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Chapter 2

What's Your Purpose?

"Know Thyself."

~ Socrates

What is your purpose for starting a mastermind group? What do you hope to get out of it? Do you have specific expectations?

You need to have a clear idea of your purpose before you decide what type of mastermind group will work best for you and who you want to invite to join your group.

A mastermind group should be focused on a result, such as to:

- achieve a goal;
- finish a project;
- create something in your business or community;
- grow or evolve a business;
- experience personal growth;
- learn something together; or
- participate in a creativity group.

About ten years ago, I started a group for the purpose of reading and working through the exercises in Barbara Sher's book, *Wishcraft: How to Get What You Really Want*. I wanted to create accountability for completing the exercises in the book, discuss ideas, and give each other support and positive feedback about what we were learning. I didn't realize it at the time, but I had created myself a little mastermind group of four. We met in person once a week at my house for about 90 minutes. It was a wonderful experience, and much of what I learned then has influenced me today.

My purpose in starting my current mastermind group was to grow my business. I wanted to talk over ideas and get feedback and support from people I could trust completely. It was important to me that everyone be sole proprietors of a primarily service-oriented business, yet already have information products for sale or a desire to develop them, since that was one of my own burning desires.

I knew I wanted some similarity and common ground among my group members, but I also wanted diversity. We are all similar in that we are what I call "creative multipreneurs" but different in our actual businesses. This helps us to brainstorm and share ideas. It also opens up the possibility of joint-venture projects.

Creative Multipreneur - a person with multiple interests and talents who is happiest and most fulfilled when developing multiple profit centers and/or pursuing multiple careers. He/She is creative, independent, persistent and highly inquisitive, loves solving problems and has a good grasp of assessing risk vs. reward.

The members of my group live in Ohio, North Carolina, Florida and Geneva, Switzerland, and I live in Washington state. We meet by teleconference calls every other week. Some members are stronger in one area of online marketing, for example, and some in others. I personally have cut my learning curve significantly because members have generously shared their knowledge and resources with me. This mastermind group experience has exceeded my original purpose and expectations.

What can you bring to your group? What do you want from your group experience? What is your motivation for creating your own mastermind group? Take the following quiz to help you in your discovery process.

Exercise 1: Mastermind Motivation Quiz

On a scale of 1 – 5, using the following criteria, enter a number on the line next to each statement below.

- 1 - This motivation isn't meaningful to me at all.
- 2 - This motivation only has a slight meaning to me.
- 3 - This motivation would not be my sole reason for forming a mastermind group, but it would be a nice side benefit.
- 4 - This motivation is a strong force for me in forming a mastermind group.
- 5 - This motivation is one of the primary reasons I am considering forming a mastermind group at this time.

_____ 1. I believe in the idea of synergy: "The whole is greater than the sum of its parts."

_____ 2. I need people to stimulate my creativity.

_____ 3. I want people to bounce ideas off of and brainstorm with.

_____ 4. It's lonely and boring working alone all the time. I want connection with others.

_____ 5. I'm stuck and can't get past resistance to what *really* matters to me.

_____ 6. I need a system of accountability; someone to report to that cares about my success.

_____ 7. I want exposure to new services, resources, products and areas of distribution.

_____ 8. I've read that all really successful people have the support of a mastermind group. I want that, too.

_____ 9. I am open to working with joint-venture partners.

_____ 10. I need someone other than my spouse to talk with about my business or other interests that are not mutual.

- ____ 11. I would like a group who will pull me forward, is more experienced, and will mentor me.
- ____ 12. I would like to give back and act as a mentor to someone.
- ____ 13. I want to be with people who have a strong desire to make a difference in the world.
- ____ 14. I would like my own trusted board of advisors who are focused on assisting me to grow my business.
- ____ 15. I want to become wealthy. I believe a mastermind group can help me do that.

Review the motivations that you gave your highest scores to—the 4's and 5's—and keep these in mind when choosing what type and size of group you would like to form as you move into Chapter 3.

Although it is not necessary that other members of your group have identical motivations, it is helpful for you to have clarity about what motivates you and how strongly you feel about it when you consider your criteria for choosing members as you move into Chapter 4.