

MASTERMIND



UTILIZE
YOUR
NETWORK



CAPITALIZE
ON
KNOWLEDGE

Start-Up | Vision | Accountability

Matt Fritzsche & Brian Hubbard
Amplified Minds

CONTENTS

“CULT-URE”	3
Know Your WHY	9
Create Your Vision	15
Why Join a Mastermind Group	28
Mastermind Skills	38
Professional Etiquette	57
Knowledge = Potential Power	65

“CULT-URE”

Our vision of the future is **BIG**. Right now, there is a massive wave of individuals, like yourself, who are starting to see the capabilities of becoming great, wealthy, and known throughout the world! There are currently more business ideas generated daily, more individuals believing there is more out there for them, and more connections occurring through social media, than ever before in history. It's this wave of success, a drive for more, and the race to get there that built the foundation of **AMPLIFIED MINDS**.

Our goal is to get YOU promoted, build YOUR business, and launch YOU to the next level. We believe in the individual, the network, the Start-Up, the Business, "Shelf-Education" and You.



Brian Hubbard & Matt Fritzsche,
AMPLIFIED MINDS.

WE BELIEVE YOU ARE EITHER ACHIEVING YOUR GREATNESS OR ABANDONING YOUR POTENTIAL.



ACHIEVING

your greatness is:

- Accepting who you are but never settling for who you are
- Seeking *opportunity* and not security
- Knowing you are, and strive to be, ABOVE AVERAGE and UNCOMMON
- Staying true to your values and letting them drive your passions
- Saying YES to all opportunities
- Taking a look at your financial status, education, history, friend group, what others think of you or your ideas, and saying, “*That does NOT define me. I define who I am and what I can be.*”

ABANDONING

OUR
VISION

your potential is

IS TO
SEE YOU
ACHIEVE
YOUR

- Accepting who you are AND settling for who you are
- Seeking security, not opportunity
- Believing you are average and common
- Saying NO to opportunity
- Allowing your financial status, education, history, friend group or others thoughts to define you

GREATNESS

1 BOOK

2 RESOURCES

WHY

MASTERMIND

1

MASTER•MIND: Transforming your “mind” into the most powerful tool you can use to achieve your goals, build wealth, grow your network, become known, define success, create lifestyle, faster than you ever thought possible with your own abilities.

2

MASTERMIND: A group of like-minded people sharing similar purposes who gather together to: provide resources, share knowledge, determine goals, and commit to holding each other accountable. It’s the only way to take your long-term goals and achieve them NOW!

Infinite Knowledge

Infinite Power

Through Infinite Connections

How many people do you know that could connect you to the entire world?

The answer was provided by a Facebook research study called, “The Three and a half degrees of separation.” This study showed that you can literally connect with every individual across the world through just FOUR (3.57) friends on Facebook. That’s the power contained within your own connections.

Knowing you have access to all the people in the world through just four of your own friends, what will you do?

IMAGINE THIS: The world is filled with an *infinite amount of knowledge*. Utilizing a network will allow you to brainstorm, overcome challenges, provide information towards your ideas, direct you with the right resources, and help you *ACHIEVE* what you desire most, as fast as physically possible! That is where the power comes when you talk about connections – it’s through the knowledge and resources they can supply to you as you step towards **ACHIEVING YOUR GREATNESS!**

CHALLENGES
ENTREPRENEURS
FACE:

- Getting connections together
- Utilizing your network
- Capitalizing on knowledge

In the rest of this book, you will be learning how to **UTILIZE YOUR NETWORK** and **CAPITALIZE ON THAT KNOWLEDGE**. Once you understand how to use these to your benefit, you will desire to join our **COMMUNITY OF ACHIEVERS** where we focus on getting networks together.

Our drive, passion, and vision is to connect the world's knowledge and provide YOU access to that knowledge with the steps needed to capitalize on it.

ARE YOU READY TO JOIN OUR COMMUNITY OF ACHIEVERS?

YOU WILL ACHIEVE GREATNESS!

Start-Up success
will improve
exponentially

Capitalize on the
most successful
generation yet

Increase your
income

See your own dreams
and visions come to
fruition



JUST ASK OUR FRIEND, WENDI K.

“When I met Matt and Brian I knew I needed to work with them. Their collective knowledge through self education derived from hundreds of hours spent reading/listening to experts and then applying those principles to their own successful business ventures was in and of itself impressive, but then attending the Mastermind Group opened up a whole new level of appreciation for their skills as facilitators. Whether you have already identified your dream and would benefit from collective expertise and ideas to cultivate and grow your venture or know that there is a dream in you but need assistance in identifying your passion, Matt and Brian are masters at fostering an environment where the creative process abounds.”

KNOW YOUR WHY

One of the most important things you can do for yourself is to understand and clearly define your WHY. The power of knowing your WHY crosses into every facet of your life. Your WHY gives you purpose and allows you to create intrinsic motivation that propels you forward.

When you know your WHY, your WHAT is driven by purpose and ultimately becomes more impactful!

A big mistake we encounter frequently is people focusing on the WHAT without knowing their WHY. Although important in time, focusing on your WHAT before your WHY can lead you away from the path you truly wish to be on and potentially waste a lot of time. Focusing on your WHY will begin to light the path for your WHAT, enabling you to maintain sight of your true vision.

To further clarify, your WHY should be the driving force behind all areas of your life: your daily activities, building a business, growing a company, being a great parent, becoming a great leader and more.

Your WHY Impacts Every Aspect of Your Life

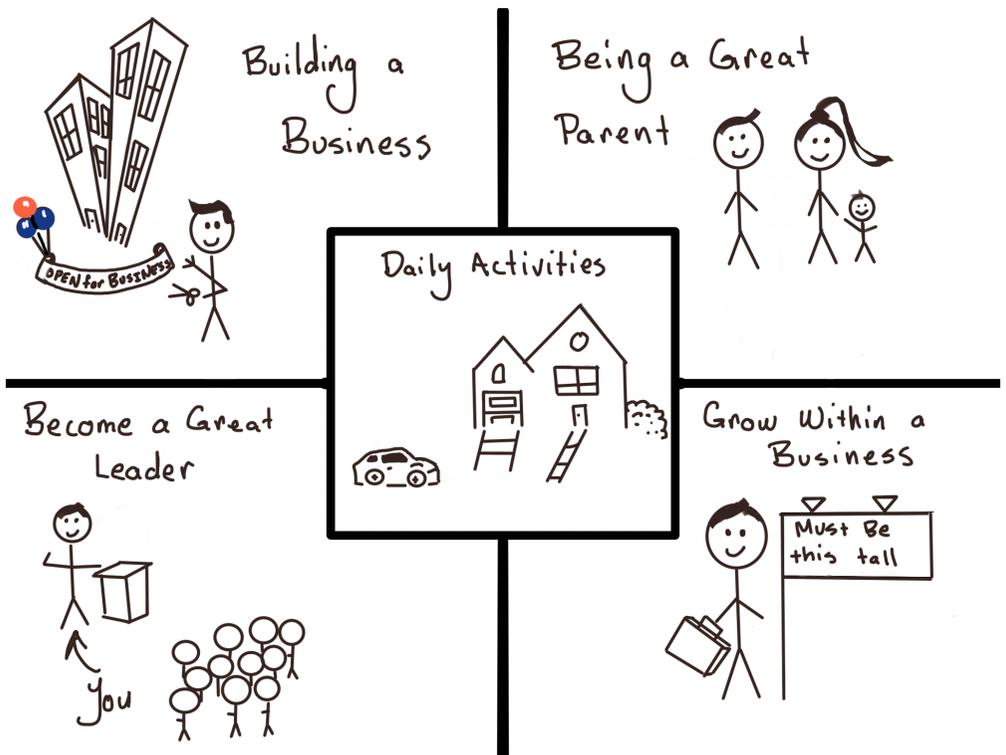
Daily activities

Building a business

Growing within a company

Being a great parent

Becoming a great leader





EXAMPLE

Here's a perfect example of a WHY and how it affects every aspect of your life from our own Director of Operations, Emily Eads:

AM: Why are you working here?

