

Intentional Mastermind Groups

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You know, I often say the secret to success all boils down to two simple things:

- 1.) Know exactly what you want
- 2.) Hustle till you get it.

But people are funny, aren't we?

Many of us haven't actually decided *what it is we want!*

And even if we have, we often struggle with moving the right things forward *consistently*. Weeks and months go by, and we get down on ourselves for not making progress.

This is where a **Mastermind Group** comes in REALLY helpful.

And in fact, as you'll see in a moment, research in the field of psychology has shown that a Mastermind group could increase the odds of your goal being met by 76%.

My name is Brandon Turner, bestselling author and creator of the new [90 Days of Intention Journal](#) from BiggerPockets, and in this video I want to explain what a mastermind group is and give you three time-tested tips for making sure your mastermind group is powerful enough to help you achieve massive results.

What is a Mastermind Group?

There are organizations out there that charge you tens of thousands of dollars to join and call themselves a mastermind group - but that's not what I'm talking about here today.

I'm talking about small, free, self-regulated groups of like-minded people coming together because they want to mutually help each other reach new levels of personal success.

The concept was popularized in the early twentieth century by Napoleon Hill in his classic, *Think and Grow Rich*, where Hill defines the concept as,

"The coordination of knowledge and effort between two or more people who work towards a definite purpose in a spirit of harmony...no two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind"

Ok - so while Hill popularized this coming together of minds, humans have been helping each other grow since the dawn of civilization. Even the Bible talks about this concept when King Solomon says, "*As iron sharpens iron, so one person sharpens another.*"

And the latest research actually backs up this claim.

Recently, Gail Matthews, a professor in Dominican University's Department of Psychology, led [a study](#) to determine why some people achieve their goals and others don't. And the results are startling!

- As you would probably assume, those who had written their goals down had an increased chance of actually achieving them – a 42% vs. 60% success rate.
- Committing publicly to those goals also bumped up the completion percentage to 64%.
- But by adding in weekly accountability with a friend - the goal completion rate shot up to 76%.

Accountability matters - and it can mean the difference between success and failure.

I've seen the same thing in my own life. I've been a part of several mastermind groups and have seen tremendous growth in my life because of it.

At the beginning of this video, I mentioned that the two keys to success are defining what you want and hustling till you get it. And that's exactly what a mastermind group helps you do! You meet regularly with a small group of other success-minded individuals and together you help one another define what they want and ensure, on

a regular basis, that each member is moving forward. It's accountability and camaraderie and personal growth all wrapped into one.

So if you're ready to have your iron sharpened, let's walk through some best practices for starting and maintaining a mastermind group.

(Keep in mind, there is no "this is the ONE right way" to do this, and a quick google search will give you thousands of posts with suggestions on how to run an effective mastermind group, but the following three guidelines have served me well over the past decade. I've seen what's worked, what hasn't worked, and how to get the most from a mastermind. So let's get to it.)

TIP #1: GET THE RIGHT GROUP

Not everyone wants to be held accountable to their goals. Many people just want to coast through life!

Which is why a Mastermind group *isn't* a group of friends chatting.

You need to get with people who *actually* want to better their life. You don't even need to know the people ahead of time. And you don't all need to be going after the same goal, but it can help if there is some similarity.

For example, if you're trying to build a real estate investing empire, it wouldn't be a bad idea to have others in the group who also care about real estate - but it's definitely not required.

TIP #2: SET A STANDARD WEEKLY TIME TO MEET

Of the different mastermind groups I've been a part of over the years - some were tremendous successes, and some lasted just a few weeks. The biggest difference? The ones that lasted set a specific time and day of the week that the group met - every week.

If every week you just try to coordinate schedules between the members and move the group around to fit- it's going to fail. *Guaranteed.*

So, set a day and time to meet, and I'd suggest either weekly or every other week at the most. And make sure everyone understands the importance of this meeting. **This needs to take priority.** Obviously, there are times when not everyone can attend, but groups fall apart when people don't prioritize the meeting.

(I've even known some groups to institute steep penalties for those who miss a week - like having to donate hundreds of dollars to their least favorite political candidate.)

That'll sure motivate you to make it a priority!

Also - understand that meetings can be done in person, but they don't need to be. In fact, nearly all of my mastermind groups have been online only. I'd recommend using either Skype or Zoom for these calls, as they allow video. Although video is not required, audio-only mastermind calls are an open invitation for members to "multitask"... in other words, work on other projects and not pay attention to the call.

3.) HAVE A REGULAR AGENDA AND CLEAR STRUCTURE

When you meet together, don't simply look around the group and say, "well, what do we want to talk about today." This is a recipe for disaster, as the calls simply turn into thirty or sixty minutes of chatting, followed by members dropping out due to lack of focus. Instead, follow a strict structure or agenda. Although there are many different formats for hosting a meetup, I've found the following works well:

Minutes 0 - Minute 5: Highs and Lows

The call should start promptly at the time agreed (like the top of the hour.) Each member quickly shares any victories they had in the past week, as well as any struggles. This is not a time to dive into each person's problems, but simply to celebrate successes and identify challenges and bring the rest of the group up to speed on changes in each person's life.

