

MASTERMIND STARTUP BLUEPRINT





INTRODUCTION

Over the past 15 years, I've started over a half a dozen mastermind groups. The longest one (which is still running) has lasted almost 3 years with no members leaving.

I've put together this blueprint to help you start your own mastermind.

Sharon Hayes



STEP 1: DEFINE YOUR MASTERMIND

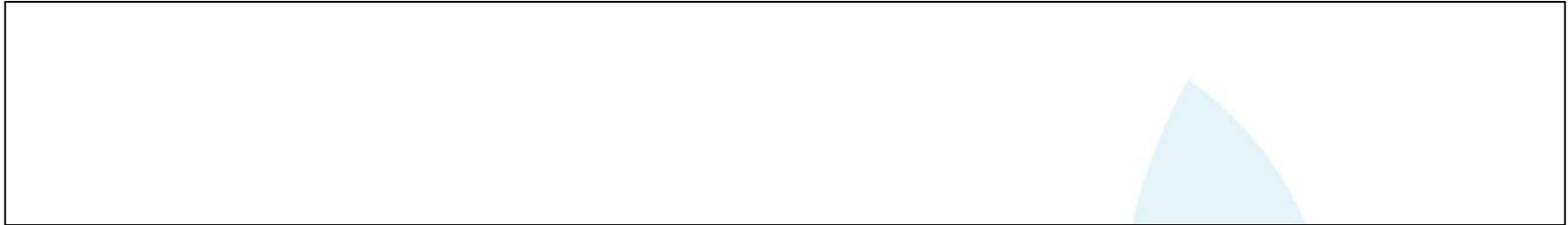
Who do you serve?



