

The Success Principles™

How to Get From Where You Are to Where You Want to Be

Mastermind Planning Guide

One of the most powerful tools ever used by successful people—whether the world's richest industrialists from the early 20th Century or today's modern icons of business—is called the *mastermind group.* A mastermind group can focus special energy on your effort—in the form of knowledge, resources and spiritual energy, too.

While you must always do the *work* of becoming a great success, a mastermind group can harness and maximize the *spiritual focus* behind your success.

In short, "mastermind" is both that power coming to us from above—from the God force—but also that power which comes to us from each other. Together, we know more and can focus more energy than any one of us can alone.

How to Assemble a Mastermind Group

Choose people who are already where you'd like to be in your life—or who are at least a level above you. The truth is many people at a higher level will want to become involved simply because they then get to play at a game they might never organize for themselves. The other people you're going to invite are people they would like to be around, too.

The truth is, most people are not in mastermind alliances. And if you can start one they'd like to be involved with, they'll let you in and open a whole new world for you.

While you may not get Ted Turner or Bill Gates, you could probably get the major real estate developer in town. You could probably get a business owner. You could probably get the publisher of the local newspaper.

But you won't know until you ask.

Start with your list and work down. Maybe you'll end up with a local columnist instead of the publisher — someone who might be a lot more helpful to you in the long-run.

If your goals are centered around a specific subject like starting a new business or investing money, you might start a mastermind group centered around entrepreneurship or investments.

What's the Ideal Size for a Mastermind Group?

The ideal size of a mastermind group is 5-6 people. If it is too much smaller, it loses its dynamics. If it is bigger, it gets unwieldy—meetings take longer, some needs go unmet and personal sharing is minimized.

Assembling Your Mastermind Group

Your Personal Goals for PlanningThis Group

_____

_____

List 12 People You Will Call to Join the Group:

(ranked in order of preference; stop calling after the first 6 who join)

1. _____
   Phone (_____) _____
2. _____
   Phone (_____) _____
3. _____
   Phone (_____) _____
4. _____
   Phone (_____) _____
5. _____
   Phone (_____) _____
6. _____
   Phone (_____) _____
7. _____
   Phone (_____) _____
8. _____
   Phone (_____) _____
9. _____
   Phone (_____) _____
10. _____
    Phone (_____) _____
11. _____
    Phone (_____) _____
12. _____
    Phone (_____) _____

A MASTERMIND ALLIANCE IS BUILT OF TWO OR MORE MINDS WORKING ACTIVELY TOGETHER IN PERFECT HARMONY TOWARD A COMMON DEFINITE OBJECT.

NAPOLEON HILL

MASTERMIND RECRUITMENT SCRIPT

To help you make calls asking experts and others to join your mastermind group, start with a script that will help you stay focused and talk abou the benefits of the group.

Take a look at the script below, then write your own in the box at right.

Example: Hi, John. My name is Jennifer Bentley.

I'm a software developer with a new product for AS/400 systems that helps e-commerce companies handle multiple billings and subscriptions. Though I'm just starting out, I've gotten some interest from a number of people in forming a mastermind group that would help all of us access new resources and discover new solutions and perspectives that we probably haven't thought of before.

I especially wanted you to be in the group. I believe you'd get a lot of value out of it and I'm not sure that you have your own mastermind group yet. Can I put you down on my list?

The group would meet every other week to brainstorm on each other's challenges. We can do it in person, or the group might decide to meet by phone instead.

If you could have 5-6 other prominent CEO's working on your company's challenges or even your personal ones, would that be something you would set aside an hour a week for? Jim McCutcheon has already agreed to be involved. I'm not sure if you know him.

Write Your Own Recruitment Script

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Conducting a Mastermind Meeting

Ideally, each mastermind meeting should be conducted weekly or every other week, for one hour, in person, with all members of the group in attendance. Meetings can also be conducted over the phone. But each meeting should follow the proven format described below for insuring each participant stays involved and gets their needs met.

Step #1: Ask for Spiritual Guidance By Delivering an Invocation

A sample invocation that asks God or that higher power to be present might be:

> "We ask now to be filled and surrounded with light, and our hearts be open to receive guidance from the higher power."

Step #2: Share What's New and Good

A good way to bond with others in the group and keep esteem and excitement high is to each share a success story. Even small successes achieved since the last meeting give others in the group the feeling that "this process is working. It's something I need to stay involved with."

Step #3: Negotiate for Time

While the normal weekly time allotment might be 10 minutes per person, during Step #3 members can negotiate for any extra time they think they'll need.

Step #4: Individual Members Speak While the Group Listens and Brainstorms Solutions

Discussions can be personal, professional—it doesn't matter. As long as everyone is getting value, they'll stay involved with the group.

After the allotted time of explanation, discussion and brainstorming, the Timekeeper says, "Done!" and the group moves on to the next member's needs.

Step #5: Make a Commitment to Stretch

Once members have had their time to present, discuss, brainstorm and gain feedback, the Timekeeper asks each member in turn to commit verbally to something they wouldn't normally commit to if they weren't part of the group.

Step #6: End With Gratitude

Your group might end with a group prayer expressing gratitude. Or you might go around the table with each member saying one thing they appreciate about another person in the group.

My Personal Meeting Plan for This Week

Invocation to Share:

_____

_____

_____

_____

_____

News to Share:

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_____

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_____

I Need Extra Time For:

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_____

I Plan to Talk About:

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My Commitment to Stretch:

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My Personal Mastermind Journal

Week of _____

Challenges or Projects to Share With the Group:

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Suggestions From the Group:

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Contacts/People/Resources Suggested By Group:

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Areas to Take Action On:

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A mastermind alliance is built of two or more minds working actively together in perfect harmony toward a common definite object.

Napoleon Hill