

"Dream it - Build it - Share it"

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CLASS NOTES:

Harness the Power of the Mastermind Group

Marketing Mondays with Kellie D'Andrea, *"The All Stuff, No Fluff Marketing Authority"* www.kelliedandrea.com

Lesson Objectives:

- Learn exactly what a mastermind group is and why you want to be part of one!
- Master strategies to creating your very own mastermind group to build your business
- Kellie's rules for a successful mastermind group, The BLAST way!

I. Mastermind Groups – An introduction

What is a mastermind group?

A mastermind group is a group of people with common interest who get together to offer support, guidance, advice and accountability to the group as a whole as well as to individual members. The concept of a mastermind was first introduced by Napoleon Hill in his book "Think and Grow Rich" where Hill basically proved out his concept that a group of like minded and achievement oriented individuals could dramatically leverage each other's success. The logic behind it is that "coordination of knowledge and effort, in spirit of harmony between two or more people for the attainment of a definite purpose

What are the benefits of joining a mastermind group?

- **Idea Sharing, Creativity and Brainstorming**

Information is one of the most powerful assets a person can possess and having the ability to leverage other people's information is exponentially better. Each group member will come with different experiences,

perspectives and ideas that will most likely be your next big money making idea. Having the ability to brainstorm and be creative with a group of people all focused on helping you solve a problem is one of the biggest benefits you will experience from a mastermind group.

- **Accountability and Responsibility**

Most goals are not achieved because as business owners, we are not held accountable to anyone to achieve them. It is our business and we want to procrastinate or put task on the backburner because of other operational issues we deal with, which is our prerogative, right? The second biggest benefit of a mastermind group is that they hold you accountable to reach your goals and monitor your actions to ensure you are on the right path. They act as sounding boards, gatekeepers and test groups all the while asking you where do you stand to your plan.

- **Motivational Support**

Staying positive and motivated is a big challenge for some business owners especially after the excitement of starting a business has worn off and the business becomes work. Businesses have many different sides it and no everything runs smoothly all the time. This can be very frustrating and cause many entrepreneurs to become unmotivated. By surrounding yourself with a mastermind group, you will receive positive encouragement no matter how you perform and the active discussions you will participate in will most likely inspire and stimulate you to move forward.

- **Networking and Business Relationships**

A big part of being part of a mastermind group is developing solid relationships with your group members. These relationships have been proven to last a lifetime and be the catalyst for millions of dollars. You will form friendships and connections that will provide you more than just business benefits, it will provide you with a sense of belonging and being part of something special.

- **Additional Resources**

In a year where time is money, having access to additional resources is critical to any business owner's success. By connecting with peers in your mastermind group, you will be provided with access to the resources that others in your group are using to achieve similar results therefore reducing the time required to

find alternative solutions and the learning curve usually associated with implementing a new solutions. Not to mention, the time you will save working within a group versus trying to figure something out on your own.

What will you get from joining a mastermind group?

- Real progress in your business. When you are committed to a group and they are committed to you, it drives you to success and achieve the results you committed to.
- A sense of belonging. Being an entrepreneur is difficult in its own right, but knowing that there are others out there with the same struggles, or have experienced what you are experiencing can give you a sense of stability and structure.
- An instant support structure with people who have different experiences, skills and resources. This basically provides you with an unbelievable “team” to access when you have needs.
- Better decision making and problem solving that helps accelerate your business growth, expand your professional network and gives you access to smarter strategic thinking.

What types of groups are available?

- **Independent Mastermind Groups** – Comprised of executives from diverse and non competing industries. They typically serve a common role: CEO Mastermind Group; Small Business Mastermind Group; Women Professional Mastermind Group
- **Industry Specific Mastermind Group** – Members typically play a similar role in the same industry – such as financial services, facilities management, real estate, coaching.
- **Corporate Mastermind Group** - These are groups within an organization like managers across the company that come together to discuss needs, goals and shared objectives.

II. How to select the right mastermind group

- Find group whose members share in your purpose and core values

- Find a group whose leader is somebody you have researched, you admire and you feel you can learn something from
- Find a small group vs. a larger group with a mix set of members
- Find a group whose meeting requirements are one you are committed to support and can participate.