What do these people have in common?

What are their goals, dreams and desires?

What are their blocks, frustrations and pains?



Are you currently working with more than 5 people with a specific challenge/goal/dream?



How many people do you want in your group? (Suggest 5-10)



STEP 2: IDENTIFYING WARM PROSPECTS

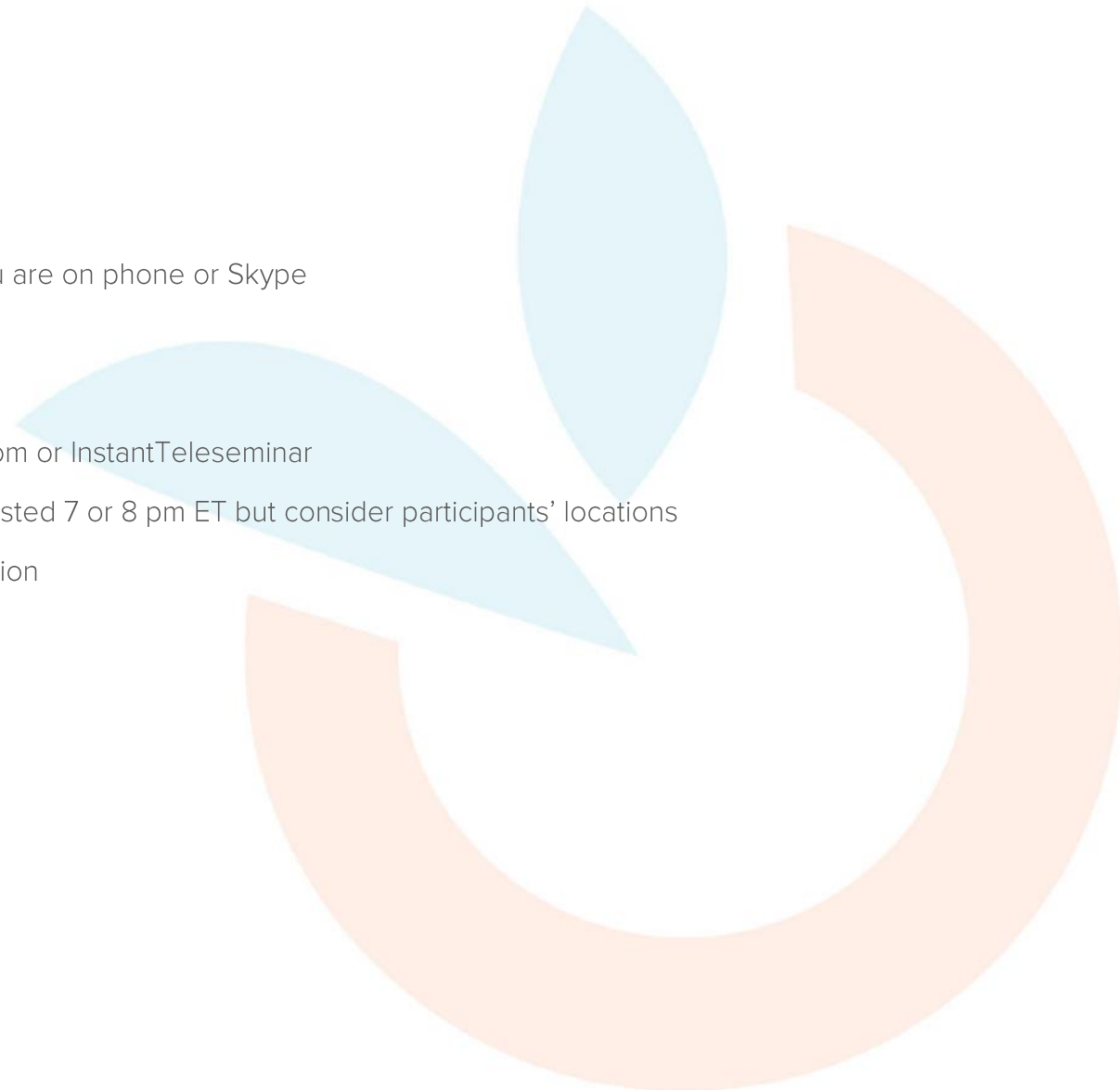
List 10-20 people you feel would be a good fit

