Sheet 40: Media Alliance

Sheet 41: Meeting Facilitators & Consultants

Sheet 42: Meeting Professionals International

Sheet 43: Meeting Professionals Network

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*"Employ time well if you intend to gain leisure.*

- Indiana

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# Elite Leads Business Development Binder of Events

Sheet 44: National Association of Female Executives

Sheet 45: National Association of Women Business Owners

Sheet 46: National Speakers Association

Sheet 47: National Organization of Women

Sheet 48: Rotary International

Sheet 49: Sales Marketing Executives

Sheet 50: Society of Association Executives

The balance of the book should have flyers and brochures from the members in your territory.

Please replace your binder every month for the \*marked groups and at least every 6 months for the binder and all other pages to keep it looking fresh and professional.

## B. Organizations

Here are several organizations that are in the Bay Area. The groups vary in different areas. You'll want to get on each of their mailing and email lists. Refer to the website <http://www.eliteleads.com/orgs.htm> to print pages:

American Business Women's Association

Asian Business Association

Asian Business League

Asian Society of Venture Capitalists

ASTD - Association of Training and Development

Bay Area Angels

Bay Area Speaker's Service

Bay Area Integrated Marketing

Business Start-Up Kit Software

California Senate & Assembly Bills

Canadian Business Management

Cash Flow Association (Northern California CFA)

Chambers of Commerce

Chief Executive Officer Club-San Francisco Bay Area

Commonwealth Club

Contra Costa Council

Convention and Visitor's Bureau

Entrepreneur PR

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*"A short time is long for the unprepared."*

- Minnesota

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Filipino-American Chamber of Commerce  
Franchise Kit  
International Association of Business Communicators  
International Association of Facilitators  
International Facilities Management  
International Management Consultants  
Media Alliance  
MPI-Meeting Professional International  
Meeting Professionals Network  
National Association for the Self-Employed (NASE)  
NAWBO-National Association of Women Business  
National Business League (NBL)  
NSA-National Speakers Association  
NCSAE-Northern California Society of Assn Executives  
Northern California Human Resources Association  
Northern California Society of Association Executives  
NOW  
Private Industry Council  
Resume Services on the Internet  
San Francisco Chapter of the Bay Area Cash Flow Assn  
San Francisco Convention & Visitors Bureau  
Silicon Valley Associatin of Software Engineers  
Small Business Administration  
Small Business Council of America  
Small Business Courses  
Small Business Development Centers  
Small Business Council of America  
Small Business Development Centers  
Society for Human Resource Management-SHRM Online  
Speaker's News  
Speaker's Resources  
Spirituality in the Law  
Technology  
Tri-Valley Human Resources Association  
Tri-Valley Convention & Visitor's Bureau  
UC Berkeley's Entrepreneurial Forum

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*"The majority of men meet  
with failure because of their  
lack of persistence in creat-  
ing new plans to take the  
place of those which fail."*

- Napoleon Hill

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# Elite Leads Business Development Binder of Events

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West Coast Business Academy  
Women's Business Alliance  
Working Solo  
Young President's Organization

## D. Monthly Updates

One the first Monday of the first meetings each month (first Monday could be the 28th of one month, but the first meeting is on Thursday, the 1st), go to <http://www.eliteleads.com/eventscalx.shtml> (replace the "x" with your territory number). Print each page that has an asterik (\*) prior to the information. This will keep your book up-to-date. These pages need to be printed on a color printer.

## E. Delivering the information in the Calendar of Events

I can't stress this enough: practice, practice, practice!!!

It doesn't take more than a couple of run-throughs before you begin to remember the flow. Watch the video on the calendar binder to get an idea of the different interpretations. Keep it fresh, enthusiastic, light and try to have humor in everything that you do.

## F. Website updates for the Calendar Book

The entire Calendar of Events is online for you to print out new pages each month when the events are updated.  
<http://www.eliteleads.com/eventsbook1.htm>

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*"Think of yourself as a resource to your clients; an advisor, counselor, mentor and friend."*

- Brian Tracy

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