

00:00:00 Join a mastermind. Chances are, you've heard this phrase once or twice lately. And if you haven't get ready, it's coming. Masterminds have really picked up steam and grown over the last few years. And my personal prediction is that this advice to join a mastermind is going to be as popular as you'll get a mentor advice. And let's be real, even though that advice has been forever.

00:00:20 Most of us still don't even know how to find the right mentor either, but that's a topic for another episode today. I want to help you get ahead of the curve and talk about masterminds. In this episode, you're going to learn what a mastermind is and why people join them. We're also going to talk about the different types of masterminds and why not all masterminds are created equal.

00:00:38 I can honestly say that masterminds have changed my life. And I know that when it's the right group of people and the right program, it can change your life too. Throughout this episode, I want to be sharing my personal experiences because I've been fortunate to be a part of several masterminds and even lead an incredible mastermind Goalden Girls Mastermind for the last four years.

00:00:56 You're also going to hear the three things I've learned from being in both paid and unpaid masterminds that I hope will help you understand what you need to know before you ever make the decision to join. Most importantly, I want you to remember this. You are always your own best expert. I'm going to share with you eight questions, ask yourself before you invest your time,

00:01:14 your energy and your money in a mastermind. So listen up. I really believe that masterminds have the power to accelerate your goals, your career, your business, your family, life, health, finances, literally any and all aspects of your life. By the end of this episode, you're going to understand more about what kind of masterminds are out there,

00:01:30 how it might help you reach the next level in your life and how to decide what mastermind is right for you. So that if you decide you can invest in the best mastermind for where you're at today, let's do this. Welcome to the Goalden Girls podcast, where we believe you can have it all. I'm your host, Lisa Michaux and I'm spilling tangible tips,

00:01:53 go getting strategies and real life stories to inspire you to tackle your biggest dreams. You're a woman who knows you're made for more, get ready to leave the excuses and self-doubt behind by being vulnerable, sharing your truth and having honest conversations. So you can succeed on your terms together. We'll set goals. You'll actually achieve by staying motivated, having fun and building a community of women.

00:02:17 Empowering women is time to tap into your best self, get confident and truly have it all golden girl. Let's dive in. Hey there. Golden girl. Thank you so much for joining for this episode of Goalden Girls podcasts today, you are talking about masterminds. This is one of my

favorite things. I mean, I pretty much say this all the time because I just love doing these episodes and I hope that you're enjoying them too.

00:02:41 But if you have never heard of one that's okay. Honestly, before a couple of years ago, I'd never heard of one either. Maybe you've heard the phrase thrown around, but you're not exactly sure what it is or maybe you know what they are and you are trying to pick the right mastermind for you. I truly believe that we're going to see more and more masterminds come because they are so powerful and have the ability to transform your life.

00:03:03 Truthfully, though, it can get a bit confusing because a lot of people use the word mastermind for different types of things. And then there are different types of masterminds for different purposes. We're in tackle all of this for you today and help you break it down. Plus, you're going to hear my personal stories and experiences, which I believe is going to help you understand what masterminds are,

00:03:21 how they might prepare you for where you're at and where you want to go. And ultimately, so that you can make this the right decision. The great decision for you. I'm also going to share a little bit about Goalden Girls Mastermind near the end. So if you're open to it and curious, I want to share what my mastermind is, how I lead in,

00:03:37 how it's a bit different and if it might be right for you now or in the future. So just be aware that I am going to talk about that. But this episode is about more than just a sales pitch. This truly is about helping you understand masterminds, helping you identify where it might be helpful for you, if it might be helpful. And you know,

00:03:54 if Goalden Girls Mastermind is a right one, awesome, we would love to have you. And if it's not that's okay too. I just truly hope that this helps you before we start and go talk about all things masterminds. I want to give a shout out to Ash, Matt from Canada. So this is one of our listener reviews and I love,

00:04:11 absolutely love sharing your guys' reviews. So here's what Ash has to say. I love this podcast. The Goalden Girls podcast is my go-to for keeping motivated, staying in a growth mindset and has really helped me learn how to adapt and embrace where I'm at in life personally. And in business. Lisa is so fun, but most importantly, she keeps it real.

