



The Power of a Mastermind Group

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The Power of a Mastermind Group

Napoleon Hill created the concept of a Master Mind and shared it in his book

[“Think and Grow Rich”](#):

“A mastermind group is designed to help you navigate through challenges using the collective intelligence of others. It is the coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony.”

There are many types of Mastermind Groups. They range from impromptu gatherings of like- minds that want to focus on a solution to a problem, to regular gatherings of select professionals that discuss all matters of business. There are free groups and paid groups.

I know this to be true: without a group of professionals, interested in my success, to help me stay on task and pay attention to my business...my business would fail.

If you are a very small business owner – whether it’s an internet based business or brick & mortar – you need to be a part of a Mastermind Group.

Why Join a Mastermind Group?

1. Get Feedback from Professionals

Being a solo business owner can be lonely. We make decisions in the quiet of our office, we connect with people behind email and avatars. We can’t discuss new projects with our employees or team members because their roles are focused on helping to move a project along...not to create the vision.

In a Mastermind Group you can pitch your idea to the group and get immediate feedback – most often that feedback is based on solid experience. Whether the

feedback is negative or positive, there is opportunity to discuss and flesh out the idea and feedback so you can make a better informed decision.

2. Learn from Someone Already Doing What You Want to Do

There is no better teacher than one who has already done it. And, while they made mistakes and you're likely to make them as well, you can get guidance on how to navigate the path you've selected.

For instance, you want to start a podcast and a group member has been podcasting for over a year. There's valuable information that can come from that experience. Or, you want to add a staff member to your business but have never had employees...a group member with employees can truly be an asset in this area.

3. Share Successes

There's nothing more deafening than the silence of celebrating a victory alone.

Be it big or small, sharing a success with a group that has a stake in your success is exhilarating. The group members love to hear the story and are anxious to be a part of the celebration. Why? Because they've been with you along the way! And you can share in their stories and their successes. Successes that range from publishing an ebook to landing a huge client, from overcoming a fear to adding a new offering to your business – all are shared and welcomed in a Mastermind Group.

4. Accountability

I believe it's in our nature as humans to need to 'report' to someone.

In the beginning years of business ownership it can be exciting to have no one to report to, no one to tell me what I can or cannot do, no one to tell me when I must do something. But after a few years the motivation to complete projects changes. Discipline can slip. Our 'why' might be strong, but if we reach a plateau it can be easy to get complacent. That's tough to do when you belong to a Mastermind Group. It's more than just writing down a goal and saying it out loud. If you're part of a group that's been meeting regularly for quite a few months, or years, then you will feel obligated to report to the group on your progress. And, quite honestly, the group members will feel obligated to ask you about your goals and your progress.

You see – it doesn't take long for members to feel like they have a stake in each others' success or failures...that someone who isn't making progress actually can become an anchor and distraction to the group.

Think about it this way: you've been asked by a professional to give feedback and advice about a project. You spend time with them to learn about the project, to ask questions and to provide your advice. Then, the next time you see that professional you ask how the project is going and they say "oh, that? well, it's still not moving forward but I'll get to it some day...by the way, do you have time to discuss this new project?" Annoying, right?

5. The Members Need You as Much as You Need Them

Being a part of a Mastermind Group includes being responsible yourself. You must be an active member to get the most out of your membership. How? By being interested in the other members' successes and failures. By being their accountability partner. By offering your feedback, experience, advice and guidance at group meetings. The ultimate Master Mind cannot happen when there is a non-participatory member in the group.

Free or Paid?

There are pros and cons for both.

The free usually doesn't have a strong leader or structure, so that means members decide the 'rules' and can change them according to their needs. I've seen some free groups last over a year, but most fall apart within a few months – because of lack of structure, lack of agenda, easy to leave and easy to have someone new come in.

The paid usually have a leader/moderator and structure. If members have questions or concerns, they're brought to the leader for resolution. The fee paid is for a few things – access to the level of professionals you're wanting to meet with, an agenda that insures that you are just as important as the other members of the group, the meeting room (if meeting in person), the virtual meeting program (if meeting online).

How to Find a Mastermind Group

First, are you ready to be a member of a Mastermind Group? One of the best lines I know that describes the mindset of someone ready to be a member is...

