

# **Business EXPLOSION Mastermind**

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## Masterminding In The Internet Marketing World

Masterminding has always been very, very vital. It can easily be argued that almost all of the miraculous accomplishments and great achievements in history were brought about through the collaboration of minds.

This principle has just begun to **really become a front-page discussion in the Internet Marketing community**, though.

Rich Schefren did an amazing job in both "The Internet Manifesto" and "The Final Chapter" in explaining just how important leveraging your relationships is to your success. In "The Final Chapter", he really took some time to illustrate the importance of alliances with the right people.

As he clearly explained...

### **It's impossible to do it all by yourself!**

Some of the statistics that Rich threw out were staggering. Even if you did read the report, this needs to be addressed again. Remember that study by SCORE he found? The one that showed that in 70% of business failures, the biggest reason for failure was the **owner not recognizing or ignoring weaknesses**, and then **not seeking help?**

Or what about the other statistic from Dunn & Bradstreet? The one about how 90% of the small businesses that fail do so because of a **lack of skills and knowledge on the part of the owner.**

*I'm really trying not to sound like I'm pitching something to you here... but it's so hard to restrain my passion for something that seems **so obvious** to me, especially after all my reading and experiences.*

If you hadn't read Rich Schefren's works, maybe you read Mike Filsaime's "The Death Of Internet Marketing"? Like Rich, he discussed how vital it is to align yourself with the right people. In fact, he devoted almost an entire chapter to it.

He wrote about the need to form tight networks, people that you work with almost exclusively. He noted that there are tons of benefits to this. One advantage that he pointed out was that in product launches, usually there's a few top affiliates anyway. If you work with a few specific people, everybody gets a bigger share of the wealth.

Besides that, he mentioned that *being loyal to people will help enhance relationships and bring you more money in the long run.*

Even if you aren't making money yet, working with people and combining ideas **will** make you profitable (if you take action, of course). In the words of Mark Victor Hansen (co-creator for the Chicken Soup for the Soul and author of One Minute Millionaire), "One plus one, doesn't equal two. It becomes the power of eleven."

You've undoubtedly heard of Joe Vitale. His nickname, "Mr. Fire", serves him well. He's one of the **five top marketing specialists in the world**. I checked out his website, and I felt physically tired just reading about all of his accomplishments. He's created four #1 best-selling products, sells books, e-books, software, audio, does mentoring... has a client list of "PBS Television" and "The American Red Cross"... Obviously, the man knows what he's doing.

It is of no surprise to me, then, that he co-authored Meet & Grow Rich – a book solely dedicated to the importance of masterminds. I think the description on his website sums up masterminds very well: **"The only limit to what you can do with a mastermind group is your own imagination."**

I recently read an article by Willie Crawford. It said, *"In working with and studying six and seven-figure income earners, I don't know of one who is not a member of a mastermind group."*

You would think that he would know, right?

## Masterminding Offline

The following is a true story.

During the early 1900s, six men in Chicago formed a mastermind group. When they began talking, none of them had very much money. They had no capital to begin with, and they certainly had no extensive credit. Not one of them had an advanced education, either.

They decided, though, to pool their brains together. They met every Saturday at a local restaurant, and talked over dinner. The only reason that the group was formed was to get feedback for their ideas.

After just a few years, their combined income was about \$25 million – which, in today's dollars, is \$269 million per year. Not too shabby for a couple of "average" people, right?

These six people that put Chicago on the map: Carnegie, William Wrigley Jr. (Wrigley Chewing Gum), John R. Thompson (Owned a chain of lunch rooms), Albert Lasker (Owner of what was then the largest ad agency in the world), Mr. McCullough (Parmalee Express Company), and William John Hertz (Hertz Cars) and William C. Ritchie (owners of the Yellow Cab Company).

Think about how powerful that is. Carnegie alone rose from a *poor Scottish immigrant* to the **richest man in the world**. He used masterminds his entire life, starting from when he was a young boy to long after the "Chicago 6".