00:04:32 I'm so grateful. Thank you so much, Ashley. I really appreciate that. That's one of the things I really take pride in is helping you stay motivated, stay in that growth mindset and embrace where you're at. And one of the things I really love about what Ash said is that it's about whole life success, you know, business, personal love,

00:04:47 finances, all of the things I believe that you can have it all. I'm pretty sure it says that in like the intro, the outro of this podcast. So I appreciate you listening. I'm so glad you feel

like that's what we're doing for you. And thank you for taking the time to leave her a review. I know you're busy and if you're listening,

00:05:02 I know you've heard podcasts or say this before, but seriously, your reviews mean the world to us. And it's hard to get the word out there out of podcasts. So you taking a moment to leave a review makes a big difference. If you enjoy this podcast, if you enjoy Goalden Girls, which I sincerely hope you do, please take a moment,

00:05:18 grab your phone right now and leave S a written review. And in the next episode, I would love to give you a shout out for that review. So thank you very much. All right. Let's talk first about what a mastermind is. So in the classic book, think and grow rich by Napoleon Hill. He is the first he's kind of credited with the definition of this.

00:05:36 And this is what he says. He said is it is the coordination of knowledge and effort of two or more people who work toward a definite purpose in the spirit of harmony. No two minds ever come together without thereby creating a third invisible intangible force, which may be likened to a third mind. Therefore, that is the mastermind the third mind. So that's kind of the official definition out there on the internet,

00:06:01 but there are a lot of different types of masterminds. And also a lot of, some people call things masterminds when they're not really. So let me talk about, you know, some of the different ones. I know these are just the ones that I know about, so I could be missing some, but these are the ones that I've seen. That I've been a part of.

00:06:15 Let me break it down for you. So you're gonna see that there. And we'll talk about these a bit more too, but there are paid and unpaid masterminds. So free ones. There are facility like that when he actually leads it, or there are some that are more group or peer led, there are masterminds around a specific topic. There are celebrity style masterminds,

00:06:35 and those are definitely out there and seem fabulous. There are also some centered around a common like-mindedness. For example, women who are engineers or entrepreneurs wanting to up their PR game. And they come in all different sizes. They I've seen some that are smaller, you know, maybe three to 10, the more medium 20 to 50 people or some that are like 50 people and ops.

00:06:56 So pretty big. So you can obviously tell even by just me sharing this, and this is just what I've seen over the last few years and the research that I've done, there was a lot of different kinds of masterminds. Now, let me talk a little bit about my experience because I've been in, in many of them. So I've been in a couple of paid and some unpaid,

00:07:13 let me tell you a little bit about them. So you get a sense. So I'm in a paid mastermind, which is being led by our mentors it's for real estate, and we have the opportunity

to ask them questions. And we also have the opportunity to ask other people as well. So we get to lean on the knowledge, not only of our mentors,

00:07:29 which is great, and not only the content learning it, but we also get to ask other people for help. You know, what do you do in this situation with lenders or with tenants? How are you making investment decisions, all those kinds of things. We actually get to ask people for now, it's completely virtual, just in a Facebook group.

00:07:45 So it's not, and it's huge. Like there's hundreds of people in it. So there's not really as much personal connection in it, but it is paid. It was a big investment. And it does give us the opportunity to still create and connect and, and learn from others. I'm also in a sales mastermind, and that is led by a sales coach specifically,

00:08:04 and that has us on a call twice a month, where we get to connect with others and get feedback from both the coach and the sales expert and other people as well. So that one's really cool. I've also been in a coaching business mastermind, which is led by a coach with all of us working on our coaching businesses together at the same time.

00:08:21 So those are the things that I would classify as like true kind of masterminds. As far as that I paid for as far as unpaid, these are usually more of like the peer one. So is somebody saying, Hey, I want to get together. Do you want to join? In some examples, I've been in some with fellow coaches, especially when I first started my business.

00:08:41 I was in one that was really awesome. We shared ideas. We talked about our struggles and we even cross promoted. So that was super powerful. One of my favorite mastermind that I was a part of that was unpaid was with fellow mom. Panera's here in Vancouver. I got to you. That was so life changing when I first had Sonoma, because we all had young kids and we were all having businesses and the very real struggles of trying to build a business with a kid and full-time,

00:09:07 and one of things I really appreciated about it was that we could talk about, and we could also bring our kids to meetings. And that was a big thing. I think 20, 20, that's probably one of the biggest blessings I see is that we've changed this definition that we have to be moms. We don't have businesses or jobs, or we have to have jobs or businesses if you don't have kids.

00:09:24 And I found this, created this mastermind with fellow moms where it was safe to do both. And that was just so amazing. And I am forever grateful for that community. I'm also a part of a really tight knit, real talk, entrepreneurship mastermind. So it's couple of women, very, very small. We connect bi-weekly and we talk about the real struggles,

00:09:43 like the things that we're really, really having a hard time with. And sometimes the meetings get to happen because we're all available and sometimes they don't happen as much. I'll talk more about kind of the difference between paid and unpaid, but that's definitely one of

the things that makes it more challenging with an unpaid mastermind is keeping holding it all together. The last unpaid mat mastermind that I'm a part of now I'm a lot,

00:10:04 right? It's a lot of things is specific to membership site owners. So Goalden Girls community is my membership program that runs year round. I am in a mastermind with other membership owners to talk about how we can make that better for our members. You know, how do we gamify things? How do we retain people? How do we onboard them successfully?

