

# Guide to Creating A Mastermind Group

## Benefits of a Mastermind

A mastermind is a group of people who meet regularly to provide encouragement, solutions, and ideas for each other. Masterminds are proven to boost the success of the members. Masterminds are generally formed by business owners or executives in corporate businesses, but they can also be formed for creative purposes. Many craft groups fit the definition of a mastermind, even though they may not be called a mastermind.



The greatest benefit of a mastermind is that everyone has a different perspective. Each member will have a different awareness of potential pitfalls and potential opportunities.

## Brainstorming

Where do you go for help when you have a problem? You need to keep your business operation confidential. A mastermind gives you a chance to brainstorm ideas in a safe, supportive, and confidential place. The quality of ideas you receive is directly proportional to the diversity of your group's knowledge and experience.

## Support

Where can you go for support when an idea fails? A mastermind offers a safe place to discuss fears and gain support by listening and suggesting possible solutions. The best outcome is that the support of the mastermind results in stronger ideas.

## Encouragement

When you're about to launch a new idea, it helps to have encouragement from the people who have walked beside you all the way. Encouragement from your peers offers a level of understanding that family and friends may not have.

# Guide to Creating A Mastermind Group

## Accountability

Success is a result of showing up. A mastermind can help you show up by keeping you accountable for doing what you say you will do.

## Celebration

Your mastermind group knows how hard you've worked to get to each small success. Celebrating your own successes is also a celebration of the group's success.

## Create Your Mastermind Structure



### Define Your Potential Members

Define who you would like in your success group. You want a variety of experience in your group members – but you also want a certain amount of similarity.

Maybe your group is defined by an industry (accountants, or coaches), or a stage or size of business (start-up, growth, solopreneurs, etc.), or a style of business (bloggers, pop-up shops, brick & mortar, etc.).

Mastermind groups do not have to be business related. Many creative groups form to share ideas. These groups encourage each other in trying new techniques, sometimes with a member teaching the group a new technique. Resources are sometimes shared as well.

Avoid creating a group with too many similarities among the members, you need diversity for maximum creativity!

### Define Expectations of Members

These are the basic expectations for mastermind group members. Other expectations may be added if needed.

Members must be willing to keep discussions confidential. Each member must be committed to attending each meeting. Members must be willing to commit to the actions they agree to take. Members must be willing to share their knowledge and expertise – without expectation of “free services forever”. A member is NOT expected to offer free services that they normally charge for.

# Guide to Creating A Mastermind Group

## Invite Potential Members

Maybe you already know the people who could be in your mastermind. If so, pick up the phone and invite them! Ask your friends if they know of potential members.

If you don't know any good candidates, look for business groups around you. If you're forming a creative group rather than a business group, look for craft guilds around you. Have a look at the directories for the Chambers of Commerce, or ads in your local newspaper. If you see a business that looks like a good fit for your group, get in touch with the business owner and see if there is any interest.

Not everyone you invite will accept your invitation. That's ok. Sometimes a member turns out to be a poor fit for the group. That's ok too. It helps to have a trial period to make sure the members will mesh well.

## Establish Ground Rules and Goals

Ground rules must be established for a group to function well. A meeting can easily turn into a moan & groan session or fall completely off track without strong guidelines. If you're not sure what your ground rules need to be, begin with these rules and modify as needed. Establish goals for the group as well. A sample agenda follows, or you can create your own.

## Time

At each meeting you may want to choose a timekeeper or facilitator. Setting a timer on a phone is an easy way to focus on the presenter while staying on track. Each person will need 15-20 minutes to go through their agenda and get feedback. Keeping to this time limit is important. A time limit ensures that each presenter stays focused on the important issues they need help with.

## Meeting Frequency

Start with a monthly meeting. The frequency can increase from there if needed. Some groups encourage mini check-ins by email on an as-needed basis.

## Members

Keep your group to a manageable size. If each person has 15 minutes to present, a group of 4 people will need at least an hour for the meeting. A group of three to six people is about right.

Your ground rules may include methods for choosing new members and un-inviting members who is not contributing as expected.

## Feedback

When sharing feedback, use "I" language and avoid "you should" language. Example: "What worked for me is...". Or, "Could you do xyz and test your result?" Telling someone what they "should" do is confrontational, will likely cause resistance, and can often cause resentment. Always be respectful of the presenter's choices. Whatever choice or decision they make, it will always be right for them.

# Guide to Creating A Mastermind Group

## Sample Agenda

An agenda holds the focus and purpose of the mastermind. A strong framework for each meeting will help to build stronger working habits in between meetings. The expectation of reporting back on your progress is a strong motivator.

I always recommend including a gratitude item. It helps to focus on positive growth rather than difficulties we are experiencing.

[Click here](#) or on the image for a pdf version of this agenda.

### Gratitude

List something you are grateful for. Depending on your ground rules, that may be only relating to your group goals, or it could relate to any part of your life.

### Success(es) & Celebrations

Goals met, new clients, successful marketing campaigns, etc. since the previous meeting. Group members celebrate with the presenter, offer praise, etc.

### Discussion & Brainstorming

Talk about challenges, ask for help, share results, share a resource that has helped you, etc. Feedback from other members is given at this time.

Remember to give feedback as suggestions, without attachment to whether the presenter uses your suggestion. Ask questions to clarify the presenter's challenge, this can help uncover a solution.

### Goals

List the goals you will work toward for the next month.

### Action Plan

A goal without a plan will not happen. Focusing on actions to create a specific result makes it easier to take the next step. List the specific actions that you will take to meet your goals.

### Intentions

Set an intention to work from until the next meeting. While some people may be uncomfortable with setting an intention, I find it helps to focus yourself on a specific goal. Examples are "I easily create my newsletter content", or "I am valuable and worthy of the rates I set".

## Mastermind Agenda

Gratitude
Successes
Discussion & Brainstorming
Goals
Action Plan
Intention

Next Meeting: \_\_\_\_\_

Copyright©2020 Bonnie Taylor Wachowicz  
<http://www.bonnetaylor.com>  
Permission granted to print and modify for personal use.

# Guide to Creating A Mastermind Group

## Mastermind Success

Mastermind groups have been around for a long time. Informal or formal, bringing people together in a constructive manner will always result in positive results. If your group is not seeing positive results, review your goals and expectations together. Adjust your actions to meet the goals and try again.

*Here's to your success!*

*Bonnie*

*Bonnie Taylor Wachowicz is a semi-retired copywriter, virtual assistant, and coach/consultant. She is also a fiction writer, working on her first novel. She has been a member of formal and informal mastermind groups that have been essential to her success.*

*Bonnie works with solopreneurs to help them connect with their customers. Her clients include creative makers (quilters, crafters, etc.) and service-based solopreneurs (coaches, instructors, etc.). Learn more about the services she offers and get a sneak peek at her novel at <https://livecheapdreambig.com>.*