



The Mastermind



THE MASTERMIND

CURIOUS. STRATEGIC. RESULTS.

Masterminds are the ones we turn to when we want to learn HOW to do something. Masterminds love nothing more than figuring out how to teach others exactly what they need to do to achieve their goals.

Combined with their natural curiosity and desire to learn, Masterminds love diving into research then synthesizing it into actionable lessons.



RACHEAL COOK
MBA

HOW TO USE THIS GUIDE

After working with thousands of heart-centered entrepreneurs, there is one thing I know for sure::

There is no one-sized fits all secret to success.

But there are some shortcuts that can accelerate your entrepreneurial learning curve - and it all starts with understanding your Business Sweet Spot.

When you understand your Business Sweet Spot, you're building your business in alignment with your innate talents, gifts, and strengths.

Your Business Sweet Spot isn't about your personality. It's about helping you leverage *what you do best* into a profitable, sustainable business.

Your primary Business Sweet Spot Theme is explained inside this mini-guide, including some actionable insights...

Snapshot of the Mastermind Theme:: We'll start with the overview of the Mastermind Business Sweet Spot and glimpse into an aligned Mastermind business.

Your Strengths:: We'll look at the amazing opportunities you have to leverage your innate gifts, talents, and strengths in your business.

Your Struggles:: We'll avoid the biggest challenges that can hold your business back from success.

Mastermind Biz Design:: Then, we'll take a look at how you can start optimizing your Mastermind business for profitability and growth {without burning out}.

Mastermind Marketing:: Finally, we'll look at the most important elements of a successful Mastermind Marketing Plan to consistently attract your dream clients.



SNAPSHOT OF THE MASTERMIND

Masterminds Uncomplicate.


As a Mastermind, you are wired to take in and sift through lots of information. In fact, chances are nothing makes you happier than learning new things and finding new connections.

When there is a problem to be solved, you have no doubt that you can find the solution. And when Plan A fails, you can quickly come up with plans B-Z.

You naturally see solutions to problems your clients struggle with... in fact, you might see the solutions so clearly that it's easy to discount the value you bring to the table. Don't fall for this trap!

YOUR CLIENTS WANT YOU TEACH THEM HOW.

People reach out to Masterminds when they are overwhelmed with choices or unsure of the right decision. They lean on your expertise to simplify decision-making and help them get momentum toward their goals.

A woman with dark, curly hair is shown from the chest up, sitting at a desk and working on a laptop. She is wearing a light-colored, long-sleeved button-down shirt. Her hands are on the laptop keyboard. The background is slightly blurred, showing a window with natural light. A semi-transparent, light purple rectangular overlay covers the center of the image, containing white text.

A mediocre teacher tells.
A good teacher explains.
A superior teacher demonstrates.
The great teacher inspires.
- William Author Ward

MASTERMIND ROLEMODELS

Expertise is Relative.

Even on a scale of 1-10, if you are a 4, there are plenty of 1, 2, and 3s you can help.

The most successful Masterminds are students first. Even if they weren't straight A students in formal school, they have a natural curiosity and thirst for knowledge.

When a Mastermind is interested in a topic, they devour everything they can get their hands on. They read, they attend workshops, they listen to other great teachers.

The most successful Mastermind Entrepreneurs leverage their expertise by synthesizing the best of what they know for others. Their dream clients look to them to do all the research and testing, then give them the Cliff's Notes version on the topic.

Brene Brown {Researcher + Author}



Known for her famous TED talk on vulnerability, Brene has taught thousands through her books and online programs.

Amy Porterfield {Online Marketing Expert}



Amy took her experience behind the scenes with Tony Robbins to launch her own consultancy and multiple online programs.

Denise Duffield-Thomas {Money Mindset Mentor}



When she narrowed her coaching business on Money Mindset, Denise became known for her books and on-demand Money Bootcamp.

STRENGTHS

- 1.** **Curiosity.** When you get excited about a topic, you become nearly obsessed. People quickly know you as the go-to for questions in that topic.
- 2.** **Strategic.** We come to you when we need to be focused on the future. When we come to you with a dream, you help us turn it into an actionable goal.
- 3.** **Synthesizer.** As you dive into your research, you naturally start to see trends and love sharing your highlights with others.

SHOW US HOW.

When we are struggling to solve a problem ourselves, we turn to you to shorten our learning curve. You have the unique ability to see the path to reach our goals.

Many Masterminds start by working 1x1 with clients or teaching small groups... but this natural Sweet Spot can also be leveraged as you package up your knowledge into multiple learning formats.