00:10:23 Like all those kinds of things. So it's very specific to that one topic and helping solve our problems and make the best communities and memberships that we can. Okay. What do you think that's a lot you can tell I've been a part of a lot, and I can honestly say that I've gained something from each and every one of these. I also want you to know that this doesn't what I just listed doesn't include any of the memberships that I'm a part of,

00:10:47 none of the larger group coaching programs, one-on-one coaches I've worked with online courses, or even my coach training program. That that's all been separate in case you're wondering. Yes. I have invested a lot of time and a lot of money into my own growth and into my business so that I continue, continue to do better for me, family. And for you guys,

00:11:07 you know, I have to, to be the best at my game and we all have to be excellent at what we do. If we want to create excellent results and make a real impact. And one of the things I'm super proud of is investing in myself. I also know this isn't always easy and I let's just be real here. I definitely have room to grow on this,

00:11:24 but what I found is that once you start investing, it's really easy to see the dividends because you start to see how you change, how you evolve and how hearing somebody else's story, or getting feedback from someone else, or getting advice from a mentor that coach piece in there. Like once you see that, how much it changes your life, then it kind of gets it again.

00:11:43 And you just want to keep investing, investing in, showing up to grow and learn even more. Basically, this is my warning. Once you see the benefits and the connection of a mastermind, I have a feeling, if you're anything like me, you're Not gonna want to stop. Okay. Let me be real here about some of the pros and cons of different kinds of masterminds,

00:12:00 because they're not all created equally. So let's talk about paid versus unpaid. Some of them, as I said are free and some of are going to cost upwards of tens or even hundreds of thousands of dollars. Brendon Burchard. You guys may have heard of him. He is phenomenal. One of my goals is to being one of his masterminds. One day,

00:12:16 his start in the tens of thousands dollars and go up from there. A lot of the time, especially with these really higher priced masterminds, you're paying for access to somebody's

inner circle and network, and you're paying in the room to be one of these people. We bang. You're paying to be in the room with these people. This is one of my goals.

00:12:33 I would love to be one of those rooms because I believe it even just what it takes to get there takes a lot of courage. And I know I can learn a lot from those people. Investing tens of thousands of dollars in a mastermind is something I have not done yet, but I really hope to do it in the next year. It's scary to say that out loud,

00:12:49 really scary. I think it takes a lot of guts and it's more than just a 40th because I know, I know I could afford it, which even just say scary to say that out loud, because it's like, Oh, but I've got to save it. I got to be practical about it. Like all these limiting beliefs come up. So I just want to say if you're in that same place,

00:13:04 I understand. And I think that's where I started Investing with a couple hundred bucks And then a couple thousand dollar program and then a \$10,000 coach. And so every single time you invest, you're going to go through that, those exact same thoughts that I just shared with you about how I feel about investing in like a 20 or 30 or \$50,000, a hundred thousand on a mastermind.

00:13:22 It scares me to think about that and I'm sure it scares you too. And I also know that I play sometimes I know you do. So I know though that when we play it safe, we keep ourselves stuck. And it's really important to understand that and to work and figure out where is a comfortable stretch that I can get into. That's going to allow me to grow into who I meant to be.

00:13:46 Let me also say this Goalden Girls Mastermind is a lot more accessibly priced than this, but every year the price increases and we continue. It actually kind of blows my mind, how much we continue to attract incredible women who are willing to pay more, who are ready to level up, and I'm able to support them to at a higher level because I'm continuing to invest in myself and I know what it takes to help get them there.

00:14:07 It's a really cool process to see it evolve over the last couple of years. It's a journey that we're all on and they're on and I'm on it too. So Yeah, I, I just want to be real with you guys about that Very expensive masterminds that, you know, I'm still working up to getting investing in and hopefully I've made Goalden Girls Mastermind a place where it feels more accessible than a hundred,

00:14:27 couple hundred thousand dollars. I know it's more accessible than that for now. Anyways goals. Right? Okay. Back to those \$50,000 plus masterminds, it's really about who's in the room like you, and I believe with any mastermind, you have to be ready to take the initiative, to make the most of it. You have to be willing to get uncomfortable and be there.

