

7 PROVEN STEPS TO FORMING A MASTERMIND GROUP

*"You are the average of the 5 people
you spend the most time with."*

- Jim Rohn -

— EVENTUAL —
MILLIONAIRE

Every successful person that I have spoken to and millionaires that I have interviewed has had some kind of solid support system. We can not, and should not be struggling by ourselves to create the amazing businesses and lives we desire. You have probably heard it before, but consciously surrounding yourself with successful people that are at the level you want to be at is critical. When I first started my business, I didn't have a great network, so my goal was to, "Gain a high-quality network of friends."

The whole idea of reaching out to strangers can be very scary, but don't worry! In the guide below I outline step by step how to set up a Mastermind group and find the perfect people to help you cultivate the success you desire.

I. DECIDE THE GOAL OF YOUR MASTERMIND

Focusing on your overall goal for your Mastermind group will help you narrow down who would be a great fit for your group. Be very specific about your goals for the group. What are some areas or issues that you could benefit from peer feedback, accountability, and coaching? These, of course, won't be the only things you discuss during your Mastermind sessions, but you will know your group's advice is coming from a shared perspective.

Examples: Do you want all women/men in your group? Do you want only other entrepreneurs in your niche? Do you want people who have a specific financial goal in mind?

Brainstorm a few goals for your Mastermind. Circle the top 3 and list them in order of priority.

2. DECIDE ON THE FORMAT/RULES FOR PARTICIPATION

When the members of the group adhere to the outlined rules, everyone will get more value out of the participation. Draft an outline of how the participation is set up and make sure your invitees know about it in advance.

Action: [Make a copy of our Mastermind Format/Rules template](#) and customize it!

3. LIST 20 POTENTIAL CANDIDATES FOR YOUR MASTERMIND

They can be in your extended network of peers that you do not personally know yet. Once you've got a list of 20 names, put them in order of priority.

1		11	
2		12	
3		13	
4		14	
5		15	
6		16	
7		17	
8		18	
9		19	
10		20	

4. CONTACT THE PEOPLE ON YOUR LIST, STARTING WITH THE FIRST 5

Use the email template below as a guide for reaching out. Make sure you follow up promptly each time you get a response. Also, make a note in your calendar to email at least four possible Mastermind participants each week until you have the right number of participants. Get buy-in from everyone - ideal member size is 5-7 members.

Hello____,

Qualifying sentence. (Example: “I love your website,” or “I found you via my friend Joe on LinkedIn.”)

Tell them about the group you are putting together and tell them you think they would be a great addition.

(Example: “I’m putting together a new mastermind group of like-minded business owners to help each other grow our businesses. I think you would be a great fit for the group.” You can also attach your guidelines document for them to review.)

Your quick bio, listing achievements and successes, or other members of the group’s bios and list their achievements.

(Example: I own a publishing business and I’ve been able to get clients on the Amazon bestseller list.” Once you start to have amazing people say yes, use their great achievements to get even bigger businesses in the group.)

An end greeting explaining how great it would be to keep in touch.

(Example: “I understand if you can’t fit it into your packed schedule, but I wanted to offer it to you since you have a great business.”)

Your name

Your URL

Your social media links

5. SEND INTRO EMAIL TO ALL MEMBERS WITH SHORT BIOS ON EACH

Hey {insert everyone's names},

Welcome into the mastermind officially! We've reached out to each of you to see if you would be interested because we really thought your personalities and drive would complement ours. You are all amazing humans AND business owners.

The current members of the group are {insert everyone's first name}. Our bios and more info on the rules of the mastermind are attached.

A few logistics – we are looking to start in {insert month}. Ideally {insert specific start date} so we can do an intro call and we can explain how we set goals for the year. I'd love to know if you can clear your schedules for that time going forward!

If not, let me know and we can talk about rescheduling it for everyone! (I'd love to know this week if possible - so we can start a doodle poll if everyone else has issues with the time

I'll send an email with more info about the goal setting/hot seat/trial/FB info after we all confirm the time!

Can't wait and looking forward to having you!!

Of course, just email me back if you have any specific questions

Warmest,

6. SCHEDULE YOUR FIRST SESSION

This is more than just agreeing on a time that's convenient for everyone. To keep your Mastermind meeting on track, you'll need to create a schedule that everyone knows ahead of time and is prepared to follow. Include your [Mastermind Rules/Agenda template](#), and [hot seat template](#) in your calendar invite.

Time	Agenda Item
00:00	The host Welcomes everyone (the host is the previous week's hot seat member and keeps everyone on track timewise)
00:10	Host asks Share "wins" from the previous week
00:10-00:50	Hot seat - One member (rotating weekly/biweekly) - What is your challenge and how can the mastermind help? - What's the end result you want to have from today's hot seat? (this way the members already understand what the goal is so if they get off topic someone can redirect back to the end goal) - Are there any introductions, or resources that would benefit this issue?
00:50	Wrap up (chat about any housekeeping ie if someone needs to be out for travel etc.)

7. MAKE A PERSONAL CONNECTION

Once you have the right amount of participants, send out a group email that introduces everyone and shares their bios and credentials. This is also a great time to restate the goals and agenda for the meetings.

In addition, set up a platform where the members can connect with each other outside of the Mastermind meetings. A private Facebook group is an ideal option.

Finally, make a point of meeting in person with your Mastermind group whenever possible, whether it's meeting up for coffee with someone who happens to be visiting your area, or scheduling a yearly get-together. The stronger your personal bond grows with your Mastermind group, the more everyone will get out of it and the more amazing things will happen in your life and your business.