

The Power of Masterminds



Video Transcript:

Paul: Today I want to talk about the power of a **Mastermind**.

Hi, it's Paul Clifford from Disruptware.

Now, I want to talk about Masterminds. I recently went to a new Mastermind organized by a friend of mine called Jared Stevenson. And it was simply a collection of local San Diego marketers, all reasonably successful and involved in different areas within marketing. Some were in press releases, software, funnels and podcasting.

Literally after two hours of informal discussion but drilling into different areas, I came out with, first of all, **a list of real takeaways** --

things that I can put into action right away. Two, **it strengthened my relationships with those people**. I knew a lot of them anyway, but working together as a Mastermind is very, very powerful. Three, it gives you a huge energy and motivation to grow your business or helps you keep aligned or ensuring that you're doing the right thing with the strategies that you're choosing to follow.

Just as a reminder, the concept of the Mastermind came from the famous book by [Napoleon Hill](#) "Think and Grow Rich." He defined it as **a coordination of knowledge and effort in a spirit of harmony between two or more people for the attainment of a definite purpose**. And essentially it is the best investment you can make in growing your business. That two hours is probably worth months and months of training. You can get knowledge very, very quickly, indeed. And it's all because you're with a group of people who are all on the same mission.

The other side benefit is they're all entrepreneurs. So, **they all have the same sort of belief systems that you do**, which is very different from 99.9% of the rest of the world who are in their corporate jobs, and that's all they know. They don't know entrepreneurship. So, when you're sharing time with those people – and remember the famous Jim Rohn expression, or saying, where **you are the average of the five people you spend the most time with**. So, when you're in these Masterminds with these people, your level of success will go up without question.

So, look at the people in your world, and decide where you're spending your time, and **decide whether it's the right group of people that you are spending that time with**. And instead look for other Masterminds and groups of people who are all on the same mission as you. That can be an online community like Disruptware. It can be a physical Mastermind or group. **Or you can create one yourself**. You'll find you'll get huge energy. Your business will grow. Your learning will grow. The benefits far outweigh the amount of time and investment that you put into it. So, that's my takeaway

today. Go and get involved in a Mastermind or a community of like-minded people, and watch your business soar.

This is Paul Clifford from Disruptware.

Recommended Resources:

1. Book - Think and Grow Rich by Napoleon Hill - [click here](#)

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