00:14:46 Cause you're paying for who's in the room. You're paying to be there. And as long as you know that when it comes to those masterminds, that it's maybe not about the

content, but it's about the connections or if it is about the content, not the connections. Like you've got to know what it is that you're paying for. And no matter what that is,

00:14:58 be ready to utilize that part of the mastermind. A couple of more of the, the pros, the benefits of being in a paid mastermind. Here's why the things, these are the things that I think anyways, and I've noticed. So number one, it is facilitated or at least it's organized for you. That means that you don't have to think about things like coordinating schedules,

00:15:19 worrying about lengths, booking meetings. What do you do with the recordings? This is all set up for you. And trust me, this is a really big perk when you are busy and you're achieving your big goals. This is so, so huge and helpful to know. You can just show up to something. You don't have to worry about it.

00:15:34 You don't have to come up with the content. You don't have to worry about who can come, who can't and who's everyone have the links. Everyone know where they're going. Who's, who's leading the call. Like none of those things, you have to worry about it. You can just show up. And this is a part of you stepping into being prolific.

00:15:47 You stepping into being the person who spends the majority of their time, or as much as possible doing the things that only you can do it. And the things that you love. That's how we Exceptional success in her life. All right. Here's another, I think pro Being in a paid one, people are more engaged because they actually have skin in the game.

00:16:05 This is just something that I've seen Over and over and over again, people show up When they paid for it. You're also gonna find with paid ones, there's likely to be some sort of content or aspect expertise they're getting from the leader, not necessarily, but that pretty much usually across the board, there's some sort of content. And that can be really helpful if it's a specific goal or something that you're trying to To learn about here is another part about being paid because it is paid,

00:16:33 Which may not sound like a pro, and also means that I am more engaged in it. I'm more committed. I can't even tell you what a difference this makes for me. And so many others, because as soon as you join, you're committed, you've got skin in the game. And that means that you show up differently. I have found this time And time again.

00:16:48 All right, let's talk about some Of the, the cons of the unpaid ones. Some of the downsides. I mean, obviously the, the pro is that it's free, I guess, but cost to be a con what are the other things that you have to do all the work. So you have to pick the topics. You have to schedule the meetings.

00:17:01 You have to lead them. You have to vet members, make sure it's the right people in there. You know, what do you do when there's disagreements? You're managing all of that

stuff. Another big one is that it's a lot easier to fall apart. And I cannot tell you how many times this has happened. We've started a mastermind. We get some,

00:17:15 some great momentum going, and then it just kind of dies off. And I'll be honest with you. I've never had that happen with a paid mastermind. Every time when people pay, they show up, they keep, they keep going. Well, 90% of people, it's not perfect, but 90% of people, but what happens when they're unpaid I've found is that they fall apart really easily.

00:17:33 And because it's a lower barrier of entry, which could be a benefit and also means that people aren't necessarily committed. I also find that it means that I'm less committed and you're less committed. If it's free, you're more likely to miss a meetup, to have a nap, or to watch an extra episode on Netflix, or maybe to take the kids to something because you're like,

00:17:51 Oh, I didn't pay for it. It's fine. I'll just miss out. But when you paid for something, you're likely to show up, you are going to turn the Netflix off. You are going to, if you have to take the call in bed, you're going to do that. If you're going to ask for help with the kids so that you can show up for what you want to do.

00:18:05 Here's the thing when you're less committed to a mastermind you're or anything, really, you are also less committed to the results. And therefore you don't get the results that you want when you're less consistent. So is the outcome you're less likely to achieve what it is that you actually want? And honestly, that could probably be one of the most expensive mistakes out there,

00:18:21 whether we're talking monetary, like literally not making the money or from a joy perspective, how expensive that is to not be as joyful and happy in this life. As you could be the health that you hear, you're worthy of connection, community, everything like that, probably not showing up and not committing is one of the most costly mistakes in all areas of your life that you're making.

00:18:42 Okay. Another common theme or way that masterminds are differentiated is sometimes they're aligned on a particular topic. So I'll talk about some of the pros and cons of this. So let's say there's lots out there for entrepreneurs or business owners. This example, there's also the real estate one, like those are examples of aligned masterminds on a particular topic. Maybe it's PR maybe it's finance.

00:19:01 So some of the benefits of this is that everyone has similar goals. And so the conversation will generally be about a topic that you know about. Maybe I've experienced it in, or you you're interested in. I also find that everyone then has a similar language, whether it's around engineering or team building or leadership or finance, you kind of have the same language.

00:19:17 So that can be really helpful. It can also be really valuable because others can give you very specific advice. And there's probably a few people that are a little behind you and a few people that are a little ahead of you. So you can kind of give back in different ways. And other benefit is that you're going to see rapid growth in that one area of your life.

00:19:33 Very quickly in our real estate mastermind, we've moved and progressed very quickly along real estate, because that's the topic of it. Now let's talk about some of the downsides. I also find that with these masterminds, there is a less room for collaboration and potentially, and also for diversification, there can also be a lack of new ideas or diversity because everyone's kind of got the same goals.