Emily: Because I really want to help others succeed and Amplified Minds has a vision that I can get behind that will allow me to do that. Since we're all driven by wanting to help others succeed, I was able to build a connection with you guys and the direction you wanted to take this company.

AM: How does that affect your approach to growing the business?

Emily: Every task I approach, every daily thing that I do is to drive that success. Everything I do has to move the company forward towards their vision and others' success.

AM: How does that affect you as a parent?

Emily: It really affects my children in two ways. One, they get to see that my desire is helping others and that really teaches them and shows them that principle of helping others. I know they will take that lesson out into the world and put it to practice as well. Second, is showing them the work ethic behind the decisions I make that drives us towards success. They get to follow my example as well as learn what I learn and go out and utilize that knowledge for their benefit and the benefit of those they come in contact with.

HOW To Define Your WHY

This is the most instinctual part of discovering yourself. Your WHY will take time and a lot of personal reflection and may not be easy to define at first. Think about your values - or - what's most important to you. Your WHY will include things you would defend or stick up for most, your beliefs, your desires and any idea that will motivate you to relentlessly press forward.

- Your WHY is what excites you to think and dream.
- It's the ideas you have worth fighting for.
- Your WHY is what you believe in most.
- Lastly, your WHY defines who you hope to be!

First, reflect on the items that are most important to you. Don't worry about being selfish; your wants, desires and beliefs are unique to you and what will allow you to impact your life and the world in a positive way.

This brings us to your next step in finding your WHY. It's imperative that you discover how your WHY influences others and how others can benefit from what's driving you.

There are several reasons why you should begin any life or business journey with your WHY; not only will it guide you to your WHAT, but you'll find that most people will be more interested in why you're doing what you do rather than just what you're doing. It's human nature to feel a connection to and follow a story more than an individual alone. Take your followers and fans on a journey by helping them see why you are doing what you're doing. Sharing your WHY will help others to relate to and engage with you and your business.

Knowing your WHY will keep you engaged in your own vision and goals. When you're presented with a challenge - and there will be challenges - that makes you think twice about what you are doing, you need something to fall back on that makes the decision to continue to move forward as black and white as possible. This is your WHY! When the going gets rough, and you are questioning whether or not you should go forth with an idea or action, knowing your WHY will make the choice very clear.

Knowing
your WHY
will keep
you
engaged in
your vision
and goals



STOP! COMPLETE THIS CHALLENGE

Write down your WHY. When you think you have it narrowed down, ask yourself why five more times.

Your WHY might be: I want to start my own business so that I can work from home during the hours that are best for me.

Why? (1)

So that I can stay home with my children.

Why? (2)

Because my children are in daycare and I really think they should be home with a parent.

Why? (3)

Because my mom was home when I got home from school and I want that for my children too.

Why? (4)

Because people may think I'm a bad parent if I'm not always there for them.

Why? (5)

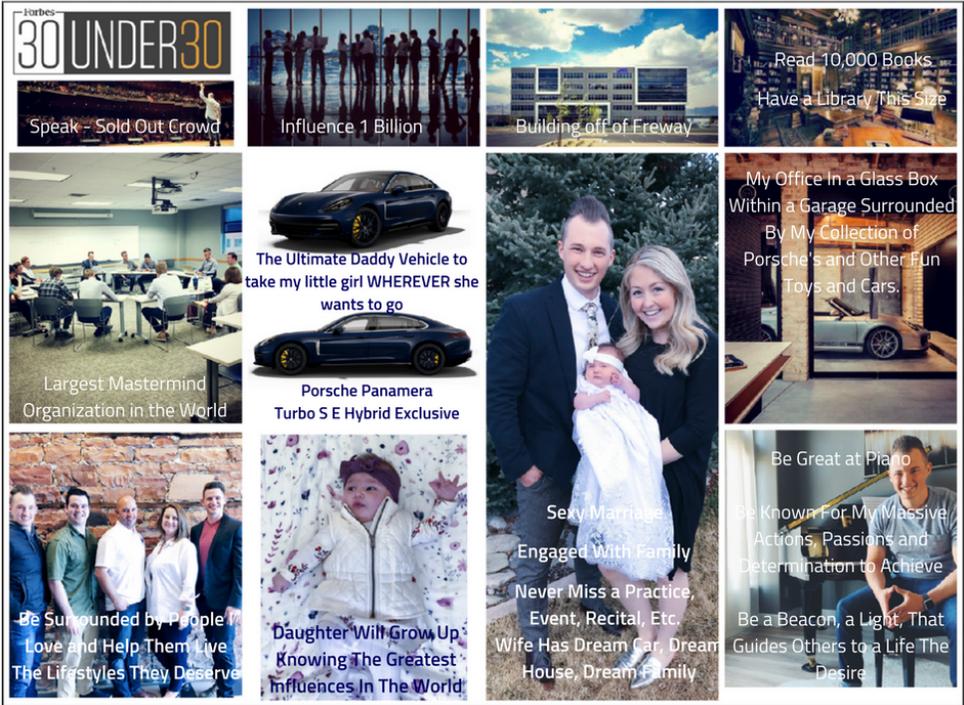
Because I want my children to feel loved and secure and know that I will be there for them.

CHAPTER 2

CREATE YOUR VISION

What does success look like to you?

Matt Fritzsche's VISION BOARD



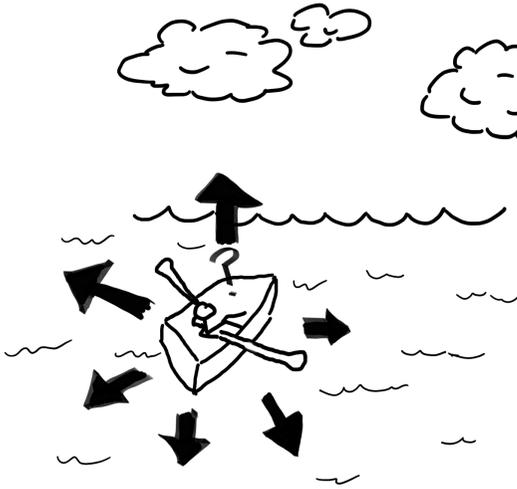
Envision yourself enjoying your success.

Think of where you want to be: Are you in a new home? Driving an exotic car? Financially Independent? Now, clearly picture that moment in your mind as frequently as possible.