#	NAME	#	NAME
1.		11.	
2.		12.	
3.		13.	
4.		14.	
5.		15.	
6.		16.	
7.		17.	
8.		18.	
9.		19.	
10.		20.	

STEP 3: PRICING & PACKAGING YOUR MASTERMIND

Here are some things to figure out and set up:

1. Pricing
 - a. One-time payment?
 - b. Multiple payment?
2. How will you accept payments?
3. Order form set up to link them to while you are on phone or Skype
4. Package - suggested:
5. Year long program
 - a. Get together every 2 weeks on Zoom or InstantTeleseminar
 - b. What day of week and time? Suggested 7 or 8 pm ET but consider participants' locations
 - c. Replays available if you miss a session
 - d. Private Facebook Community?
 - e. Live get together?



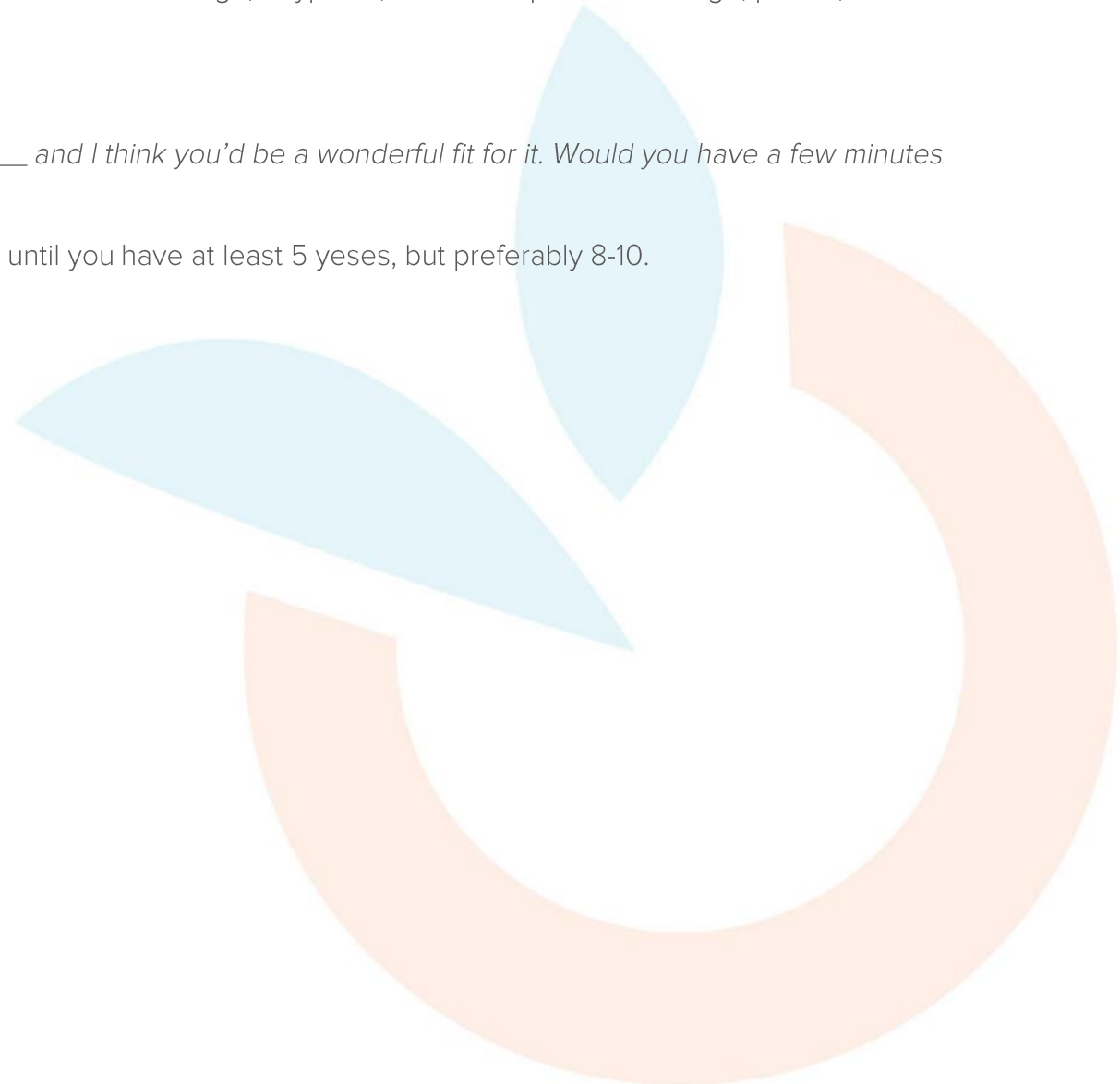
STEP 4: INVITE PEOPLE

Start out with your warm prospect list and reach out via text message, Skype IM, Facebook private message, phone, in person.

Tell them:

I'm starting a mastermind for _____ and I think you'd be a wonderful fit for it. Would you have a few minutes to chat about it?

