

A Success Essential - Join A Mastermind Group

By Willie Crawford

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In the quest for secrets to internet marketing success some very obvious factors are often overlooked. One that you may have noticed but not acted upon is the mastermind principle. Since so many people don't use this principle in building their business, you have a tremendous advantage if you just begin using this simple tool.

It's a recognized fact that when you have several people brainstorming and working on a project you get more breakthroughs and unique perspectives than you would if just one person were working on it. A mastermind group is simply a group of people bonded together to work on a common objective. This objective can be as simple as to share knowledge on what is or isn't working to grow members' businesses.

In working with and studying six and seven-figure income earners, I don't know of one who is not a member of a mastermind group. They all also have mentors or coaches. They often even coach each other since we all have unique skills and perspectives that can benefit others. Mastermind groups brainstorm, inspire, prod, and joint venture the group members to a level of accomplishment they could never achieve individually.

The mastermind group can be structured many different ways. You can meet in person if practical. You can meet via teleconferences or web casts. You can meet once a week, once a month, or even once a year. How and how often you meet depends upon what's practical and what is needed to keep the all group members on-target. The structure is very flexible.

There is a lot of literature available of joining or locating a mastermind group. I personally belong to 4 separate groups... each with a slightly different purpose. I located or formed these groups by exchanging emails with like-minded individuals. I also met several members of my mastermind groups at conferences. The face-to-face interaction confirmed that the chemistry was right. What is critical is that the groups purpose be very clear to each member, and that the group adhere to that purpose.

How do you, find or join a mastermind group, and begin achieving much more than you ever could individually? I would begin by asking those I frequently communicate with if they would like to work together on projects or form a group. I would also approach someone I admired or respected and seek their advice. If they were not part of a mastermind group open to new members, they could probably point you in the right direction. They may also be open to serving as a coach or mentor for you.

Working closely with and contributing to a mastermind group has been a big part of my success and that of all of my very successful acquaintances. It's one of those obvious things you can't afford to overlook. Begin seeking out and cultivating relationships today. Instead of going it alone, learn to harness the incredible power of the mastermind!

Willie Crawford is a recognized internet marketing expert. He is the organizer of the Internet Marketing How To Workshop, which completely steps you through the process of creating and marketing your own products. The workshop brings together experts who have developed many highly successful products to show you step-by-step. Get more details at: <http://internetmarketinghowtoworkshop.com>

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