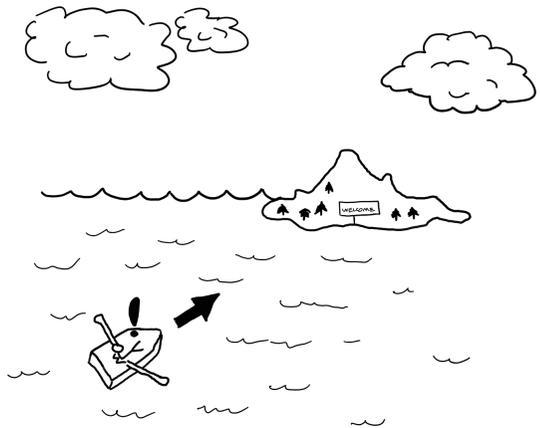
The concept is easy, but the implementation is not. Your vision is to be taken very seriously, as the vision you have of the future will reveal itself in your everyday actions. Like the law of attraction states, "You are, or you become, what you think about most of the time."

If you can't formulate this vision of yourself in the future, you're wandering with no direction. Without a vision you are giving little value to the actions you take and not providing any motivation toward seeking out opportunity.

Not having a vision is like getting stuck in the middle of the ocean on a row boat. Sure, you can paddle hard and eventually arrive somewhere - but wouldn't it be just as nice to have the island a short distance away?



VS



Creating your vision is creating the island. It gives you a place to row toward and will bring you back to focus when you begin to drift away from your WHY.

VISION

VS.

GOAL

VISION: sets your direction and your pace.

GOALS: act as mini milestones towards your vision.

Your vision is **BIG**, **BROAD**, and **EXCITING**. It sets your direction by giving you a destination. It sets your pace by being exciting enough that you can barely live without having it **NOW**.



Your goals are **specific** items needed in order to achieve that vision.

Goal setting is where you take your vision, ask *what needs to get done now to achieve it*, and then give it a deadline.

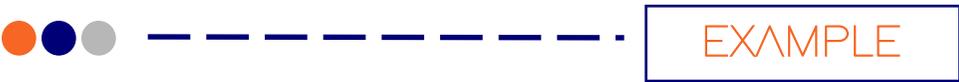
Exciting & CRAZY

There's nothing worse than a "realistic" goal or vision that limits you and doesn't allow you to really stretch yourself to achieve greater things. This is abandoning your potential. Achieve your personal greatness by making your goals slightly on the other side of crazy! Just far enough out of reach to get excited about them! Literally, you need to make your vision and your goals as exciting as you can make them! Your vision should not be boring! Instead, it needs to make you shake with enthusiasm. A goal without excitement behind it simply becomes a task. Make sure every goal you set is driving you forward and getting you closer to your vision.

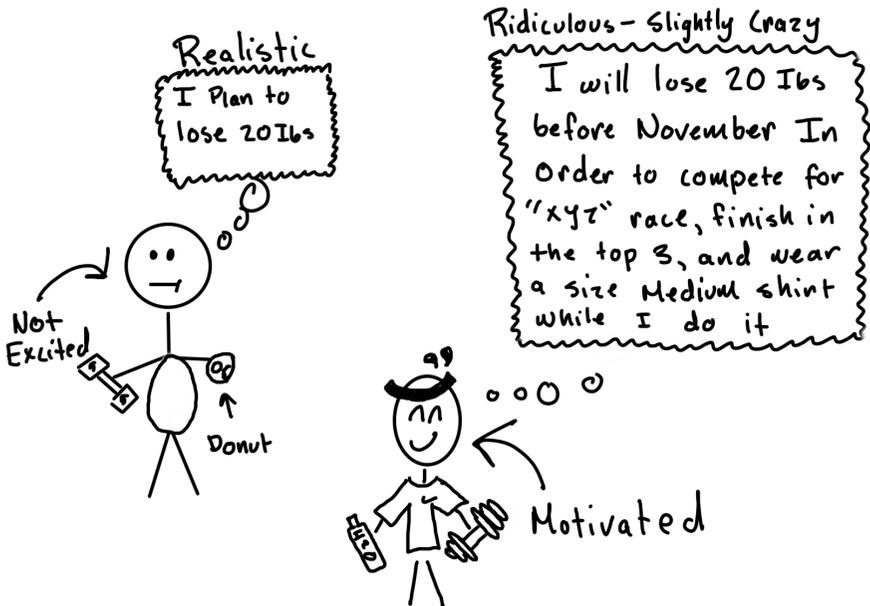
Society has taught us that we need to create realistic visions and goals. When we replace realistic goals with the more dominate ridiculous goals, subconsciously you don't think about the limitations that come when you choose to be realistic. It makes ALL the difference in your day to day actions because they determine your own beliefs. Bottom line: realistic goals do not drive us to reach our highest potential.

WILD success doesn't accept the vision and goals of 99% of people. Why set your visions and goals to match the rest of the 99% when it's SO EASY to set them like the 1%?

Push yourself! Make it so exciting that you refuse to give in to daily temptations that work against you as you set out to achieve your greatness.



Saying, "I will lose 20 pounds" is a great, realistic goal. But...it's not slightly on the other side of CRAZY! Slightly crazy is saying, "I will lose 20 pounds before November, in order to compete in "XYZ" race, finish in the top 3, and wear their size medium t-shirt while I do it!"





Step 1

Write the 3 BIGGEST items you want most but are a little too far out of reach right now. These 3 items, if things worked out perfectly, are items you could have within a year.

Step 2

Once you've made your list - **ask yourself the following:**

1. If I told this to my closest friends, would they think I was nuts?
2. If you made 10x the money, is that what you would have your eyes set on?

If your answers were:

1. No. Not Really. Maybe. Kind of.
2. Yes. Maybe. Highly likely. Possibly.

YOU'RE BEING TOO REALISTIC with your current goals!

Step 3

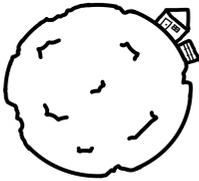
If your goals were too realistic, rewrite them and make them more ridiculous! Your answers to the questions in step 2 should be reversed!

Question 1 needs to be answered with a **YES**.

Question 2 needs to be answered with a **NO**.

THREE TIPS TO INCREASE YOUR PERSONAL ROI

Private Mars Condo



1. RIDICULOUS

Your goals are more than slightly crazy!



2. OBSESSION

Focus on something to the point of insanity. Make it so exciting you refuse to give in to daily temptations and distractions.

Reality



In-Body



3. "IN-BODY"

Correctly spelled and pronounced "embody" which literally means giving a tangible or visible form to an idea, quality, or feeling. Which is ALSO quite literally making ideas and thoughts tangible as if you could touch, smell, hear, feel, and even taste what it's like inside your own vision.

How to write down your VISION



amplifiedminds.com

- Speak in Present Tense
- OWN IT!
- Avoid Destructive Language

SPEAK IN PRESENT TENSE

When you write your vision, it is vital to write it as if you already own it. We commonly hear people reference their vision as if they 'will' happen versus it has happened already. Think about the last time someone told you about their New Year's resolution. Odds are strong that they didn't tell you, "I am debt free!" Likely, they said to you, "My goal is to be debt free." The three little words, 'is to be' defines it as something that doesn't exist but might in the future. Instead, always write your vision in present tense as if you completed it already. The entire purpose goes back to the law of attraction. You are what you think about most of the time. When you think and write your vision as if you already own it, you begin to tell that message to yourself subconsciously. Soon you will find yourself seeking opportunities, taking actions, and driving results that lead you towards your vision.

