

# Decide to Invest

By Jim Palmer – Dream Business Coach

Highly successful entrepreneurs understand the value and importance of investing in their future growth and profitability.

I believe in every situation there is the “current” you (and your business) and there is the “future” you and business you want – your Dream Business. The fastest way to go from your current situation to your Dream Business is to buy speed. That’s right – you can buy speed, or the proper terminology would be you can “invest” in speed.

If you want to get somewhere faster, ask someone who has made the journey before you for the best route! I’m not at all a fan of reinventing the wheel, and my ego is such that I don’t care who gets the credit for the idea or roadmap as long as I get where I want to go faster.

There are many places in your business where investing comes into play, but no area is more important than in coaching or masterminding.

Whenever I’m speaking to entrepreneurs and mention masterminding, I get sometimes get questions about accountability groups and how they differ or are similar to a mastermind group.

To be blunt, most accountability groups are “feel good” sessions. I understand the need for them. Bill Glazer, the past president of Glazer Kennedy Insider’s Circle and one helluva a marketer, once said that being an entrepreneur is the loneliest job on the planet. Bill is correct; it is lonely, and that’s one of the reasons that entrepreneurs like to be part of various groups.

But there is a major difference between being in an accountability group and being in a paid mastermind group.

One of the big differences between *investing* in a coach or mastermind group versus your no-cost accountability groups or non-paid mastermind groups is that paid mastermind groups are run or led by an experienced coach. Successful entrepreneurs/coaches will (or they should!) “get in your face” and occasionally deliver what I call “tough love.”

By and large, accountability groups are feel good sessions whereas investing in the right business coach will accelerate your growth. You’ll feel tough love, but you will ultimately feel good about your success. Invest with the right coach or mastermind and you are purchasing speed.

So much of success depends on having the right mindset about money, investing, and having courage. Since I just mentioned coaching and masterminding, let me relate a story that will help make this clearer.

In the last few weeks, I’ve had a couple people speak to me about joining my Dream Business Mastermind and Coaching Program. The conversations were eerily similar.

Both mentioned that they’ve been following me for a couple years, watch my videos, listen to my podcasts, and read my books, etc. They believed that I was the business coach who could help them finally get to six figures and create their Dream Businesses. After hearing that, the conversations then went something like this:

Me: Great, I appreciate your kind words, I'm ready to get started and help you – what's holding you back?

Prospect: Well, I'm already in a mastermind group.

Me: Tell me about the group you're now in – how long have you been in it?

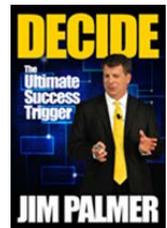
Prospect: I've been in it three years and I really love the people in the group, many of us have become friends. Although candidly, I'm just not getting what I need from the group to help me grow my business.

Me: I understand the importance of friends, but if the group is not meeting your needs, may I ask why you are still in such a group?

Prospect: Honestly Jim, it's less expensive than your group, and as I said, I'm friends with most of the people in the group and I'd feel bad if I left.

This is a conversation that happens more than a couple times each month, and to be honest, while my heart breaks for people like this because I know they'll likely remain stuck for months if not years and not reach their goal of creating a Dream Business, my intuition tells me that they are not... and likely will never be ready for or comfortable with fast growth... the type of growth that's possible when you invest in speed and experience. These folks have effectively "set up shop" in Squishyville.

Read more about this topic and more in *DECIDE – The Ultimate Success Trigger!*



Jim Palmer is a marketing and business building expert and host of [Newsletter Guru TV](#) and [Stick Like Glue Radio](#). He is best known internationally as 'The Newsletter Guru' - the go-to resource for maximizing the profitability of customer relationships. Jim is the founder and President of Custom Newsletters, Inc., parent company of:

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