00:19:54 So that can lead to some group think, which I found a narrow focus also means that you're only focusing on one aspect of your life or success. And this means that the mastermind may not necessarily have a long-term impact on in my life or am I like in the bigger part of life? So for example, with the coaching work that I do with our mastermind,

00:20:18 I help clients like the things that we work on it is then applicable to how they interact with their partners, with their kids, with their clients, with family, with their, their boss, with their community, with the volunteer committee that they're on when it like that's, it's so wide reaching when it comes to the things that I learned, for example,

00:20:36 in our real estate or our membership mastermind, it's pretty specific. And that's not to say it's not super valuable for my membership or for my real estate business. It, it is. It's just that the limited scope means that it's just that it's a limited. Okay. Now let me talk about one of the biggest limitations I see for a lot of masterminds.

00:20:53 It's one of the biggest reasons why I'm so proud of Goalden Girls Mastermind, Okay. This might make some people angry. But what I found is that when it Mastermind is centered on just one topic or content or an expert, so often sometimes we get bad advice. We get, we focus too much on the strategies or on the tactics and never go deeper than when that what's actually going on.

00:21:18 I believe that if you don't have any coaching or mentorship beyond a given topic, you're only going to get so far. So let me give you an example in our real estate mastermind, I see so many people that are afraid to get started, or not sure how to put themselves out there or find themselves playing too small or limiting beliefs come up around what it means to retire earlier.

00:21:37 They worry what others think. And when all you're talking about is like how to do this. One thing, you don't realize that 80% of what we, how we think is programmed. And that's our mindset. And that impacts directly the success you have. We don't realize that 40% of what we do is habit is automatic. And so if you're not thinking about mindset,

00:21:56 if you're not thinking about habits and supporting people in that, then you're not going to help people get as big of Results as you want. So that would be one thing I want to say for you. And you know, you, don't, your coaching doesn't have to come from a mastermind, but if you're joining a mastermind without some sort of coaching,

00:22:12 make sure you're getting that coaching or mindset work somewhere else. Get it from me. Amazing. I would love to support you. Get it from someone else. That's okay too. I don't care, but make sure that you're also dealing. No, that's the wrong word. They show you are also supporting yourself in upleveling, your habits and your mindset because strategy alone will not get you there.

00:22:32 Mindset eats strategy for breakfast Every time. Cool. So box, here we go. Okay. All right. Here are eight questions. I want you to ask yourself before you join a mastermind. Now make sure these are all in the show notes for you as well. So you can go back over them. You don't have to memorize them, but take some time to think about these things.

00:22:50 You wouldn't believe how many people I talk to that don't actually know the answer to these. And before you look at masterminds and Goalden Girls Mastermind or any other, you got to understand this. So you can then with this filter or this lens, then look at different programs and figure out which one is The right fit for you. Number one Question you got to know is what is your most important goal and what do you want to feel more of in your life right now,

00:23:13 when you know this is going to help you answer everything else, do you need help expanding your business? Are you plateaued in your career? And it would serve you to expand your network. Are you finding yourself struggling to find like-minded positive people in your local area, especially during COVID. Do you want to surround yourself with great people and have positive outlook?

00:23:31 All of these, any of those can be great reasons to join a mastermind. And the more clarity you have around what your goal is and what you want, you want to feel more of in your life, it'll help you find The right one for you. The second Question I wanted you to ask is what do you think it's going to take you to get to the next level.

00:23:47 I'm going to poke you here a little bit and say that a lot of the time, what we think and I'm guilty of this too sometimes. But what we think we need is more strategies and tips. What I've found is that often there are deeper mindset issues that come up. And if you think about like, why, what is it really going to take for you to get to the next level?

00:24:03 And you were being honest and maybe ask two or three good friends or partner or colleagues on this. What do they think is going to take? What do they think you need to get to the next level that will give you a lot of insights that will really help You. Third question I want To ask is who do you need to be surrounded by?

00:24:20 Nobody does it alone. This whole, like, self-made hashtag whatever. Doesn't, it's not real. We all need to be learning from collaborating, with getting help from and being supported by other people. So think about it. Who are the right people to be supported by think about your whole life. Think about your home, your business, your career comes.

00:24:36 Cause all of that Matter. The fourth question, What kind of content is important to you? If there is something you need to learn, what is it that you need to learn? And where can you find this information? Sometimes you can find it for free online and what you need. And lots of the time, let me say, you can find it for free online,

00:24:52 but what we need, all the information is out there. This is why I'm such a stickler and believe that we need to be looking at the visor and the habits it's so, so important. Oh, you guys are gonna get sick of me saying that, but really it's true. So you gotta figure out where can you find this information or do we as a mastermind,

00:25:08 the best place to do that. And let me tell you, we actually joined a real estate mastermind to learn a specific skill and that was creative financing. So we found mentors that would bring us content on that. We did not work with people that are specialists in joint ventures or flipping properties. We very specifically are working with mentors and in a mastermind that is around creative financing because that's specific to what we need.