For example:

"I drive a Porsche 911 Turbo."

"I earn \$100K a month for my company."

"I influence half a million people each month."

OWN IT!

OWN IT!

Owning your vision is writing it in a way that commits you to achieving it by making it bold, optimistic and powerful. Making the statement loud enough to gain attention!



I AM a millionaire
I AM the difference in
1 Billion People's lives
I AM the GREATEST DAD
that EVER existed
I CAN LITERALLY DO
ANYTHING I WANT
IN LIFE

CHALLENGE



Here's a challenge! Take two minutes and get out a piece of paper and brainstorm 6-10 goals and simply jot down a keyword for each of them..... done?

Ok, once done write out your 6-10 goals in the format you've learned (present tense with some ownership).

Now, CAPITALIZE THE MOST IMPORTANT 'OWN IT WORDS' AND THE 'HECK YA' WORDS.

FOR EXAMPLE, "I AM a MULTI-MILLIONAIRE."

In this case, "AM" is the 'own it' word and the 'heck ya' word (one that causes you to smile, fist pump, and verbally say 'heck ya' when you read it or write it) is "MULTI-MILLIONAIRE."

CAPITALIZE YOUR VISION

When you first begin the exercise of capitalizing your vision, you'll start with only the words that require commitment (generally, the first two words or so; such as: "I AM" or "I RUN"). After you do this exercise a few times, you begin to write half the sentence in all caps. After about three or four visions you begin to fight the urge to capitalize ALL the words, and you don't for the sole purpose of it "feeling weird" as if you're being overly excessive with your excitement and energy. This is where the **OWN IT** comes in!

Make it something others would see, feel that discomfort, and question you whether or not you needed to capitalize every word; to which you simply respond, **"HECK YA! I WILL OWN THAT - ALL DAY-!"**

If ALL your visions and their sentences aren't fully capitalized by the end of this challenge, YOUR VISION ISN'T BIG ENOUGH. If your vision doesn't scare you, it's not big enough. If it doesn't excite you enough to want to write it in all caps, it's not big enough.

Lastly, quit worrying about the "rule makers!" Game changing companies don't ever follow someone else's rules - they create their own!

Avoid destructive language! Destructive language includes any words that people often associate in a negative way.

Just like we discussed in “POSITIVITY: The Powerful Beginning” you should steer away from negativity. Why? You all know that one person who brings you down by being negative? Their negativity is contagious and it affects you directly as well as everyone you interact with. Destructive language does exactly what it says it does: it destroys! Avoid negative and destructive language.

DO NOT USE

"No"

"I will quit [doing something]"

"I don't"

"I won't"

"I never"

Instead, say something like, "I AM smoke free."

~~IM~~POSSIBLE!

CHALLENGE



If your vision includes destructive language, rewrite it as a positive statement. If you're having trouble composing your vision in a positive way, use "The Positive Journal" by Matt Fritzsche.

WHY JOIN A MASTERMIND

Accountability - The difference between an idea and success.

It's tough to achieve goals by yourself! Many of us set goals, but few of us receive the kind of accountability necessary to achieve those goals.

Think about all the great ideas you've had in the past that you believed could significantly improve your life, your business, the life of others, or the business you work for. How often did you take action? If you didn't, why didn't you? If you broke that reason down to the very basics, we would boldly declare that it was due to a lack of **ACCOUNTABILITY!**

Here's a disheartening thought, where would you be in life right now if you had taken action on those ideas and seen them through to fruition? Accountability makes the difference, and an Amplified Minds Mastermind Group is the only group that sticks with you and holds you accountable until your goal is **ACHIEVED.**

How? Through PEER accountability and PEER follow up. That's utilizing your network, capitalizing on knowledge, and **ACHIEVING YOUR GREATNESS.**

WHO IS A MASTERMIND FOR?

- If you're a Start-Up
- If you have a ridiculous vision
- If you want your business to grow
- If you know (or are figuring out your WHY)
- If you have business ideas you believe in
- If you're ready to be paid what you're worth
- If you have a BIG dream but you don't know how to get there
- If you're ready to connect with like minded individuals
- If you feel you're surrounded by people & wonder how to "get on their level"
- If you're a person ready to walk the walk, and not just talk the talk

DON'T TAKE OUR WORD FOR IT!

"The Mastermind Groups have helped me achieve and set goals every week. I have learned to be persistent to what I want to accomplish which in this case are my goals. Because of the Mastermind Groups, I have started on making my dream job a reality. I recommend the Mastermind Groups because they help you reach your goals by holding you accountable every week so you can accomplish your goal so by next week so you can set a new goal." - **Carla H.**

"It was a great experience to get together with driven, like-minded individuals and receive not only feedback, but REAL solutions to REAL problems that entrepreneurs face on a day to day basis." - **Hayden P.**

"The Mastermind sessions through Amplified Minds have been a true life changer. They have boosted my motivation and confidence and opened up countless doors for the future. It's a huge booster to be held accountable for the goals you set, and the atmosphere they create is nothing short of special. Amplified Minds is truly a unique company with loads of potential."
– **Grant H.**

ENVIRONMENT OF GAME CHANGERS

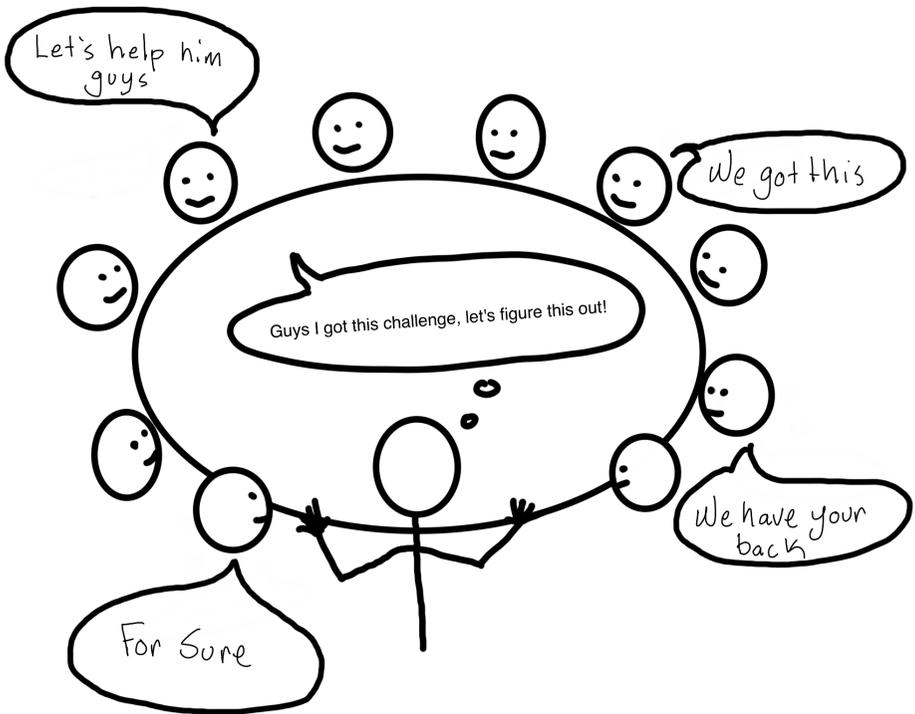
Our Mastermind Groups are the only place where you, as one the visionaries, creatives, and game changers can gather together and safely express your own **BIG** visions with others who also seek **BIG** visions and be commended, thanked, and appreciated for your ideas.