Join the group with your palm down.

You are there to give. And, in the giving is when you will receive the most help for yourself and your business.

So, are you prepared to give of your knowledge, resources, and network so that others may succeed?

Second, determine what you want from the group and if you can give the same in return.

- Is it business guidance and growth?
- Is it personal development?
- Are you in a specialized industry such as IT, Finance, Insurance? Could be you want to find a group of professionals in the same industry.

Third, begin searching for a group:

Ask someone you admire if they are a member of a group – and if they are, ask if you can join. If you aren't eligible, ask for a recommendation to another group.

Search online and carefully read the descriptions of the groups you find – real mastermind groups are peer to peer and member focused, not group coaching or group training sessions.

Whether you find a potential group online or through a recommendation, contact the leader/owner of the group and ask the following questions:

1. How is the group run?
2. Is there a limit to the number of members?
3. Is there a time limit for each member to discuss an issue/ask a question or is there a scheduled 'hot seat' opportunity?
4. Are there 'off limit' topics?
5. Does everyone participate in every meeting?
6. What is expected of the group members?
7. How are personality clashes or member conflicts resolved?
8. How are payments handled?
9. How are complaints handled? (if it doesn't meet your expectations)
10. Are there testimonials from current or past members you can see?
11. What are membership requirements?
12. Is there a formal member agreement?

Can I Try Before I Commit?

Don't be surprised if the answer is

"No". Why?

Well, for the groups I facilitate and host, consider this:

Each member has signed an agreement that includes confidentiality, committing to participating, and accepting my promise of privacy.

You're asking to sit in on a group of business owners who have developed a trust level that you're not a part of. It's much like you asking a business owner in your area "can I sit in on your next meeting with your employees?" because you want guidance on how to best address an issue. Or, asking a mechanic "can I sit in on your next team meeting?" because you want to learn more about how to work on your vehicle. Think about it for a moment – you're asking to hear confidential information being discussed among people who trust one another.

Here's an experience one group had:

A business owner asked to join an established group. The members were consulted and all agreed that he would be a good addition because:

- He had different knowledge and experience that would benefit the group members
- He was seeking to grow a business a few members were familiar with, so they knew they could help him
- He had an extensive network that would/could eventually help the group members and most of the members were a part of that network

He joined the group. He attended his first meeting and immediately put out a problem that needed a solution, quickly. The group was able to brainstorm a solution. He participated in the brainstorming of another member's challenge. He couldn't make the next meeting due to a scheduling conflict. He made the third meeting, once again bringing a problem for the group to solve, they did. He didn't participate in the rest of the meeting because he had to leave early.

After 3 meetings he was barred from the group. The members felt used and resented him. He offered nothing in return for the value he received from the group. The value? An increase in revenue to his business that allowed him to leave a C-suite position with

a company. In addition, the group members disconnected from him on social media, and one member removed him from her CRM. Why? *He was a Taker, not a Giver.*

Next Steps

Now that you have some tools to work with, and you think you're ready to join a Mastermind Group, take the Readiness test below. Then contact me to discuss the groups I facilitate. There could be a group forming that fits your needs.

I wish you much success in your quest for a group that fits your needs – every successful business owner I know can point to a group of people that acted as their advisors. I want you to find your group as quickly as possible so you, too, can be successful.

Mastermind Readiness

A Mastermind Group involves two or more people who work in harmony for the attainment of a definite purpose. In this case, the definite purpose is to grow through personal development and achieve your personal and business goals. Through a Mastermind Group you:

- May borrow and use the education, experience, influence, and the capital of other people.
- Can accomplish in one year more than you could accomplish without it in a lifetime.
- Can draw freely upon the spiritual forces within you.
- Can have absolute protection against failure if your purpose is beneficial to all whom you influence.

The purpose of the following questionnaire is to help you determine if you're ready to become a member of a Mastermind Group.