00:25:31 So that's a question for you to ask yourself too. And let me say, there's not stuff like this online. There's a little bit, but not a lot right now. I'm sure in like two or three years, that'd be different and that's okay. We're so happy we invest in now. We're so happy we got started. And also again, the event,

00:25:45 like as soon as we paid the money, like we got going, right. You know that as soon as you put the money down, you get moving. So no regrets. Okay. Number five. What kind of environment do you thrive in? You thrive in smaller Groups or larger groups And think about too. What does your goal require of You?

00:26:04 I also want to challenge You as well over here. If you typically think that you can't stand out in a larger group, check in, you know, is that A limiting belief? Is that holding You back from getting into a room with more people who can potentially help and support you, if you think you do get lost in larger groups, what could you do to stand out vice versa?

00:26:25 You know, do you put yourself in larger groups so you can hide, explore this a little bit. What kind of groups do you thrive in and what kind of groups do you need to really be in and how can you stand out? How can it not just be a limiting belief and something that you can that will really support you for your next level?

00:26:40 Couple more Questions for you. What other of your life do you also want to improve? You guys know I'm a big believer in focus. You know, one focus goal at a time, but the

truth is that how we do one thing is how we tend to do all the things. And if we focus on the right thing, it's kind of has a domino effect because if we focus on the right thing,

00:26:58 we can then actually have a ripple effect on many other parts of our life. So it's just something to think about again, don't try and do all the things now what I'm saying here, but consider what other parts of your life do you think would also benefit from, from a mastermind and what other parts of your life could really be Leveled up? Here's a question like really important.

00:27:19 Why do you want to join a mastermind? All of the reasons above are great reasons to join, but if it's just because people keep telling you to do it, not a good enough reason, I want you to really understand and make a good decision for you. Everyone keeps saying you'll get a metric and a metric and measure P gotta know like how that's going to help you.

00:27:35 Same thing with a mastermind. Don't just join one because everyone else is doing it. Understand how, what you need and how it could truly serve you. So you can find the right one for you or decide Not to join. Last question. And this is a big one. Do you know what you need to do? And you're just not doing it.

00:27:50 Or do you literally not know what to do? There is a difference here. If you don't know what to do next, It may be helpful to find a mastermind that supports you with that. Maybe you need specific guidance around your finances. And it's a good idea to join. For example, a course that can help you with that. Maybe you need to learn how to manage your time or become more productive.

00:28:09 You can look for a program or a course on that, and I will hint, hint, you Goalden Girls Mastermind actually helps with that. Perhaps you're very specifically wanting to look at automation in your business. And so you need to learn how to set up zaps and all the tech stuff. So maybe make sense to work with a specialist on that or to join a course On that.

00:28:26 Here's the thing that I noticed That more often than not most of us, we know what we need to do and we still aren't doing it. We still find ourselves procrastinating, afraid, or holding back or doing busy work things that aren't actually gonna make a difference. And this is way more common than you think most of us know how to do the thing.

00:28:44 We may not know all the steps that we have a general idea of how to save money. You become millionaires. We know how to get six-pack abs we know we need to be showing our face. If we want to grow in our business, we know that we need to put our hand up for the new project if we want to get promoted in our career.

00:28:57 But how often are we doing these things? I am the first one in mid here. Like I do not have a visible six pack. I will tell you right here right now. So often I think women, especially

we, we know what we need to do. We know what it's going to take to grow our business. We know we need to talk about our business,

00:29:10 raise our rates, hire our first team member or five 15 member, whatever that is. And we know that if we want to get the promotion, we need to ask for more help at home when to put a resume in the hat next time. But knowing and doing these things are two totally different things. And this is where working in a coaching and support style mastermind is so much more powerful and helpful because when you already know what you need to do and you have the confidence,

00:29:30 then you can figure it out and you can keep going. So if you don't know what you need to do, then it makes sense to learn that specific skill. But if you know what you need to do and you're not doing it, I say this I'd love. If you keep getting in your own way, that's where we can support you. And that's Where we can help you.

00:29:44 One last note, If you are like, I don't even know what's next. If you don't have that clarity is just also, we're working with a coach or being part of a coaching led mastermind group can be so, so helpful. All right, here are Three truths. I want you to know before you, you joined a mastermind. So I made a lot of investments.

00:30:01 As you can tell, let me share three little, little thrill things. So number one, there have on a stock year, there've been investments that I've made when I thought that wasn't worth it. And in hindsight, I've always looked back and it's taken me some time sometimes, but I realized that I've met amazing people from it. And it's something always comes.