STRUGGLES

- 1. Isolation.** Many Masterminds spend too much time in their creative cave creating content or courses without testing their theories with REAL people.
- 2. Perfectionism.** Masterminds often struggle to feel ready to share their offerings - leading to offerings never launching due to endless tweaking.
- 3. Not Enoughness.** When a Mastermind doubts her expertise, her first thought is “I need more training! I need a degree!”

TEACH WHAT YOU KNOW.

If you want to turn your knowledge and experience into a business, it's crucial that you start by helping real people. Working 1x1 or in small groups will help you validate your ideas, navigate obstacles, and ensure that your students get results.

Many Masterminds hold themselves back because they worry about being expert enough. Start exactly where you are - even if it's just sharing your thoughts and ideas with a few people!



MASTERMIND BIZ DESIGN

As a Mastermind, you're naturally wired to be a great teacher across multiple formats and mediums. Many masterminds do very well with programs and information products that help your clients to understand more complicated information or concepts. People want to tap into your expertise!

Startup



In the Startup Stage of Biz Design, Masterminds can establish their expertise quickly getting results for people.

- ➔ **1x1 Offering.** Starting with a very focused 1x1 offering allows you to confirm assumptions about the needs and roadblocks for your dream client.
- ➔ **Group Offering.** Teaching a live class or series of classes is another fantastic way to get instant feedback and test your process with real people.

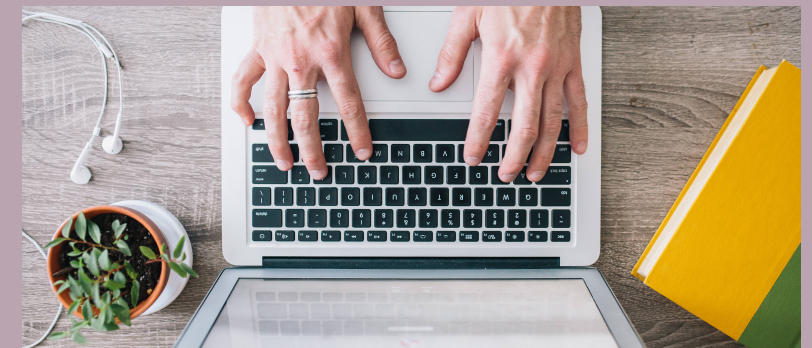
Success



In the Success Stage of Biz Design, most Masterminds start to become known for their signature work.

- ➔ **Signature Offering.** There are so many options for creating a Signature Offering. It could be offered 1x1 or in a group. It can be in-person or delivered digitally. Your signature offering is where you've honed in on a specific process or strategy that leads to repeatable results.

Scale + Sustain



In the Scale + Sustain Stage of Biz Design, Masterminds shift from solopreneur to CEO.

- ➔ **Info-Products.** On demand books and trainings are a way to teach many.
- ➔ **Teach the Teacher.** If you have a process that others can share, consider training others to teach your method.
- ➔ **Mastermind Mentor.** If you love developing people, consider coaching new Masterminds.

MASTERMIND MARKETING STRATEGIES

As a Mastermind, your work can translate from working with just a handful of 1x1 clients to teaching thousands! With that in mind, many Masterminds can build a thriving business and attract amazing clients by simply focusing on 3 elements in their marketing strategy::

Content Marketing.

As natural teachers, Masterminds do extremely well with content marketing strategies including blogging, podcasting, and videos. With a consistent content creation calendar in place, a Mastermind can quickly use content marketing as a way to test and validate their ideas and get feedback from a living, breathing audience.

Workshops and Webinars.

Masterminds struggle with many traditional marketing and sales strategies when then feel more like a performer than a teacher. That's why **workshops and webinars work incredibly well for Masterminds - they allow you to showcase your greatest gifts!**

If you are a local entrepreneur, in-person workshops are a fantastic way to establish yourself in your community. Free or paid, workshops are a great way to introduce your work and attract dream 1x1 clients.

Webinars allow you to make workshops available to anyone, anywhere. The same concept applies - teach amazing content and invite people to work with you!

Case Studies and Social Proof.

People want to know that your process delivers RESULTS. That's one reason case studies, testimonials, and other social proof are essential. They show your credibility and expertise.

This works especially well when you can use visual storytelling or share clear before + afters {for example, a money mindset coach sharing her student's best month ever stories}. **Sharing those aspirational stories of your clients will go a long way in people believing you can do the same for them.**

Marketing For Growth.

As you shift from the Startup to Success to Scale + Sustain stages of Business Design, you'll have to change up your marketing strategies to fit your growing business model. **Masterminds can leverage multi-media online marketing strategies to reach larger audiences.** Take note that building an audience for information products or training programs takes a bit more time... and will often require not just hundreds but THOUSANDS of people to become profitable.