



ADVANTUS MARKETING, LLC

ADVANCING YOUR MARKETING MOMENTUM

DeMolay 90-Day Plan

Phase One

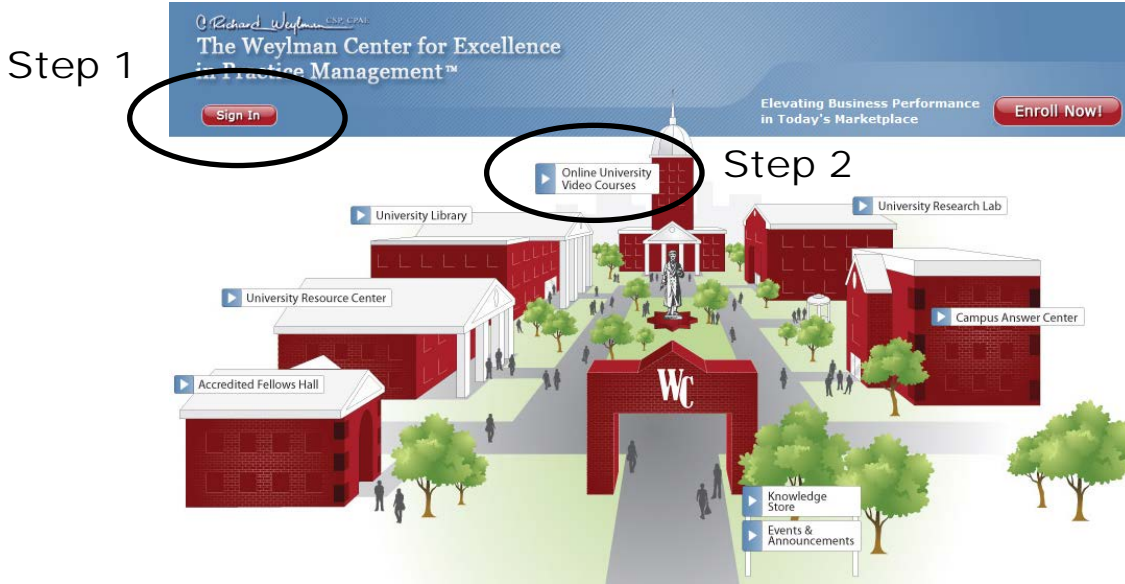
Coach:

Tiffany A. Markarian

(617) 312-0591

tiffany@advantusmarketing.com

WEYLMAN CENTER COURSEWORK
Available: February 18th to March 18th Only
www.weylmancenter.com



WEYLMAN CENTER SIGN INS

CHAPTER NAME	USERNAME	PASSWORD
Battle Green Chapter	battlegreen	battlegreen
Benjamin Franklin Chapter	benjaminfranklin	benjaminfranklin
Cape Cod Chapter	capecod	capecod
David Allen Hill Chapter	davidallenhill	davidallenhill
Gardner Chapter	gardner	gardner
Greater Boston Chapter	greaterboston	greaterboston
J.G. Whittier Chapter	jgwhittier	jgwhittier
John Eliot Chapter	johneliot	johneliot
Lowell Chapter	lowell	lowell
Middleborough Chapter	middleborough	middleborough
Old Colony Chapter	oldcolony	oldcolony
Phoenix Chapter	phoenix	phoenix
South Coastal Chapter	southcoastal	southcoastal
South Shore Chapter	southshore	southshore
Tekoa Chapter	tekoademolay	tekoademolay
Wakefield Chapter	wakefield	wakefield
Worcester Chapter	worcester	worcester

Return To All Classroom Doors

C. Richard Weylman

Search



Tiffany

The Weylman Center for Excellence in Practice Management™

Click Here to Return to the Main Campus



Subscribed Featured Saved

Step 3

All Featured



Featured

Leadership Courses

Leadership Courses

A full suite of coursework that will teach you how to lead the...



Featured

Top Advisor Courses

Top Advisor Courses

These selected courses have been proven to help Top Advisors (\$1...



Featured

Advisor Courses

Advisor Courses

Learn how to align your marketing efforts with consumer behavior and...



Featured

Staff Courses

Staff Courses

Learn new ways to elevate and exceed client expectations; streamline...



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Leadership Courses

Add to saved

A full suite of coursework that will teach you how to lead the marketing initiative with all of your advisors. Expand your local presence and increase productivity. Also comprehensive coursework that will enable you to recruit quality people to your team.

Course details

Search session by title

(+) Expand all courses



Session PDF

Not started

Suggested Course Sequence - Leadership

1. Achieving Your Goals to Make Your Vision a Reality (1 Class) <https://weylman.knowledgelinktv/course/achieving-your-goals-to-make-your-vision-a-reality> Imagine what you could...



Course

Expand

Leading the Marketing Initiative

In today's complex and challenging marketplace, it is vital that the leadership of local offices and firms focus on creating awareness, value and credibility in their...

Step 4

Click on the assigned coursework to watch the video and print the workbook that goes along with the video.