As one of the visionaries of the world, the odds are you've been criticized for your ideas, pitched someone else's idea of a "successful" path, been told to relax and slow down, or been told to do what is 'known' to provide a 'comfortable' life. **Tired of that?** We were too, and so are tens of thousands of individuals just like us!

To solve this problem and create an environment that welcomes all ideas and thoughts, **AMPLIFIED MINDS** has created Mastermind Groups for you "Game Changers." Our Mastermind Group policy includes zero tolerance towards negative criticism and is built by our community of **ACHIEVERS** and **"CAN DO"** individuals.

People in Mastermind Groups
THINK like you, **ENVISION** like
you, **TALK** like you, **SET GOALS**
like you,
and most importantly
TAKE ACTION like you!

How many times do you have the opportunity to be surrounded by 10 individuals, with all different backgrounds, experiences, and knowledge, who's entire purpose of being there is to help you succeed? Mastermind Groups are not only a group of people gathered together seeking the same thing you are, but you're actually helping each other brainstorm and set goals to *achieve* those game changing ideas! That is power that *only* exists in getting together networks in the form of Mastermind Groups.



EXAMPLE

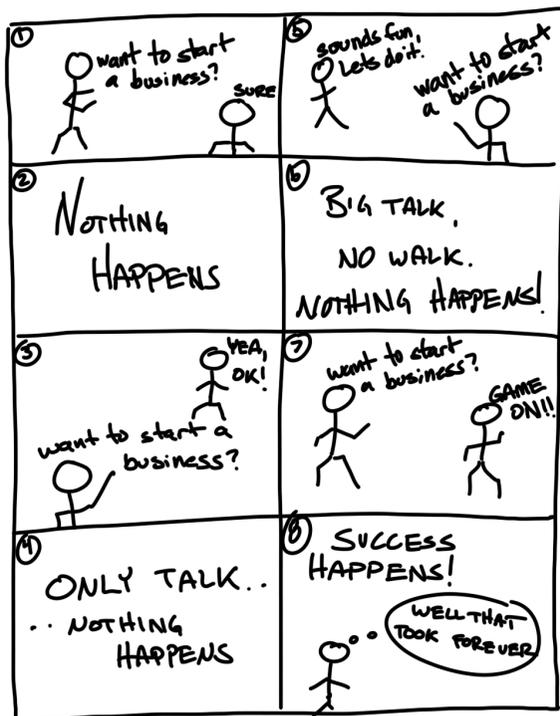
The owners of Amplified Minds (Matt Fritzsche, Brian Hubbard, and Ryan Fritzsche) have always sought to find people like themselves who would stand with them to challenge the status quo. After reading "Think and Grow Rich" by Napoleon Hill, for the first time when he was 12, Matt saw the need for a Mastermind Group among his own friends. This was something that absolutely did not exist, and when the attempt was made, there was little interest. This was before social media where we had to rely on who we knew directly. A similar thing happened to Brian when he sought out that person to partner with to create that "Game Changing" idea. Five years, as he recalls, went by as he actively pursued that individual and came up with many "talkers" but zero "walkers." Years went by and stronger attempts were pushed to get together this type of group. What we know now is that people weren't ready to accept this great idea. Now it's 2017 and there are more people in this world racing to succeed than ever before, but they're choosing to race on foot while a select few are driving race cars. The timing was perfect, and the vehicle was built. Our purpose is to get YOU inside this Mastermind vehicle to help you race towards that success you desire most! That vehicles engine is the group you're surrounded by who THINK like you, ENVISION like you, TALK like you, SET GOALS like you, and TAKE ACTION like you. That search is over! You now have a place where you can utilize a network that helps you capitalize on knowledge!

Like Minded Peers

A Mastermind Group is **THE** place to connect with other like minded individuals sharing a similar purpose.

Take our experience as an example: With years of searching, finding a business partner who shared the same work ethic, vision, and passion was very difficult. It was by chance that we connected. Rather than leaving it to chance to find those similar minds you want to surround yourself with, a Mastermind Group will bring them all together.

It's the fastest way from A-Z with the least amount of resistance possible.



“I HAVE NOT FAILED”

People fail hundreds, even thousands of times, before they succeed. These failures are the sum of every decision that went wrong, process that didn't work, idea that wasn't accepted, and so on. Through persistence, most of the successful people you know went through those trials and came out on top. What if you could have a group that provides you the information that works, support for ideas you have, and help you achieve goals that will benefit you most, so you don't have to fail hundreds to thousands of times before you succeed?

One example of how useful knowing how not to do something is; Thomas Edison, one of America's greatest inventors of all time. Edison created the light bulb, but before he was able to figure out how to make the light bulb that is giving you light right now, he failed more than 10,000 times! This is what he said about his failures

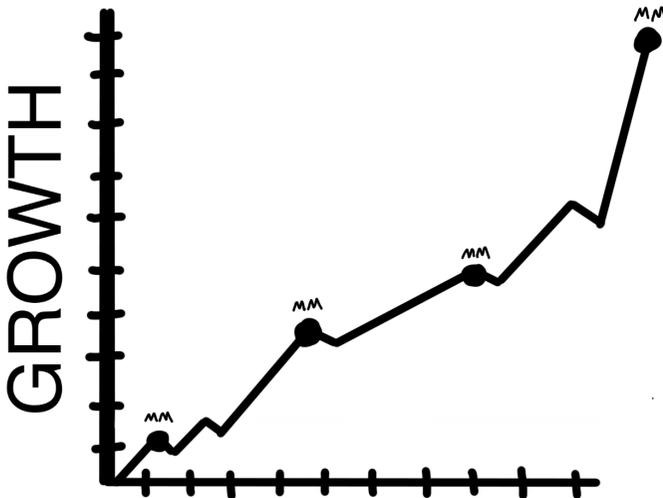
"I have not failed. I've just found 10,000 ways that won't work."

For as fantastic as his persistence and tenacity was, what if Edison could have been able to find out just after 100 or 200 tries?

This is exactly what a Mastermind Group can do for you, speed up the process of how fast you accomplish things! It will get rid of a lot of failures that you would have otherwise put yourself through.

WHY IS THIS KEY TO GROWTH?

If you have business ideas, if you have a business already, or if you're seeking growth, they all require making certain decisions that are mostly going to be risky. Why? Because most of your decisions are based on instinct and other people's results, not your own data and results. A Mastermind Group will provide you the knowledge, experience, and connections needed to surpass that "figuring out" stage of building your own empire.

