

# HOW TO BUILD A MASTERMIND



## WHAT IS IT?

A **Mastermind** is a group of high-achieving, growth-minded individuals who want to expand their skills, learn, and meet regularly for peer accountability and support.



## BENEFITS:

- Share connections, advice, and collaborate with each other.
- Be part of an exclusive community that holds you accountable to your goals.
- Expand your network, learn new skills, and reach a higher level of success.



## WHY BUILD IT?

Masterminds help you think **BIG** and grow your network exponentially. If you feel stuck or like you have plateaued, it's time to join one or start your own!

### 01

#### FIND YOUR PURPOSE

The stronger the purpose, the stronger your commitment. Think hard about your "why" and the "how" will present itself.

### 02

#### BRAINSTORM THE PROBLEM

Which problem will your group solve? How will you solve it? This will help you find your niche.

### 03

#### FIND YOUR PEOPLE

What kind(s) of people do you naturally attract? Be intentional about who you want to serve in order to level up your life.

### 04

#### MAKE AN ENROLLMENT PLAN

Be strategic about your admission plan. Set requirements, create a questionnaire, and incorporate their needs in this process.

### 05

#### PICK A VIRTUAL PLATFORM

Make sure you can meet, no matter what, by choosing a virtual platform to host your calls.

### 06

#### DECIDE WHEN TO MEET

Consistency is key! Figure out when you'll meet, how often, who will run the calls, and what you'll discuss .

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## ABOUT THE AUTHOR

As seen on Goalcast, Rock Thomas has impacted over 100 million lives. He is the host of the top-rated #IAmMovement Podcast, founder of the M1 Mastermind, a bestselling author, and motivational speaker with over 30 years of experience in personal development and coaching. From humble beginnings on a small Canadian farm near Montréal, Rock Thomas became a self-made millionaire and devoted himself to helping others learn the power of their identity.

### 07

#### MAKE A PLAN FOR ENGAGEMENT

How will you keep your members engaged? How will you challenge them? Think from a member's perspective.

### 08

#### BUILD ACCOUNTABILITY

Create goals often and follow up with them. You determine the level of accountability in your group.

### 09

#### CREATE YOUR CULTURE

Leaders build culture so that their legacy remains when they leave. Think about your maxims and principles. Write them down.

### 10

#### IMPROVE YOUR LEADERSHIP

In order to build an effective mastermind, everyone must aspire to a higher level. That starts with you!

## BONUS

## JOIN OUR 90-DAY CHALLENGE!

Did you know that when you're accountable to a person or group, you're more likely to accomplish your goals? Don't just set the goal of Building a Mastermind, **make it happen in 90 days** with our live weekly calls, accountability, and support. Ultimately, you pick the area of focus. You pick the goal. You get the feedback you need to assess, adjust, and kick start your momentum so you can create what YOU want. **And bring a friend, at no extra cost to you.** That's two for the price of one! As long as you're committed, we'll support and encourage you until you accomplish your goals - no matter what.

**SIGN UP: [bit.ly/90dayMAC](https://bit.ly/90dayMAC)**

**ROCKTHOMAS**  
LIVE YOUR BEST LIFE