MASSACHUSETTS DEMOLAY PHASE ONE 90-DAY PLAN

Time Period: February 18, 2017 to May 31, 2017

90-DAY GOALS

1. **Being introduced to new community organizations, position DeMolay properly and build relationships with new potential advisors.**
2. **Practice the DeMolay Positioning Language and use it in community conversations (page 4 of the “DeMolay University 102” workbook).**
3. **Identify 4 to 6 new community organizations to approach about DeMolay by 3/15/17, using the COI Worksheet (page 10 of the workbook).**
4. **Complete Weylman Center video coursework by 3/15/17:**
 - a. “Gaining High Visibility through Charitable, Cultural and Community Involvement” (39 minutes)
 - b. Leading the Marketing Initiative Course, Video #2 – “Leading Others to Change the Way They Work” (27 minutes)
 - c. Leading the Marketing Initiative Course, Video #5 – “Coaching to Deliver Results” (33 minutes)
5. **Complete a minimum of 5 COI Interviews by 4/1/17 and 5 additional COI Interviews by 4/30/17, using the COI Interview Guide (pages 11-14 of the workbook).**
6. **Use the Transition Language Script to go from meeting people at events to meeting with them about DeMolay (page 16 of the workbook).**

ACTION STEPS (Specifically, how are we going to do this?)

Action Item	Person(s) Responsible	Due Date	Done X
1. Send Tiffany Markarian a photo of every new DeMolay member initiation or special event for press release submittal (make sure a parental waiver is on file for photos and images).	Me	Ongoing	
2. Share the Pre-Present-Post Plan template with your kids and advisors for use in planning chapter events.	Me and the kids	2/25/17	
3. Watch the Weylman Center video “Gaining High Visibility through Charitable, Cultural and Community Involvement” (39 minutes).	Me	2/25/17	
4. Complete the DeMolay COI Worksheet to identify center of influence names in each category (Note: ask your friends or family for help identifying people they know in the categories).	Me	2/27/17	
5. Finalize and personalize this 90-Day Plan (if you have additions) and send your plan by email to Tiffany Markarian (tiffany@advantusmarketing.com) and Phil Drouin (eo@mademolay.org).	Me	2/28/17	
6. Schedule a meeting with your advisors to debrief the DeMolay University as a team and share your COI Worksheets – make sure you don’t have duplicate COIs on your worksheets.”	Me and my advisors	2/28/17	
7. Conduct the “Hamburger” coaching approach with at least one child in your chapter to practice usage and coaching skills (pages 24 to 25 in your workbook).	Me	2/28/17	
8. Use the Transition Language Script to go from meeting people at events to meeting with them about DeMolay (page 16 of the workbook).	Me	2/28/18 Start Date	
9. Send your updated 90-Day Plan <u>2 days prior to each</u> scheduled monthly coaching call with Advantus Marketing.	Me	2 days prior to every coaching call	

10. Identify a minimum of 4 to 6 community organizations, schools, etc. from the DeMolay COI worksheet for research.	Me	3/15/17	
11. Share your chosen 4 to 6 community organizations, schools, etc. with your chapter advisors to avoid duplication.	Me	3/15/17	
12. Watch the Weylman Center Leading the Marketing Initiative Course, Video #2 – “Leading Others to Change the Way They Work” (27 minutes).	Me	3/15/17	
13. Watch the Weylman Center Leading the Marketing Initiative Course, Video #5 – “Coaching to Deliver Results” (33 minutes).	Me	3/15/17	
14. Send Tiffany Markarian the names and phone numbers of parents / members who agree to do an interview on what they enjoy about DeMolay. Send your names to tiffany@advantusmarketing.com .	Me	3/15/17	
15. Conduct internet research on your 4 to 6 community organizations, schools, etc.	Me	3/31/17	
16. Contact all applicable Masonic lodges in your region to have a DeMolay member deliver the “flower talk” – this shows them the dedication of your members.	Me and my advisors	3/31/17	
17. Complete 5 COI interviews with community and organization leaders using the COI Interview Guide (pages 11 to 14 of the workbook).	Me	4/1/17	
18. Print a list of the key contacts, directors, and Board Members of the community organizations you are doing COI interviews with – use that list during the interview (page 15 of the workbook).	Me	4/15/17	
19. Complete 5 additional COI interviews using the COI Interview Guide.	Me	4/30/17	
20. “Like” the social media pages of the community organizations you have a positive COI interview and interaction with (i.e., LinkedIn, Facebook).	Me	4/30/17	
21. Add the names of your new community COIs to your chapter database.	Me (or a chosen member of my team)	5/15/17	
22. Meet with your advisors to review the results of your COI interviews and determine how to work with them for new advisors, members and event volunteering.	Me and my advisors	5/15/17	
23. Other:			

24. Other:			
25. Other:			
26. Other:			

MONTHLY CALL SCHEDULE

Tuesdays at 5:30 pm
Dial-In: 712-775-7031 (Code 403470)

Wednesdays at 7:00 pm
712-775-7031 (Code 403470)

March 14

March 15

April 11

April 19

May 9

May 17

June 13

June 21

July 11

July 19

August 8

August 23