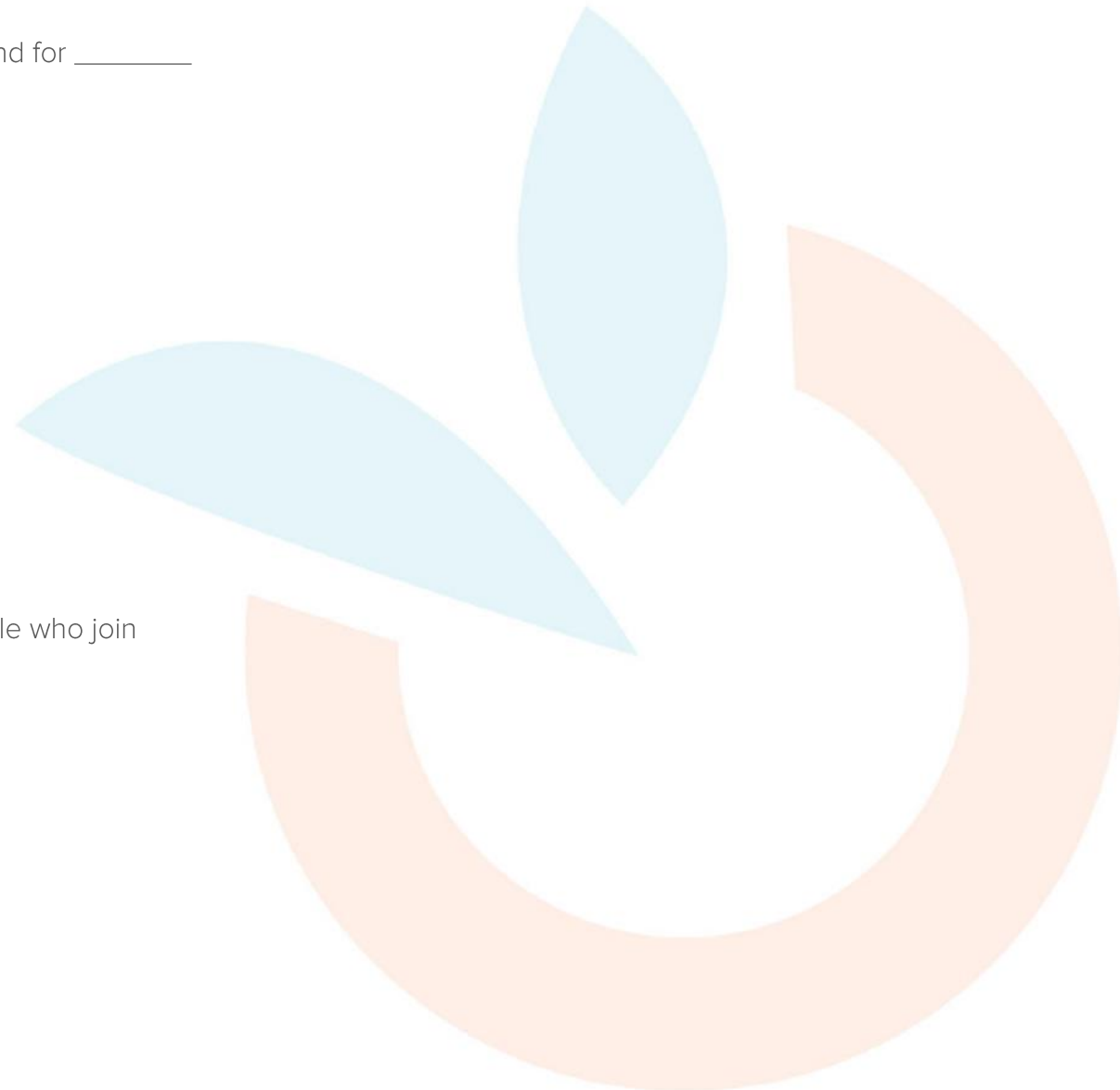
Continue the process of working through your list until you have at least 5 yeses, but preferably 8-10.



STEP 5: EMAIL YOUR LIST

Send them this information:

- Tell them you are starting a new mastermind for _____
- You're only accepting X people
- Hit reply and..
 - Answer question 1
 - Answer question 2
 - Answer question 3
- Include your phone number or Skype
- Include your time zone
- You'll reach out to those who reply
- There is special pricing for the first Y people who join



STEP 6: POST ON FACEBOOK

I've had a lot of success with finding participants for my masterminds right from my Facebook friends.

Simply post:

Are you a <category of people> who is dealing with <struggle/pain/frustration> and would like to <goal/dream/desire>?

I'm starting a mastermind for only X people and would love to chat with you if that sounds like you. I'm giving special pricing to the first Y people.

Comment below and I'll PM more information!

Then respond to PMs with this:

- Thanks for your interest in my mastermind for <category of people>!
- Would you please reply and let me know:
 - Answer question 1
 - Answer question 2
 - Answer question 3
- Your phone number or Skype
- Your time zone
- I'll reach back out to you if you're a good fit