Rate yourself on a scale of **1** ("No, not at this time") to **5** ("Yes, absolutely")

- ☐ Are you ready to grow personally and professionally?
- ☐ Do you have the desire and inspiration to do what's needed to make your life and/or business extraordinary?
- ☐ Are you ready to have more focus in your life and business?
- ☐ Are you committed to attending all meetings?
- ☐ Are you committed to participating in all meetings?
- ☐ Are you committed to reaching and/or exceeding your goals?
- ☐ Are you ready to let your desire to move forward in your life and work overcome your fear of change?
- ☐ Do you want to explore specific topics and diverse views within the context of a group?
- ☐ Are you willing to invest time, money and energy in to creating the life and business you want?
- ☐ Are you willing to be supportive when others share what truly matters to them?

- ☐ Are you willing to share your knowledge, resources, network, connections, experience to help a member achieve their goals?
- ☐ Are you ready to learn from your peers and use the knowledge, resources, experience they offer?
- ☐ Are you willing to ask for help?
- ☐ Are you willing to **give** as much as you **receive**?

Your Score _____

If your score is:

- **14 – 28:** Take a look at yourself and ask yourself if you're ready to create the business and life you want. What's the first thing you'd like to work on? You're not quite ready to be a member of a mastermind, but with a bit of guidance you can be ready in a short time.
- **29–42:** You're ready to take control of your life, your career and your personal success. A membership in a mastermind group can help you create the strategy and actions for moving forward!
- **43–70:** You're probably already moving forward on designing the life and business you want and deserve. Belonging to a mastermind group can help you move across the finish line!

If your score is between 29 –70 then you will certainly benefit from being a member in one of my mastermind groups.

I meet every member because I want to be sure that the group is a good fit for you!

To indicate your interest in being invited to join the next group that forms, simply sign up here:

>>>[Meet with Charlene](#)<<<

We will discuss the group that is forming or that has a seat open, costs, meeting days and times, and determine if the group is a good fit for you.

If you know someone who would benefit from being a member of a mastermind group, feel free to forward this eBook to them! Share with them the opportunity to grow their business in a setting of mutual, confidential sharing between business owners.

Note from Charlene:

There are many ways and reasons to work with me.

First, the reasons: I have been a business owner since 2008 and I've done a few different things along the way, have provided research services to a variety of industries, have written many eBooks for myself and others, and have worked 1:1 and in small groups with many types of professionals...all of which have added to my ability to understand the needs of the business owner. At one time I trained individuals and small groups on Social Selling, Online Reputation Management, Standing Out on Social Media the Right Way, Researching Your Way to Better Sales, and Grow Your Network – Grow Your Business. Now I offer business research and partner with trainers to run accountability groups and host my own mastermind groups for business owners.

I believe that an educated and informed client is the best client and I don't like surprises. Therefore, in whatever scenario we work together, you will learn something and I will tell you ahead of time what to expect during our time together.

The scenarios of us working together:

Mastermind Groups are the ideal solution for anyone that wants to accomplish their goals. I have a different groups forming and meeting:

- A group for individuals that is focused on getting things done in 90 days. This works for sub-deadlines and short-term projects.
- A group for Women Business Owners that is focused on studying and applying success principles.
- A group for Solo Business Owners that is focused on finding solutions to their business issues.

The groups I facilitate vary in size and meet at different times of the day and day of the week. Interested? Schedule a call for us to discuss.

Accountability & Implementation Groups: Do you currently train others? Whether your training is in person or online, over a weekend or a ½ day onsite, I can help ensure that your students get the most value from your training. What I know to be true is that when someone attends or purchases training they often will put to use one thing they learned, leaving the rest behind. Without follow-up or accountability to meet the goals set during training, in about 3 weeks they forget what they learned. With an accountability group, I

meet with the students and help them stay on track while facilitating discussion among the students so they support and learn from each other. Interested? Schedule a call for us to discuss.

Business Research: Every business needs information to succeed.

- Competitor Profiles
- Industry Overview
- Market Intelligence
- Market Research
- Competitive Intelligence

Can look like this: Want an eBook or report or guide to offer to your current customers or to use as a lead magnet? I can do that ... I do the research and compile into a format that you can use and profit from.

Let's connect, ask your questions, get answers, and work together:

schedule a call

[My Calendar](#)



[The GROW Alliance Facebook Group](#)



[SEARCHbyBURKE Primary Website](#)



[Charlene Burke](#)