

Hey, everyone,

In the lesson this week I mentioned that one of the most effective ways I've found of accelerating progress is getting feedback and insight from other entrepreneurs.

One way to do that is starting or joining a mindshare or mastermind group. This is typically a group of people that get together to brainstorm, share ideas, and support each other in realizing their vision, achieving their goals, and growing their business.

A lot of entrepreneurs I know feel quite lonely and isolated. Because they are the business owner, they don't have colleagues at work that they can commiserate with. And they may not have friends or family members that are in similar positions that they can compare notes with or bounce ideas off of.

This is where a mindshare group can be very helpful. I've been participating in one for the past year locally, and it has been a tremendous source of support, inspiration, and reflection. There are four people in my group. In addition to myself, we have a filmmaker, a natural skin care business owner, and a functional medicine physician who is also a New York Times bestselling author.

We meet once a month for about two-and-a-half hours. At each meeting, we do a brief check-in and share wins and challenges from the previous month. We then go much deeper with one person on a particular issue that they want support and insight from the group on. We rotate to a different person as the focus for each meeting, so that each person in the group gets three focus sessions a year.

For example, over the past year this clinician training program was the topic that I generally focused on when it was my turn. I've been thinking about and planning this program for years now, but there are so many moving parts and so many decisions to make. It was invaluable to have the reflection and feedback of three other smart entrepreneurs that have faced similar challenges themselves, and who know me and my business so well. And it was because of their help that I was able to overcome several of the challenges and stuck places that were holding me back.

Another option for getting this kind of support is joining a larger mastermind group or coaching program. I know that many people in the health space attend JJ Virgin's mastermind groups, which is more specifically geared toward health entrepreneurs. Then there are programs with motivation and marketing experts like Brendan Burchard and Joe Polish. I have never been drawn to these larger mastermind groups, so I can't comment on them, but I have colleagues who really feel like they've benefited.

I've talked about Strategic Coach a few times now during the course. It's a coaching program for entrepreneurs that was developed by Dan Sullivan. They have groups all over the U.S., as well as Canada (where Dan is based) and the U.K.

I did Strategic Coach for a year, and I feel like I got a lot out of it—including some of the concepts I've introduced in this program, like Unique Ability and the entrepreneurial time system of free,

focus, and buffer days. However, as much as I did get out of it, I decided not to continue in the program beyond the first year.

There are a few reasons for this. First, I was in Dan Sullivan's 10x group in Toronto, and that required traveling back there four times a year. With everything I am doing this year with the clinician training program, that felt like it would interfere with the work-life balance I am so protective of. Second, I feel like most of my needs for support and inspiration are being met by my local mindshare group.

But who knows? I may rejoin Strategic Coach in the future, and you may be in a different place than I am at this point, so don't let my experience influence you too much.

So which of these options should you choose?

To some extent, it depends on your circumstances and what's available. I think there's a lot to be said for local mindshare groups that meet regularly in person. You will get to know each other personally and professionally, and I feel that the quality of the feedback and advice that comes out of that kind of relationship is higher than the larger, less personal mastermind groups. And another advantage to these local groups, especially when you're just starting out, is that they are free! Some of the larger mastermind groups and coaching programs can be quite expensive.

That said, not everyone is able to set up one of these groups locally. Or, in some cases, they are able to create a local group but still feel they would benefit from a larger mastermind with other entrepreneurs and leaders with experience that is more specific to their field.

A hybrid option if you can't find people locally but don't want to do one of the larger mastermind groups or coaching programs is to set up your own mindshare and do it virtually. You could use Skype or Zoom to meet via videoconference and still enjoy many of the benefits of a smaller group format.

The important thing isn't which specific option you choose, but that you choose one of them. Virtually every successful entrepreneur I've met in the health space is part of a group like this, or at the very least has a network of colleagues that they rely on for feedback and ideas. It's challenging enough to blaze your own trail with this kind of support, but it's exponentially more difficult without it.

Okay, that's it for now. See you next time.