STEP 7: GETTING MORE PARTICIPANTS IN FIRST MASTERMIND

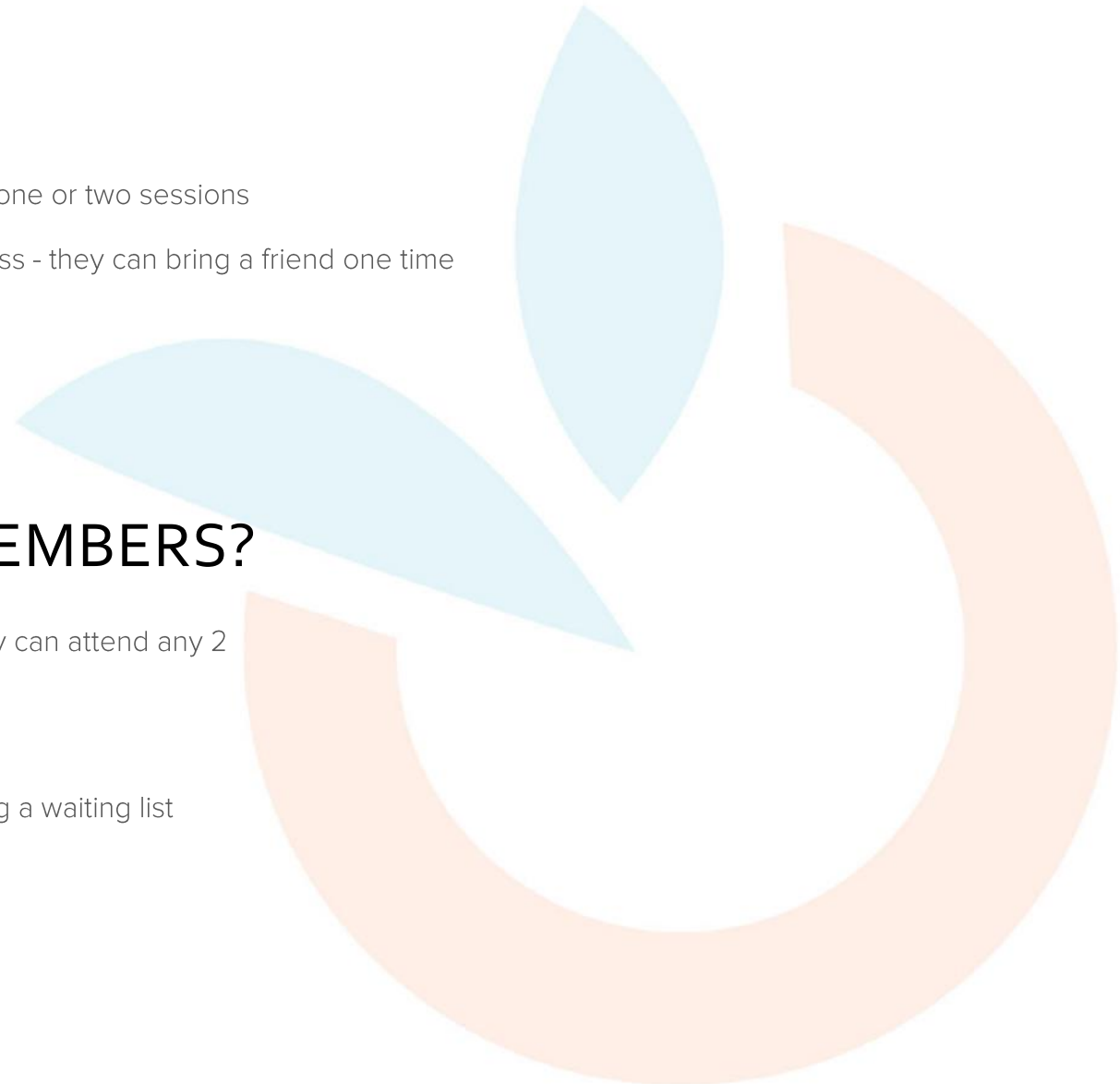
Here are some ideas:

- Offer your personal clients a free pass for one or two sessions
- Offer first round of participants a buddy pass - they can bring a friend one time
- Have a contest

STEP 8: TOO MANY MEMBERS?

Add a 3rd session a month and tell members they can attend any 2

- Add a 4th session a month if needed
- Consider capping membership and starting a waiting list



STEP 9: OPENING ENROLLMENT

Add information to your website about the Mastermind

- Down-sell from other offers
- Promote to new list subscribers as part of your indoctrination sequence
- Offer as a “next step” for people who go through your courses