00:30:17 Even if it didn't necessarily grow my business the way I expected it to let me tell you, I always get lessons and learning and growth. And sometimes it's lessons about what not to do. I've been on podcasts. I've made great friends. I've had experts in my community. And even though these things didn't necessarily bring down the revenue target that I set out to,

00:30:35 it certainly helped establish me at my credibility, a network and amazing friendships I've learned through other members. And it also helps me serve people better through the content I share. And through referrals. I think perspective here is really important too. When you invest, I want you to think that you have no choice that you are going to make this investment 200% worth it.

00:30:54 When I show up with that mindset, that is what has changed everything for me. And now I view all of my investments as totally Worth it. All right. Second thing, No matter how expensive the course, the mastermind, the program, the step-by-step, it's always going to need to be adopted for you. And what matters more is that you pay attention to the mindset of the person teaching you.

00:31:12 I've said this many times, but especially in a real estate mastermind, it's very easy to be in any program or any look at any expert and think they're successful because they started five years ago or they were in the right place at the right time. Or they got lucky. Can, all those things be true, maybe, but more than likely, there's a level of clarity of what they want a determination to go for it.

00:31:31 Creativity make it happen and resilience in the face of failure. That is what actually led to someone's success. So even if you're going to learn from someone who's generated seven figures of revenue before you they've made the multimillionaire status, or they've gone to the C-suite or they're the CEO of their house, I want you to know this. You will not be able to perfectly duplicate the what and the how so pay attention to the why and the why not.

00:31:52 You will never be able to perfectly duplicate anybody else's success. The what, the one and the how so instead pay attention to their why and their, why not. That's probably the biggest thing that I'd say is whether it's your mastermind leader or your fellow mastermind members who never going to be able to perfectly recreate what they did, but if you can learn their mindset and how they persisted,

00:32:11 that's what's most important. All right, third thing I want to say is that the shift happens as soon as you invest. Like as soon as you put the money down, you're a different person because you've had to overcome limiting beliefs, that fear we all do. And I found this with all of my coaching, masterminds, everything. When I invested,

00:32:27 I show up differently and it's the same with our real estate, from all the investments. We've mostly, we've made our money back right away. And with the personal growth ones, when I've shown up, I've created amazing personal shifts and beautiful relationships that continue to enrich my life and my business. So now, you know what a mastermind is, some of the different types,

00:32:44 the eight questions to ask yourself before you joined one and the three biggest things I've learned that I want you to know, they might be wondering a little bit more about what is my mastermind about what is Goalden Girls Mastermind. So if you're open, I love to share a little bit more because it is unique and I've been a part of so many masterminds.

00:33:01 I see what works, I see what doesn't. And from there, I decided to create Goalden Girls Mastermind and make it unique to truly serve you, the woman who was ready for her next level. So Goalden Girls Mastermind is an exclusive community of inspiring bad ass. I should've given us, we're running at the beginning. I forgot, you know what I'm saying?

00:33:19 You're bad. Eight women for 2021. It is an inner circle of similarly successful and driven women to network with be inspired and challenged by bounce ideas off of, and connect

with on a really deep, personal level. It's a program that I run every year. This year, it's going from January to June, 2021. I only do it once a year and it's six months of incredible support.

00:33:41 So I asked some of our mastermind members because spots are filling up fast and I wanted to find out why they're joining. And this is what they said. And so this is resonating for you. Then this might be helpful. So they joined because they wanted to get clarity. So if you want to get clarity on what you want, what the next step is,

00:33:57 maybe right for you, they joined to be supported and challenged to reach the next level in their life. Even though some of them are not actually sure what that is, it might be for you. If you want to shift into a higher purpose and fulfillment in every part of your life, if you want to be inspired by other high achieving goal oriented women,

00:34:13 if you want the support and inspiration of friendship and challenge from a like-minded community. And if you want to feel confident and clear to achieve your goal and the next level of success, this is going to be for you. If you just listen to that and you're like, Hmm, not for me. That is okay. But if you heard what I just said,

00:34:29 and you're like, I want all of that, please sign me up. Then Goalden Girls Mastermind is for you. It is a unique program and I call it a three in one. So it's a traditional mastermind where you get to bounce ideas and networking, collaborate. But it's also coaching with me. It's led by me. And we also integrate 12 modules,

00:34:46 a personal growth material, all in one. So if you want the intimacy, the accountability and the mindset shifts that come from working with a one-on-one coach with the network, collaboration, community, and support that comes from a mastermind. This is for you. And we also tackle and cover topics with and strategies that help you set solid goals that help you shift your mindset,

00:35:08 that allow you to focus on your the time and use that for what's most important to help you overcome procrastination. You focus on what's most important, redefine your relationship with failure, create solid habits, balance productivity, and more. I know that sounds a little overwhelming, but it's over six months. So don't worry. We got you covered. So you get six months of support with 20 calls.

