
Platinum Chapter, Platinum Business: Creating Massive Member Value - *Stanley Kong & Stella Yung*

1. Start With Why?

-Why chapter size is critical to the business and member values?

-How many times of business can be generated by doubling the chapter size?

2. Management by Numbers

-The Target of being a Green Light and Yellow Light member are _____ & _____ respectively.

3. LT + Members Forum

-How is LT+ Member Forum beneficial in creating member's value?

4. New Chapter - First Year Maintenance

-What are the plans for the first year maintenance?

-Four tactics should be focused by Chapters under 3 years for growth.

1. Building _____

2. Understanding _____ system

3. Manage _____

4. First year _____

-Please suggest two activities for enhancing the first year renewal rate: _____ and _____

5. Launching Big Chapters

-Growth vs. _____