Masterminds are incredibly vital in making people more successful financially. You've seen some of the other Masterminders in the videos – Napoleon Hill, the founding fathers, Benjamin Franklin, Thomas Edison, Bill Gates, Michael Jordan, Steven Spielberg, George Lucas... Jesus' Disciples were a mastermind!

The point that I'm trying to make, though, is that it doesn't just stop there - they are also *pivotal* when it comes to supporting each other.

Another true story.

Back in 1935, there were two men – a New York stockbroker and an Ohio surgeon – who were both hopeless drunks. In an effort to stay sober, they decided to mastermind together. They also wanted to eventually help other people, since they knew how damaging alcoholism could be.

As masterminds often do, this group got pretty powerful.

At last count, there are over 2 million members to this group now... in over 150 countries. There are over 100,000 groups, with more than 2500 of them coming from correctional facilities.

This group is completely nonprofit and voluntary, but it's so powerful that courts sometimes force people to go to the meetings.

The group, if you haven't figured it out yet, is Alcoholics Anonymous.

It's a lot to wrap your head around, isn't it? Two men that described themselves as "hopeless drunks" put their minds together, and are now responsible for **millions** of alcoholics getting (and staying) sober through the help of their collaboration and 12-step guidelines.

## What A Mastermind REALLY is

It's hard to encapsulate the power of a mastermind with just a few words, or even a few sentences.

In Joe Vitale's "Meet & Grow Rich", one way that he describes a mastermind is "a group of people who could advise you, encourage you, and cheer you on".

Napoleon Hill defines a mastermind alliance as "The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony."

Those definitions work, but there's a lot more to it.

Napoleon continues a bit, and says "No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind."

It's important to think about that for a second.

I've given you a few stories already. Don't they seem to really flow with the second part of Napoleon's definition?

To get a little more specific, though... a mastermind is a group in which every member has the same outcome in mind, and is on the same team. It can be formed for specific business objectives, or for personal goals. Everybody has a specific purpose, and makes a clear, explicit plan. One wouldn't set vague goals such as "I want to make more money". You can, however, have a mastermind for improving your business.

A mastermind group shares the viewpoint that more can be accomplished in less time by working together. As an individual, it's easy to be clouded by your own myopic view. When that "third mind" comes about, though... when people collaborate... that's when those magic light bulb moments occur. As a group, the possibilities for expansive thinking are without boundary.

You have to be careful in selecting people for your mastermind. You want to be choosy. It's always easier to add people to the mastermind later, and quality over quantity is **integral**. An effective business mastermind usually has anywhere from 4-10 people, but it can vary depending on the rules your group sets forth with each other.

You need to be able to trust the people that you work with. Gary Ralston, a senior business consultant at Ralston Consulting, says this about masterminds: "Confidentiality, like a water-tight bond, is the most important part of mastermind groups. Everywhere else, you want your business to look good to the rest of the

world, but in a mastermind group, you can admit anything without being penalized because everything discussed stays in the group." He adds, **"We live in our own blind spots. Mastermind groups allow us to accurately locate reality."**

There is other criterion that masterminds can use for their groups. The "Chicago 6" intentionally picked each other because they were in different industries. Having people with different specialties can also be very helpful because everybody is able to bring a fresh, new vantage point to the situation.

For example – an effective Internet Marketing mastermind might have somebody proficient in SEO, someone proficient in AdSense, someone in AdWords, and so forth.

On the other hand, it also depends on the group members.

The last thing that you want is for everybody to pool together and start complaining about the way things are, which can easily happen if you're not careful from the get-go.

Usually, a mastermind group meets on a regular basis. Many meet once per month, others, twice per month, or once per week.

## Why Masterminds Can Help YOU

Masterminds, if you haven't figured it out yet, are **GIGANTICALLY** important.

To begin with, a mastermind will help you generate a ton of new ideas for your business. You've heard two minds are better than one, so imagine the possibilities of 3 versus 2, and 6 versus 5.

Masterminds can keep you energized and exhilarated about your projects. How often is it that you start a new project, get really excited about it, and then suddenly lose focus?