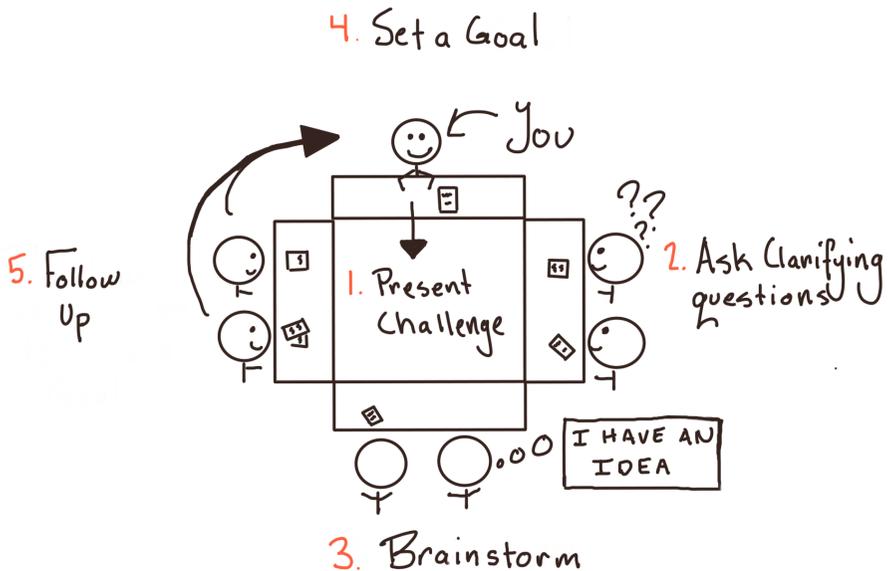


Decisions made, Actions taken
mm = Mastermind Group attended

MASTERMIND FORMULA

- Establish your 6 month goal
- Present your challenge or idea in the form of a question
- Brainstorm with 10 other people on how to build the idea, or resolve the challenge (like having 1-on-10 coaching)
- Set a short term goal based off of the group discussion
- Be held accountable by the rest of the group and report to them in the next session
- Receive follow up reminders via email weekly
- BEGIN TO EXECUTE SUCCESS

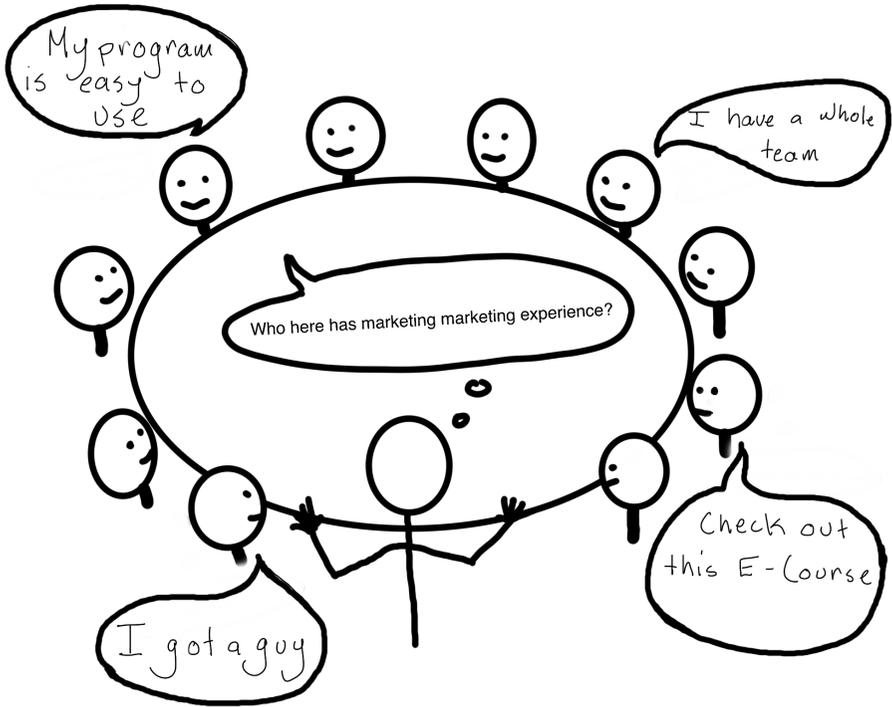
STEPS IN A MASTERMIND



MASTERMIND SKILLS

Whether you're presenting to an investor, pitching an idea to your employer, selling a product, or managing a family conflict, the skills you will learn in this section are powerful tools you need to succeed and get what you want! That is why we've titled this book **MASTERMIND** (in two colors) because we are helping you create your own MASTER-MIND. One place to practice these skills, where you can completely *utilize your network and capitalize on knowledge*, is within a MASTERMIND GROUP. Yes, these skills are very beneficial in the real world, but they are also the only way to succeed within a Mastermind Group and make your Mastermind Group succeed for you!

Soon, your Mastermind Group will be the MOST professional meeting you attend. Even the people inside your group will become among the most important individuals of your life. Why? Because we're going to teach you how to get the very most out of your relationships that will generate achievements, create your greatness, and fulfill your vision!



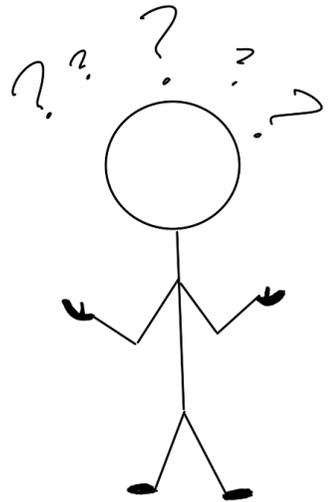
Utilizing the power of your Mastermind Group

UTILIZE YOUR NETWORK

Ask

Whoever said “curiosity killed the cat” obviously didn’t survive too long or become very successful. Curiosity is the QUICKEST way to get what you want, especially in the highly competitive world we live in. Asking questions isn’t just for others to gain clarification from you, it’s for you to seek guidance from others!

This same concept will create your success! It's our belief that you can only grow to the amount of questions you ask. You are a curious person and that curiosity led you to this book. Yet very few of us use our curiosity to its fullest. Have you ever seen someone driving a nice car and wondered what they do to afford that? Maybe you've met someone who has succeeded in your industry and you want to know how! Or, maybe it's simply seeing someone with several kids who seems to have their head on straight while you're going nuts. When you've come across these individuals, did you ever stop them to ask questions? Believe it or not, many people out there are great people who would love to help you out!



So why don't we ask? Too often we fill our minds with the "worst case scenario." This is filling your mind with a story that doesn't even exist. Ask yourself, is it a fear of looking like you don't know what you're talking about, or what they'll think of you if you do ask?

Our experience has shown most people are creating a worst case scenario story that doesn't even exist! The danger here is what you're missing out on and the opportunities you're letting slip by. If you're going to tell yourself any story at all, why not tell yourself: "What's the best thing that could happen?" You never know who has that little piece of information that will change your life forever!

Not only is it a valuable skill to learn for your day to day activities, but it's vital in a Mastermind Group as well. Here, we will focus on asking the right questions in a Mastermind Group because it is a skill you **MUST** know to utilize your network and their infinite amount of knowledge.

