

Master Mind Groups

The Ultimate Business Development Tool

By Jim Palmer

I want to talk to you about an unbelievable business-building tool – masterminding. Perhaps you've heard of Mastermind groups, but aren't quite sure what they are or if joining one would be right for you. As someone who has been masterminding for several years let me tell you that joining a Mastermind group will prove to be the best decision you ever made for yourself and your business. If you ask the top leaders and CEOs what they attribute their success to, most would credit their Mastermind experiences.

What is a Mastermind group? It can best be described as one part board of directors and one part peer-advisory committee. A Mastermind group is a group of like-minded individuals, typically entrepreneurs and business owners, who come together to contribute to each other's success. The POWER of the Mastermind experience is that it can lift your mind and vision to enable you to see things that you otherwise could not, most likely because you are too close to your business.

Here's the real secret– great minds don't always think alike! That's why the most successful leaders turn to Mastermind groups. Just imagine sitting around a table with successful people from many different fields and walks of life and having them freely, openly, and confidentially share what they would do to grow your business.

It's easy to feel isolated as an entrepreneur and it's difficult to find peers who understand your challenges and issues. I have personally been enriched with ideas and plans that might otherwise have taken me years to finally figure out on my own, if they would have occurred to me at all. Think of your Mastermind group as your own personal dream team!

Let me talk about two reasons why some people hesitate to join a Mastermind group – time and money. It might be hard to envision dedicating the necessary time to meet with your group, and the monthly fees may be the last thing you think you need to take on. However, in experience Masterminding, I not only benefited enormously from the experience, both in terms of doing more business (reimbursing me many times more than the cost of the fees), but I also started working smarter on my business and, therefore, the time I dedicated to each meeting was also dramatically reimbursed.

Behind Closed Doors ... What Really Happens in a Mastermind Meeting

Experience and numerous surveys have shown that the number one reason for not joining a Mastermind Group is a lack of understanding of how a Mastermind Group operates. Two specific questions are “What does a Mastermind Group really look like?” and “What will I contribute and get out of it?” The first thing you will notice is that the group meets face-to-face. While virtual Mastermind Groups exist, I don't believe they can compare to a group that meets locally and in person. Cell phones are turned off and all distractions are removed in order to focus on the process.

The second thing you see is that despite the term “Mastermind,” all the members are normal folks, just like you, and there is an incredible feeling of support and camaraderie in the room. Titles, egos, and income statements are all checked at the door. The group exists for only one reason - to advance and further the success and wealth of its members as a whole.

As the meetings progress, all members get to share what is going on in their businesses and lives. Each

member has the opportunity to present an issue of concern or to bounce a new business idea off the group. You will hear about successes, failures, and business challenges. Prior to becoming a member, you must agree to a strict level of confidentiality, which ensures that meetings are safe havens to openly share experiences and ask questions. Members report on what they have accomplished and implemented since the previous meeting. This accountability is an important part of the Mastermind process and is a useful way to measure progress between meetings. This accountability can be a powerful motivator in taking action in your business.

The meeting has a feeling of equality to it. The facilitator makes sure that member interaction is balanced and focused, with no one member taking up too much time. Often, during the members' presentations, they will share examples of materials they are working on. Seeing and getting these materials is an important benefit of the group, and often members go home with more in their briefcases than they came with. It is not unusual during each meeting to have every member experience at least one, if not many more, "Aha!" moments. You will see members feverishly writing down these breakthrough ideas and strategies to take back with them to implement in their businesses. The most successful members ask for specific and direct feedback from the collective wisdom and experience of the group, which is what Dan Kennedy refers to as the "power of fresh eyes."

There is no doubt that being part of a Mastermind Group can help your business grow in ways that you can't even imagine, and at speeds that seem impossible.

Who should be part of this group?

Forward-Thinking Business Owners/Entrepreneurs *Who...*

- Has an honestly open mind and progressive attitude.
- Is extremely busy and needs a time-efficient way to learn and grow.
- Is highly-motivated to make improvements in marketing, sales, and operations.
- Is eager to substantially increase their income.
- Is willing to share ideas and experiences and help other like-minded business professionals.
- Values being a part of a creative process.
- Is a lifelong learner who is always seeking improvement.

Who Should NOT Participate? *Individuals who...*

- Are set in their ways, stubborn, fearful of change and/or ignore truth.
- Are satisfied with or married to their present advertising, marketing, and sales methods.
- Have no need or desire for increase of income, wealth, or business value.
- Are selfish, unappreciative and/or have poor integrity.

If you're ready to make 2009 your best year ever – then fill out the application and fax it to: 610-340-9138.



Jim Palmer's 'Best Year Ever' Mastermind Application

All fields are required, the more information you share the better we will be able to serve you in this program.

Name _____ Email _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

Fax Number _____ Website URL _____

What stage of business are you at? *(Choose one)*

____ Brand New ____ under 2 Years ____ 2 - 5 Years ____ More than 5 years

What is your primary lifestyle/business goal?

Is there anything that could get in your way of successfully completing this goal?

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What are your 3 greatest strengths in your business (what can you bring to the group)?

Is there anything else I need to know to help you have your 'best year ever'?

Priority Reservation Form

___ Yes, Jim, starting January 2009 please make sure I'm one of only 12 participants in your 'Best Year Ever' Mastermind Group.

Please print clearly so we can email your confirmation.

Name _____ Date _____

Company _____

Website URL _____ Email _____

Billing Address _____

City _____ State _____ Zip _____

Cardholder's Signature _____

CREDIT CARD

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Expiration Date (Month/Year): _____ Security Code: _____

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