These groups help keep you on track. They hold you accountable. If you tell the group that you're going to do something by next meeting, and you don't do it – you'll hear about it. You know what they say about peer pressure...it works.

This is huge for any kind of marketer.

If you go to the forums, you probably see a lot of people who latch on to all of the latest moneymaking opportunities. They're never successful, because they're never focused. You guys have probably read the emails and reports on the importance of specializing; I'm not going to be redundant.

My point is, a mastermind will be SO helpful for those types of people. They will really be forced to focus!

I recently got an email from Mike Filsaime, who surveyed many of the people that read the "Death of Internet Marketing" report. He found that over 50% of the Internet marketers who responded either viewed themselves as a newbie, or said that they were having trouble.

Over 50% means, obviously, that these people are NOT alone. The options seem pretty simple to me - either collaborate and focus, or spiral yourself into more and more debt and/or heartache.

*This goes beyond just "newbie" territory, though.*

Many people feel as if they don't have something to contribute to a group. This is **the furthest thing from the truth**. Everybody brings something to the table. Different experiences, different education, and different upbringings... nobody is without value.

When you work with people that you can help mentor, or even people that can mentor you, you're constantly learning. "By learning you will teach, by teaching you will learn."

Beyond the focus and motivation, you will discover a lot. You will gain specialized knowledge in different formats, you will expand your abilities, benefit from experience of the group, and overcome apprehension.

A mastermind will bring you many minds focused on your specific ideas for a period of time. From this, you will be able to empower yourself for success.

Long-term, you will have increased self-confidence and expertise.

These groups also bring you leverage, and in different formats. First, you get time leverage. You could spend hours and hours researching for perfect solutions, or you could go to a meeting and figure out a solution within an hour. Your learning curve can be dramatically shortened this way.

Masterminds also bring you business leverage. When you work with certain people, and you're loyal to those people – the business possibilities become endless. As Mike Filsaime said, alliances will increase your business twofold. Think of the joint venture possibilities!

The real question, actually, isn't how masterminds can help you – if you're working with the right people, it's how CAN'T they help you!

## What Do I Do Now?

If you're ready to move forward with a group of like-minded entrepreneurs, then I have the mastermind for you! I'm opening up a limited, 10-person Business EXPLOSION Mastermind with Brian McElroy.

It's not for everyone... but it just might be what you need to explode the growth of your business. You can apply for our business EXPLOSION mastermind at:

<http://www.copydaddy.com/90days>

In the meantime, here are some quotes for you to enjoy:

"Working closely with and contributing to a mastermind group has been a big part of my success and that of all of my very successful acquaintances." – Willie Crawford

"And in order to achieve that dream, it takes more than just hard work and common sense. It takes uncommon sense and strategic alliances because it's just too hard to do it yourself." – Rich Schefren, in The Internet Manifesto: The Final Chapter

"And in the end, this [working with alliance partners] will be good for everyone. Subscribers, customers, affiliates, and Business owners." – Mike Filsaime, in The Death Of Internet Marketing

**"I am already talking to a few people to create my own alliance partners. I suggest you do the same."** – Mike Filsaime, in The Death Of Internet Marketing

"Alone we can do so little; together we can do so much." - Helen Keller

**"Teamwork** is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. **It is the fuel that allows common people to attain uncommon results.**" - Andrew Carnegie

"Coming together is a beginning, staying together is progress, and working together is success." - Henry Ford

"The nice thing about teamwork is that you always have others on your side." - Margaret Carty

"It is literally true that you can succeed best and quickest by helping others to succeed." - Napoleon Hill

**"Follow me."** – Jesus, to twelve men that he personally selected

"None of us is as smart as all of us." – Ken Blanchard

"We must all hang together, or assuredly, we shall all hang separately." – Benjamin Franklin

"Talent wins games, but teamwork and intelligence wins championships." – Michael Jordan

"When a team outgrows individual performance and learns team confidence, excellence becomes a reality." – Joe Paterno

"A little group of wise hearts is better than a wilderness of fools." – John Ruskin

**"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."** – Margaret Mead

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