

Escrow Tips

Escrow Tips are one of the most effective marketing tools for a chapter.

The Escrow Tip is a legitimate, qualified Tip that is written to a category, never to a person. An Escrow Tip must never be passed until the category is filled. An Escrow Tip is almost always an Inside Tip. There are two general ways an Escrow Tip is used.

1. How to use an Escrow Tip when a guest attends the meeting.

Escrow Tips are most commonly used when a guest is in attendance at a meeting. For example, if a house painter is a guest at a weekly meeting, a member who has need of his services may write a Tip and announce that he has an Escrow Tip for a painting contractor. Remember... this Escrow Tip is never passed to the guest. It is only written to the category, not the individual.

When the Tip Bucket comes around, the member will give a commercial, and announce how many Tips he/ she wrote for the week. At that time the member will hold up the Escrow Tip and say "I have an Escrow Tip for a Painting Contractor." That Escrow Tip will be held in escrow (hence the name) and passed only if and when this painter —or another painter— joins the chapter. At the end of the meeting when thanking guests for attending, the President will announce "We have (___) Escrow Tips for our guest, the Painting Contractor. Should he decide to join our LeTip Chapter we will be happy to give these Tips to him."

Occasionally there may be more than one guest in the same category at a meeting. This may eventually lead to a Speak-off which is one of the reasons why only a category (not a name) is written on the Escrow Tip form.

Write your info and details here

LeTip International, Inc.
ESCROW

My qualified ESCROW TIP is to a GUEST who is PRESENT and who our chapter wants as a member. All Escrow Tips are held by the TipMaster or the President until that person joins.

Tip To - Profession of Guest
x _____

Escrow tips are not given out until the guest joins

Tip From - Member's Name
x _____
Business Phone #
x _____

Details of this tip:

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An Escrow Tip is never passed until the category is filled by a new member.

2. How to use an Escrow Tip when there are no guests at the meeting.

If a guest does not join and Escrow Tips were written for his category, they are then held by the TipMaster. In future they can be used to entice a new member to join the chapter. For example: If a chapter had six Escrow Tips for an auto detailer who did not join, the President can ask everyone to invite an auto detailer to the next meeting, letting him know during the invitation, "We already have qualified leads waiting for you.

Only a category can be listed here, never a name!

Come take a look and see what you think."

The TipMaster always brings the Escrow Tips to the weekly meeting. Escrow Tips can be time sensitive, so they must be continuously reviewed by the TipMaster to validate their legitimacy. It is also the TipMaster's responsibility to keep the members updated on the number of the Escrow Tips that are being held for each category.

A TipMaster may decide at some point to have an Escrow Tipping Contest. Members will receive a list with the number of Escrow Tips and their categories. A reward for sponsoring a new member from the list will be presented at the end of the contest. Chapters may also decide to pick two or more categories that many members can easily Tip. The chapter will then write up the Escrow Tips (which must be legitimate) and have a contest based on the member's selected occupations. Once the occupations are selected, then the members invite guests in those categories to a meeting.

It is important to note that these contests are only done when the TipMaster has approval from the Board of Directors.