



Hubspot Mastermind Guidelines

“No form of human exchange is more profitable than the exchange of ideas. If I give you a thought in return for one of your thoughts, each of us will have gained a 100 percent dividend.”

-Napoleon Hill

Meeting Details

We will meet monthly on a consistent day and time that works for the members of the group.

You will receive electronic invitations via email. Click “Accept” to accept the meeting and add it to your online calendar. The invitation will contain important information about how to dial into the call and log onto the web conference (screen sharing) tool. You may use a phone, tablet or computer for the audio portion of the call. Although screen sharing is not required, it is highly recommended for most calls in case anyone wants to share examples of his or her marketing campaigns, videos or web site URLs.

In addition to our monthly calls, you can participate in the TLC Marketing Transformation Facebook group 24/7.

Our meetings generally follow this format:

- Greetings
- Success stories
- Hot seat – 10-15 minutes per member

- Goals for the upcoming month
- Useful resources, tips or training (if time allows)
- Closing

Occasionally, we will have guest speakers or facilitators working with the group.

Purpose of Our Group

The purpose of our group is to be a sounding board for marketing professionals and self-employed business owners who utilize Hubspot, so that they can achieve better success with their inbound marketing efforts. “Success” is defined by each person for his or her own self; no two people will have the same definition of success.

Some objectives of the group include:

- Sharing goals, success stories and obstacles they encounter with Hubspot
- Offering support and encouragement
- Helping each other with a common and specific goal
- Mutual growth of mind and spirit in an atmosphere of total trust
- Creating an environment to explore or flesh out new business strategies
- Sharing ideas in a creative and confidential environment
- Holding each other accountable for achieving goals you set
- Offering knowledge and advice, as well as perspective
- Sharing resources such as books, tapes, web sites, articles or vendor information
- Brainstorming the pros and cons to possible business solutions
- Sharing best practices

Group Etiquette

Mastermind groups create a very positive energy that allows each member to achieve more than he or she could alone. You must remember that you are still responsible for your own success. Listen to your own intuition and remember that you are ultimately the CEO of your business or the manager of your marketing department, so you must make the final decisions and live with your choices.

Commitment:

- You must participate in all calls. They are the cornerstone of the group.
- We understand that people have vacations and emergencies. If you will be away from the group, post a message on the Facebook board so everyone is aware. If you don't participate in the group for two weeks without notifying other members, you will be removed from the group and you will not be allowed to join again.
- Give as much as you receive.
- When stating your goals, state them as clearly as you can with a definitive deadline attached to each goal. If your goal is large and far-ranging, also state intermediate "milestone" goals and the deadline for those smaller goals. This will help the group to understand what you're hoping to achieve, as well as help the group to hold you accountable to your goals and deadlines. As the saying goes, "A goal without a deadline is called a dream."

Authenticity:

- Inquire from a genuine desire to know and understand the other person. Inquire from a place where the other person's answers can help him or her to gain clarity and insight into his or her own situation.
- Listen fully, with the intent to truly hear.
- Speak your truth, from the heart, without attempting to make someone wrong.

Respect:

- Avoid discussing controversial topics such as politics, religion or any other subject that is touchy. Never introduce ANY subject that will weaken the cordial and cooperative spirit of the group.
- All discussions must be treated as confidential in order to maintain trust and confidence between members of the group.
- Avoid arguing over points of view. Respect that people see things in different ways.
- Avoid attempting to change someone else's point of view.
- Do not put down other members.

Thoughtfulness:

- Speak only when moved to speak. Take time to reflect before speaking. Avoid knee-jerk reactions.

Openness:

- Suspend assumptions. It is sometimes the person who knows the least about your industry who can give you the best insights, because they come to the idea fresh with no preconceived ideas about how things “should” be.

Collective Thinking:

Members of a mastermind group learn quickly that they must leave their ego at the door. Those who are unwilling to relinquish power won't last long. Problems can occur when some members have unrealistic expectations of the group or they don't grasp the concept of collective thinking. Some members may expect the group to solve all of their business or personal problems, or they may want to use the group as a therapy session. Groups who have self-centered, dominant members may self-destruct if the group allows that behavior to continue. Individual members like this can undermine the true purpose of the group's formation. An individual member who tries to overpower the group or use it inappropriately will be warned and will eventually be voted out of the group if the behavior continues, because that person throws off the whole balance of the group.

Facebook Group:

- You must join the Facebook group in order to participate in it.
- You may set your own Facebook settings to allow for email notifications from the group so you don't miss any important communications.
- Moderators will be monitoring the Facebook group daily, but all members should provide guidance and support to each other. If you see a question and you know the answer, jump in and help a fellow member!
- Remember to keep the tone of your posts as respectful as if you were speaking to another member of the group during our calls,

following the same guidelines outlined above. Follow all Facebook guidelines in our private group.

Adding New Members:

Mastermind groups must be cultivated and nurtured. They don't just happen. When looking for potential new members to add to our group, watch out for users and abusers...those people who tout their contacts and sources, promise you introductions, and—usually after you have delivered the goods a few times—they are too busy or forget to “make good.” An easy way to spot these people is to pay attention to their behavior as opposed to listening to their words. Remember, actions speak louder than words.

Some Final Thoughts

Please post an initial Facebook message introducing yourself to the group. Tell us about your background, your business and a few of your goals for the next 12 months. Include some personal information, including where you live, so we can all get to know each other better. Take time to read the introductory messages of others.

We believe that we can all help each other, grow our businesses and have a healthier and happier life through the use of this group and the principles set forth by Napoleon Hill and other motivational leaders. We know that you will get a lot out of this group by staying engaged and working collaboratively using the guidelines set forth here. Now, let's get started!