

The MasterMind Experience and Groups Explained

MasterMind Groups exponentially leverage the assets, skills, abilities, experience and knowledge of all of its members in a unique 'surreal' way that has to be experienced to be fully appreciated. If Exponential Marketing strategies are steroids for your business or website, a MasterMind is an Adrenaline rush for your steroids!

Not for everyone, MasterMind Groups are powerful environments where creativity, innovation and the passion for excellence can thrive. They are fluid, flexible and allow for a kaleidoscopic exploration of these amazing strategies and concepts.

The Exponential MasterMind Concept is a must if you're committed to growing your business. All you need to do is give the concept three months and let the real-life bottom-line results in your business speak for themselves.

A MasterMind Group does take time, commitment and attention to become exponentially valuable. It evolves over time, building its own magical momentum and persona!

Why not just give it a try?

The concept of the MasterMind Group was formally introduced by Napoleon Hill in the early 1900's. In his timeless classic, "Think and Grow Rich" he was the first to summarise, consolidate and document the organising principles (distinctions of success) of the most powerful, influential and financially successful people of that era.

Nearly every great achievement or massive fortune in history has been the product of a team of minds united in achieving the same, pre-defined goal. The American Declaration of

Independence was the result of a MasterMind group, so was man's first powered flight, as well as man's first flight into space and subsequently the moon.

In his seminal book he defined the **MasterMind Principle as "The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony."**

He goes on to explain "Economic advantages may be created by any person who surrounds himself with the advice, counsel and personal cooperation of a group of people who are willing to lend him/her wholehearted aid, in a spirit of perfect harmony." Furthermore, he introduces the key exponential construct behind the MasterMind principle as **"no two minds ever come together without, thereby, creating a third, invisible, intangible force which may be likened to a third mind."** This is due in large part to our predisposition as social beings to "take on the nature and habits and the power of thought of those with whom we associate in spirit of sympathy and harmony."

Success is not a solo act. To get from here to there, you need other people. A MasterMind Group is an excellent way to interest other people in your vision of success.

Our minds are like batteries...



To purchase a copy of Dr Marc Dussault's book, "How to Create a Fun, Effective and Powerful MasterMind Group to Catapult You to Exponential Success" please go to www.MarcDussault.com

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Mr. Hill explains this analogy using the little known fact that a group of electrical batteries mysteriously provide more energy than a single battery of the same capacity. Similarly, Mr. Hill extols that our brains, when combined within a proper (MasterMind) grouping, will produce more brain power than each individually could on their own.

So how do we get plugged in?

First, we have to define what a **MasterMind Group** is ... and is not.

- There is synergy of energy, commitment and excitement that participants bring to **MasterMind Groups**. The beauty of **MasterMind Groups** is that participants raise the bar by challenging each other to create and implement goals, brainstorm ideas and support each other with total honesty, respect and compassion. **MasterMind** participants act as catalysts for growth, devil's advocates and supportive colleagues.
- **MasterMind Groups** are like having an objective board of directors.

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- **MasterMind Groups** share the basic philosophy that more can be accomplished in less time by working together. Comprised of individuals who meet in an open, supportive environment on a regular basis, a **MasterMind Group's** sole purpose is to share thoughts, ideas, opinions and information directed toward a pre-defined purpose, goal or outcome. As individuals, members have the ability to see things from their own perspective or world view. By adding others to the mix, the group has a greater ability to share a combined intellect to see things from several new, different and contrasting perspectives in what Napoleon Hill and others have come to refer to as the "third mind." It is this collective third

mind that processes and distils information down to its essence, crystallizing abstract thoughts and feelings into tangible ideas and actions that can be readily implemented for exponential advantage.

- A **MasterMind** is a group of individuals who are joined in purpose. All bringing their collective talents and experiences to the achievement of a common goal.
- **MasterMind Groups** commit to showing up and contributing to each other's success. Members of the group become trusted confidants who rely on each other for priceless insights, candid feedback, valuable ideas, encouragement, inspiration and motivation.

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- A **MasterMind Group** is a unique collection of people utilising **MasterMind** principles for business and personal goal achievement. The basic intent of a **MasterMind Group** is the coordination of knowledge and effort, in a spirit of harmony and for the attainment of a definite purpose.

A MasterMind is a group of individuals who are joined to achieve a common purpose.

What a MasterMind Group is NOT

- A **MasterMind Group** should not be confused with a leads group. Acquiring leads is not a primary purpose of the group; however, leads may be exchanged based on the relationships formed in the group.
- A **MasterMind Group** is not a training class. Members may learn new information or skills through discussion; however, the group is not dependent on any one person's expertise. The format is highly facilitated.
- A **MasterMind Group** is not group therapy, although some meetings may produce therapeutic results!