00:35:27 You there's a couple of special bonuses. You get a one-on-one call with me. We bring in guest experts depending on what you need. The a full access to my year in view course and Goalden Girls community. For a whole year, we have a private Facebook group. And if you join before December 20th of 2020, you also get a bonus call to get started with all your mastermind sisters early.

00:35:48 The total value is over \$12,000 and 2021 pricing is only \$4,997 or three payments of 1774, 1,774. So I want you to act now, space is limited. If you want to join in, come

and get be a part of it. This is different in a couple of ways. Number one, it's multidisciplinary. So we bring together women from different groups,

00:36:15 different industries, experience and professions. And what really brings us together is that everyone loves to learn, love personal growth and want to create real friendships and an inner circle. Second thing that makes it different is that it's mindset. First, we go a lot deeper, so bad advice doesn't get through. We go beyond tactical tips and into unconsciously, unconscious programming.

00:36:37 We reprogram that. We figured out your limiting beliefs and work to get you out of your own way. Third, our mastermind focuses on your whole life. So we believe that you can have it all. And it shows up in everything that we do. Again, we're going to get you to focus on one goal, but we believe, and what I find is that our members always say that my relationship is better.

00:36:55 My family's better. My career is better. My overall life purpose and satisfaction is better. This is not just a one, one thing. It is about making your whole life better. And last, this is we because you're meeting everybody three times a month. You're also getting structured content and you actually get to integrate the tips and advice as we go.

00:37:14 And that these tips, these strategies, they allow you to level up as we go along. So if you are nerve cited, you know, a little excited, a little nervous thinking, this might be right for you. Let's have a coffee chat and I will help you make the best decision for you and your best next year, go to Lisa,

00:37:29 michelle.com/apply. The link is in the show notes, and let's find out what the heck you're looking for. Spots are limited. The limit is 15 women. And as of recording, many of those spots are already gone. And I've got a few more people that are considering. I have a feeling that it's going to sell out this year, which is really exciting for everyone.

00:37:45 Joint who's joined and means that if you're listening and you're interested, let's chat. Let's, let's go. I know that hopping on a call can be scary. I want you to know I'm not a high-pressure person. Just consider me a friend that wants to help you make the right decision for you. So to join, send us a DM or book a call.

00:38:02 [Lisa bishop.com/apply](https://lisabishop.com/apply) or go to the show notes. We start January 12th, 2021. And if the sounds of what you were, what like what you were looking for, then we got to have you come and join us by the way, if you're listening and the mastermind is sold out, or you're listening in a future year, you can still go to Lisa, michelle.com/mastermind,

00:38:17 hop on the wait list for future years. So you don't miss out. And also there's more info there as well. And all the links are in the show notes. Honestly, I just can't wait to toast to all

your success in 2021 and beyond. So there you go. My friend now, you know what a mastermind is, why people join them the different kinds and why they're not all created equally,

00:38:35 as you can probably tell him, masterminds have changed my life. And I know that when it's the right program, the right group, it can change your life too. Most importantly, remember that you are your own best expert. You've left the eight questions to ask yourself before you invest your time, your energy and your money in a mastermind, masterminds truly have the power to accelerate your goals,

00:38:52 your career, your business, your family, life, your finances, your health, literally any and all aspect of your life. Whether you decide to create your own or to join Goldie girls mastermind or wait until next year and maybe try something else, make the right decision for yourself. Now that you're ready to do that, decide what mastermind, maybe be Rick ready for you.

00:39:10 See if you decide, you can invest in the mass best mastermind for where you're at. Wow. I really screwed that up. Let me try that again. What I'm wanting to say is, now that you're ready, I want you to decide what Matt, what a mastermind might be the right fit for you. And when you know that, then you can decide and invest in the right one for where you're at.

00:39:26 So thank you so much for listening. If you are as excited as I am, nercvited at the possibility of joining our incredible inner circle of Goalden Girls Mastermind. I cannot wait to connect with you until next time. Keep showing up for your goals and your big dreams. My friend, thank you so much for listening. If something spoke to you, send me a message by sharing this episode and tagging me on social media.

00:39:49 If you know someone who loved to hear this episode, please share it with them too, because I love surprises. Make sure you subscribe to go only girls podcast today. It's the only way to find out about bonus surprise episodes and make sure you don't miss a single beat on your golden journey. Thanks again for listening. And I will talk to you in the next episode of the Goalden Girls Club.