III. How to create and run your own mastermind group

- a. Find the right people to be part of the group
- b. Limit the number of participants
- c. Establish guidelines and roles
- d. Set goals and objectives
- e. Pick a leader and establish leadership guidelines
- f. Meet on a frequent basis and set up an interim forum
- g. Ensure each member participates.

IV. How do you know when it is time to get out? How do you know when the mastermind isn't working?

What are the reasons mastermind groups fail and how is the BLAST mastermind group different?

- The group leader does not either have experiences or the ability to lead a group.
 - The BLAST mastermind is facilitated by a leader with over 30 years corporate experience leading and building teams around a common goal. The focus is on developing trust and a culture of sharing and accountability.
- The members' experience level/success ranges too widely.
 - The BLAST mastermind has a strict screening and application process to ensure that there is a balance of personality types, experience types and backgrounds. Our goal is to ensure that everyone gets results out of the program so we purposely look for like minded individuals who are achievement focused, have experience and are willing to share time, knowledge, resources and support to others.

- The group is too large.
 - In the BLAST mastermind, I limit the group to 10 so every member has a chance each time we meet to discuss and explore their successes and challenges. Having time with the spotlight on your business is why you join a mastermind

- The group doesn't meet often enough.
 - The BLAST Mastermind is a structured program with live "virtual" meetings once a month, access to the BLAST mastermind forum to connect in between meetings, live "expert" meetings 8 times a year and a live annual weekend workshop.

- The group leader treats the meeting like a classroom.
 - The BLAST Mastermind does include training along with the mastermind meetings. Each week a video lesson goes out to the group to learn the BLAST system – a step by step business building system designed to teach business owners how to use Branding, Leadership and Selling Techniques to drive performance and profits.

- The group has no structure, no defined purpose or no focus within the meetings.
 - The BLAST Mastermind is based upon a structure and includes agendas, meeting notes, action plans and follow up. Each hot seat call is recorded and sent out with materials to the group and accountability partners are assigned and encouraged to meet via phone or email weekly.

- The members do not participate.
 - The BLAST Mastermind is designed to encourage group participation and the following is made available to each member prior to commitment:
 - Rules and guidelines of the group
 - Roles & Responsibilities
 - Pledge of commitment
 - Schedule

What if I want to join the BLAST Mastermind Group?

Simply send an email to kellie@kelliedandrea.com and request an application and interview

How much does it cost?

The BLAST Mastermind Group is an annual commitment with 12 monthly payments of \$ 397 /month.

What is included in the BLAST Mastermind?

- 52 Weekly video lesson teaching the BLAST Marketing System to Building a Million Dollar Business. **(Valued at \$ 997)**
- 12 Monthly group mastermind calls with hot seat structure **(Valued at \$ 6,000)**
- 8 Expert calls with industry and marketing experts with an “ask the expert” forum **(Valued at \$ 800)**
- Membership to the Mentor in Me online community with access to industry experts, tools, resources, free downloads, online university, blogs and forums. **(Valued at \$ 1,200)**
- 12 Audio recordings, classnotes and action plans sent after each mastermind call. **(Valued at \$ 600)**
- 8 Audio recordings with transcripts of all expert calls **(Valued at \$ 400)**
- 3 - \$ 100 gift certificates to be used in the Mentor in Me Online University **(Valued at \$ 300)**
- 6 – Individual coaching calls with Kellie **(valued at \$ 3,000)**
- Access to resources, joint venture opportunities, ideas and growth **(Priceless)**

How do I join again?

Simply send an email to kellie@kelliedandrea.com and request an application and interview

Upcoming Marketing Mondays.

Aug 9th How to Instantly Connect with Anyone in Business

- Learn strategies and tricks for big success in building relationships in business.
- Strengthen communication and maximize every business opportunity
- Sell more effectively and drive your performance.

Aug 16th Uncover the Secrets to Sales Success

- Learn the BLAST Sales process that DRIVES results and profits
- Develop the habits required master the sales process
- Utilize strong tactics and systems to shorten the sales cycle.

Aug 23rd Collaborative Selling – How to gain the competitive edge in sales