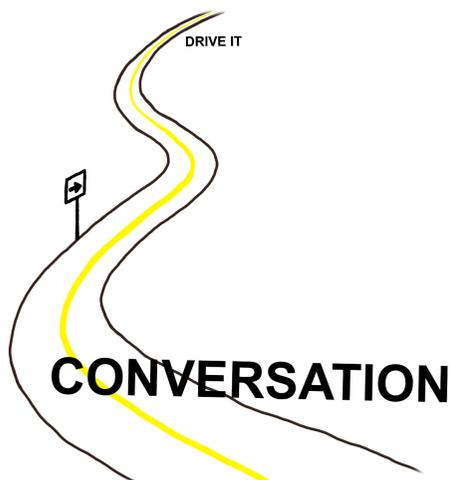
Asking the right questions is a
vital Mastermind skill!

Asking the right question alone is how you access an infinite amount of power through an infinite amount of connections.

Asking questions is a FAST way to get what you want. In a Mastermind Group setting, you must go well beyond the initial challenge question. We've seen a lot of individuals ask their first question, sit back, and let others formulate the direction of the conversation.

This is one of the most important things you can do to drive any conversation in the direction YOU want! Your time should not be taken up by others asking questions and providing ideas. This is your time to be selfish! You have every right to take control of the conversation by asking questions to drive your Mastermind into the right direction that will benefit you the most!

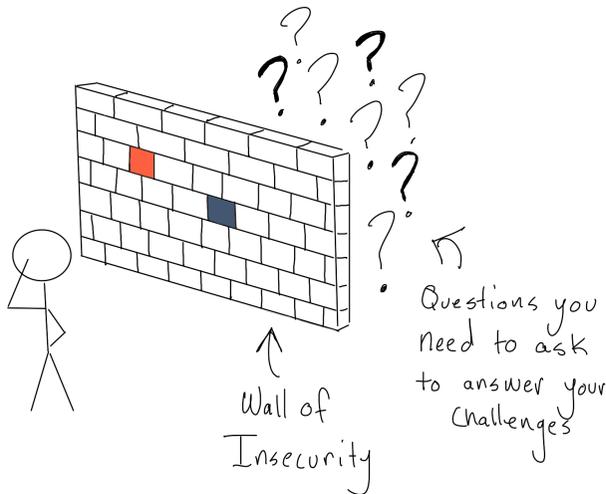
Here's an example: You've asked, "How do I create more value for my audience, aside from my blog?" Someone in your Mastermind Group says, "You should consider a podcast! I'm an avid listener and would totally listen to you!"



In this situation, it's generally the facilitators responsibility to drive for more information. However, rather than hoping your facilitator pushes in the direction you want, you can take control! For example: The facilitator might ask, "Great idea! Do you know anyone you would be willing to connect [Joe] with?" Even though it may be good info to know, YOU may already have the connections and are more curious as to WHEN they listen to the podcasts!

Drive the conversation to your benefit by asking others the RIGHT questions. Yes, this is a skill. Anyone can ask a question. But asking a question with the intent to drive the conversation towards setting a goal can be difficult.

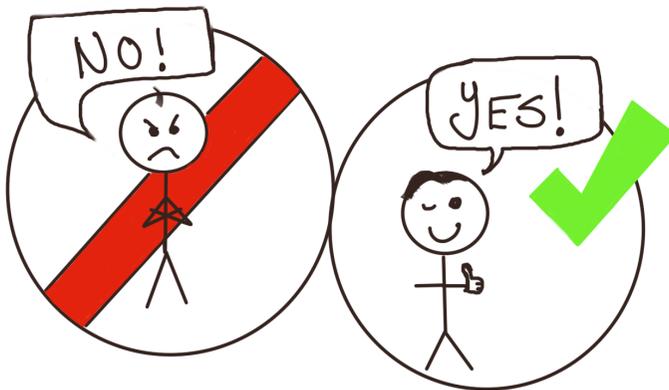
Sometimes we have a wall of insecurity keeping us from asking the questions we need! Why? Because we fear looking like we're smaller than we are, don't know enough, or look weak.



Example: Your company is trying to figure out whether to "market more" or "sell more" to its clients. Someone tells you, "well I'm sure you know, but Facebook has a way, of course, to market AND do some selling, depending on the ad you set up." Secretly, you want to know more but you think, "this person thinks I should know this and I don't." That pride keeps you from asking a question. **DON'T LET THIS HAPPEN!** Curiosity is the only way to advance and grow, feeling uncomfortable is the sign that you are growing!

This is why our Mastermind Groups exist: to create a "can do" environment!

Can Do Attitude



It's a place to trust others to be invested in your success, after all, that's what they're doing too, investing in the chance to help others succeed. So ask! And **DO NOT** justify your question or give any excuses. Own the fact that you want to grow!

What does it mean to overcomplicate questions and why you should avoid it?

You do need to be careful, too often when we ask questions, there is a tendency to drive ourselves into a hole where we can't get what is wanted. Here is an example of how this happens:

We ask too many questions at a time. e.g. "Can you tell me more about your idea and then will you tell me how you think I should use it?" Even with two questions that seem easy to follow, most people struggle to focus on both, and if they can, they don't give you their best answer as they're focusing on two separate things. Generally, they'll respond with one answer that is 50% of its power because they're attempting to answer two questions in their mind, while really telling the half answer to one. Give them ONE question. Once answered, ask your second (or third) question; but remember to keep it simple.

KEEP IT SIMPLE

- WHO
- WHERE
- WHAT
- WHEN
- HOW
- WHY
- DO YOU (HAVE, WANT, FEEL, THINK, BELIEVE, RECOMMEND, WISH, ETC.), AND EVEN WOULD.

Below are examples of using these:

- "How has that worked for you?"
- "Where do you see that applying towards me?"
- "Would you ever use this?" -or- "Would you consider changing your idea to target millennials? - or- "In your mind, would that work with my current situation?"
- "After you applied that, when did you see growth?"
- "Why would you pay for something like that?"
- "Who would be best to talk to for that?" From which you would say AFTER, "Do you have their info." AGAIN, don't ask two questions at once. Even if it requires a simple "yes" or "no" answer.



If done correctly, using this strategy will yield direct, useful information that will move you toward success. This will take practice to perfect! The best way to practice this is to have a conversation, any conversation, and start asking questions like the ones shown above. Don't worry if you don't get it right away, you will!

Did you notice anything about all of those questions that were given as examples? *They were all open ended questions!*

To best utilize your network, you first need to present a challenge in the form of a question.

Open ended questions allow someone to think deeper than a simple yes or no. Yes, there is a time and place for closed ended questions, like yes and no, but more often than not, opened ended questions pull out the information needed to provide the desired result.

Although it may be the easiest skill by sight, posing a challenge (or idea) in the form of a question is very difficult. For some, it's hard to establish the question without being too vague. For others, it's hard to get to the question because there's too much information.

When you're in need of something, the best way to help yourself is avoiding an elongated story that leaves them guessing what you're seeking.

What we've seen:

Too many individuals come to us with challenges and say, "let me tell you a five minute history, followed by a three minute story, and then I will somehow have slipped my challenge in there," and hope we can solve their challenge.

To be more effective:

1. Ask a question that is short and right to the point.
2. Provide an ELEVATOR PITCH (30 second background summary).
It's ok to give background - BUT FIRST, ask your question! Without the listener thinking about your question in the back of their mind, they could take the conversation in a direction away from what you're trying to address. Having posed the question from the beginning, they now know what to think of to answer your question in order to best answer.
3. Revisit your initial question.