Minute 5 - Minute 15 : Accountability

Each person answers the following three questions:

- a. What is the big goal you are working toward (Example: My goal is to flip a house successfully this year.)
- b. What did I commit to last week in regards to this goal? (Example: I committed to sending 1000 direct-mail letters to absentee owners)
- c. Did I accomplish this task? (Example; nope... I was too busy watching reruns of Dancing with the Stars)

15 minutes - 45 minutes : Hot Seat

One member of the group is in the "hot seat" and dives deep into the challenges they are currently working toward in pursuit of their goal(s). If there are no challenges, this person can instead use the time to lay out their plan for success and get feedback. The hot seat could also be "given" or "traded with" another member of the group if one member, who is not meant to have the hot seat, has a pressing issue or

problem that they would like discussed. This can be discovered during the “Highs and Lows” time at the start of the call.

Tip: No one wants to hear the person in the hot seat say, “oh, I didn’t realize this was my week!” During the call. So be sure this person is reminded at least 24-hours ahead of time.

45 minutes - 59 minutes : Goals and MINS

The final fifteen minutes of the call are meant for each person in the group to re-identify two things:

- a. *The Weekly Objective*: This is the item that the individuals is committing to getting accomplished before the next call. Maybe it’s a commitment to jog four times, or to send 1000 direct mail letters, or to list their vehicle for sale. This Objective should be the most significant step needed to support you accomplishing your big goal. For example, your big goal might be to flip a house, your Weekly Objective might be to send 1,000 direct mail letters.
- b. *M.I.N.S.*: Your M.I.N.S. (*Most Important Next Step*) is the most actionable step needed to take in pursuit of your Weekly Objective. Your MINS should be very specific. For example, it’s not enough to say “Sell my car”- that’s too broad. What do you need to do NEXT to sell your car? Take photos of it? Clean it out? Or if your goal is to send 1000 direct mail letters, maybe your next step is to sit down at a computer and pull up a public data list of absentee owners. You see, once you identify your MINS... you’ll likely realize it’s a very quick, easy task, thus increasing the odds of you actually doing it.

These two final questions are vital, as most often, people fail to move forward on their goal not because they can’t reach it, but simply because they haven’t identified their next step!

Once you’ve identified what that next big step toward your goal is (your Commitment Task) and you’ve identified your Most Important Next Step ... now you have no excuse not to move forward. And with three-to-five people in your mastermind group, each person has a few minutes at the end of the call to talk through and identify their Commitment Task and MINS.

(If you are also using the 90 Days of Intention Journal, from BiggerPockets, in your personal life, you’ll recognize these two items and it will make your mastermind call even more powerful and purposeful. And if you don’t know what the 90 Days of Intention Journal is, check out BiggerPockets.com/Journal.)

Ok, the call is just about over, but there is one final minute to go:

60-minutes – Wrap Up

At the end of the 60 minute call, the final minute should be spent re-confirming WHO will be in the hot seat next week. Then, say your good byes and hang up! It's important to end the meeting on time. This is not a social call, though I do hope you become good friends with those in your group. This is a business meeting, so it's important to respect the time of the members involved.

So in my opinion, the structure I just laid out is the best way I know how to run a mastermind group. Are there are other ways? Of course, and you might have your own ideas to add in. But in my opinion, this works pretty darn well.

And hey - I've got a special gift for you. I put together a worksheet that outlines this entire agenda, so you can print it out each week and take good notes throughout the session. Pick one person to take those notes (alternate each month unless one person really wants to have the forever role. Or - hire a virtual assistant to sit on the call and take notes for you! Those notes will be valuable!) You can get the mastermind worksheet below!

Ok - so let's do a quick recap:

- 1.) You've got to get in a good mastermind group of like-minded, growth-focused individuals. 3-5 people is ideal.
- 2.) You need a regular time to meet consistently. And
- 3.) You need a structure to follow each week

By following these three simple rules, you'll be setting yourself up to truly crush your goals with the help of your mastermind group.

And hey - if you're ready to join a mastermind group, check out biggerpockets.com/journal to learn about The 90 Days of Intention Journal and the Intentional Mastermind Groups that are forming with others who are working on their 90-day goals with intention.

For BiggerPockets.com, my name is Brandon Turner - or [@BeardyBrandon on Instagram](https://www.instagram.com/BeardyBrandon), signing off!



INTENTIONAL MASTERMIND GROUP MEETING NOTES

Participants	On Time?	Role <small>(Facilitator, Time-Keeper, Note-Taker, Hot Seat)</small>
1. _____	Y / N	_____
2. _____	Y / N	_____
3. _____	Y / N	_____
4. _____	Y / N	_____
5. _____	Y / N	_____

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
<i>Highs</i>					
<i>Lows</i>					

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
<i>Big Goal:</i>					
<i>Last Week's Commitment:</i>					
<i>Accomplished? y/n</i>					

<i>Hot Seat Notes</i>

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
<i>This week's commitment:</i>					
<i>This week's commitment's M.I.N.S.</i>					

Next Week's Hot Seat: _____ Date of Next Meeting: _____ Time of Next Meeting _____