An example would look like this:

NOT EFFECTIVE:

"My challenge is: I have an issue with my marketing guy and I need to know how to communicate with him without hurting his feelings because he's been a family friend for a while and I'm worried about him also being my neighbor because he is not getting tasks done on time." No immediate and focused help can come from posing challenges like this.

Instead, GET RESULTS:

"How do I handle a close friend who's not getting tasks done on time? I hired my neighbor, and family friend, as my marketer. He simply isn't getting tasks done on time. How do I handle this close friend who's not getting tasks done on time?"

Have you ever walked out of a meeting and thought to yourself “well that was a waste of my time?” Why was that meeting a waste of time? Because time was spent in topics or details that weren’t needed! At each meeting you attend, whether it be a Mastermind Group or a company meeting, the goal is to get things done!

We can tell you this, each **Mastermind Group** you attend, will be the **most effective meeting** you will ever attend because everyone there will be contributing in a productive way.

The better you are at formulating the question, the more powerful you become with your time! Whether it's talking to your co-worker, sibling, employer, friend, or Mastermind Group, mastering the skill of providing an “elevator pitch” size background, while asking the right question to help you get the information you need most, is the fastest way for you to succeed and dominate your time. Again, this skill is not only applicable in a Mastermind Group, but in all professional aspects of your life; from business meetings, interviews, sales pitches, and so on. You're learning how to keep others interested in your story, invested in you, and wanting to give you all the information they have.

Formulating your questions correctly is how you conquer the world by utilizing other people's knowledge to help you overcome and achieve!

Capitalize On Knowledge

Goal Setting

Although we talked about goal setting within Creating Your Own Vision (pg. 14), goal setting is very much its own skill. This is something YOU determine to enable you to achieve your vision. The VISION is the end in mind, but the goals you set every Mastermind Group will set the pace to obtain that vision. In this section we will break that down into something you can and must apply now to reach success.

There are too many people out there trying to sell you on crazy acronyms that have different words attached to the same letter from the same acronym (think about S.M.A.R.T goals where "R" can be "realistic" or "relevant" which have two totally different meanings). We're going to simplify this for you.

AMPLIFIED MINDS Mastermind Group Goals



Visionary Goals

Make it RIDICULOUS!

As stated in Creating Your Vision, your ridiculous vision should be a crazy "one day this may happen" idea that you decide to accomplish in the next six months. You must make it so exciting that you have NO other choice but to fight to achieve it. That six month vision is NOT the only goal you will set that needs to be ridiculous. Every week, at a minimum, you MUST set a new goal, even if you meet with your Mastermind every two weeks. These goals need to make you UNCOMFORTABLE. They aren't goals that will be accomplished while you take a look at social media. You must get away from your norm; even if that means you're turning off the TV, staying up a few minutes later, skipping the gym to accomplish it, or doing something you've never done before. The ridiculousness is your challenge to quit waiting for success and just make it happen! If your goal doesn't excite you to the point of being uncomfortable, it's simply a task.

Make it Present Tense

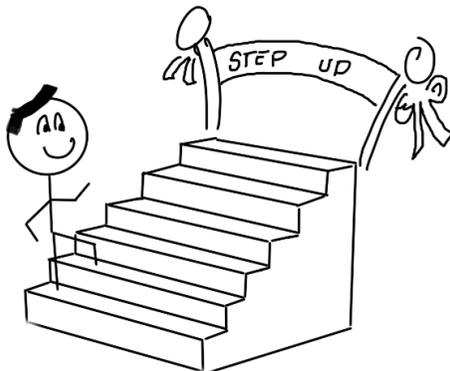
As discussed before, your Vision and Goals must be in present tense. In fact, in your goal sentence, DON'T PUT A TIME ON IT. This will surely break many rules you've always been taught! Good. Get uncomfortable - it's how you grow. Write the goal out in present tense, as if you achieved it **already**. Can you formulate this in a Mastermind Group with out sounding weird as you present it? Yes - and you must. e.g. "I make \$100K a month."

Own It

On page 23 you read about owning your goal. This is where you really want to own your commitment to what you want to achieve, making it bold enough and big enough to border on being overly prideful, and making the statement loud enough to gain attention.

Step Up Goals

What is a "Step Up" goal? Too often we delay achieving our goals for reasons x, y, and z. A Step Up goal means just that - you better STEP UP if you ever intend to achieve the vision you desire most! It won't come to you, in fact it DOESN'T EXIST unless you make the decision to STEP UP. A Step Up Goal is also meant to be simple while providing you the chance to learn how to drive yourself, and others, further by asking the right questions. Yes, the questions are very basic but through this simplicity is how we discover how far we can go! This is a SKILL! When in a Mastermind Group, this skill will be invaluable as you define Step Up goals based on the questions asked and the next steps needed to take to reach your goal.



Once you've formulated your goal, break it down. Then break it down again. Then break it down again until you find the very base level of what needs to get done. Especially in a Mastermind setting (and everywhere else), how can you be held accountable or hold yourself accountable if you really don't know what the goal TRULY is?

Here is what the process looks like: Ask yourself very basic questions over and over again. e.g. Who? What? Where? How? Why? When?
For example:

Goal initially set:
"I will contact the real estate company."

Questions to ask:

- **"Who** will I reach out to in the company?"
- **"How** do I plan to reach them? Phone? Email?"
- **"What** do I plan to say?"
- **"When** do I intend to get this done?"
- **"Why** do I need to do this now?"

In this format, your questions will drive to the root of what needs to next in order to achieve what you want most. It will cover the: - Who (person, company) - How (method of accomplishing) - What (must happen to create desired result) - Why (purpose, if I do this, then A,B and C) - When (place a time on it) directing you to your next step.

Your goal will transform from, "I will contact the real estate company," to:

"I will reach out to Charlie, the head real estate agent, by phone and ask him if we can set a time to meet and discuss my proposal. I will make the initial phone call by this Friday and have the meeting next week; because if I do, I can get the hardest part of building my business started and potentially out of the way for now!"

The more specific you get, the easier it is to focus on what you need to do. Visions always seem overwhelming until you have the next steps that can get done right in front of you.

Find the border of being comfortable and being very uncomfortable.

You WANT to be UNCOMFORTABLE
to reach the level of success you most desire.

We've said it before - **our goal** is to challenge you to the point of insanity, while challenging the status quo, and join you in the process step-by-step!

Reverse engineer your vision to create your goal. Start with the vision you've created (pg. 20) and begin to break it down to something you can accomplish today!

Here's the step-by-step process:

- 1. Write your vision**
- 2. Ask yourself:**
 - a. What do I need to do?**
 - b. How does it need to happen?**
 - c. When does it need to happen by?**
 - d. Who do I need to speak to?**
- 3. Write down your answers**
- 4. Ask yourself those same questions again for any of the goals you've created out of step 2.**
- 5. Break them down until you have actionable items you can take care of right now!**



Make your goals uncomfortable. Take a look at what you just wrote down. If it seems too easy, you likely aren't aiming for the goals absolutely needed to accomplish your vision, *or*, you simply need to set more goals! Push yourself to stretch your capabilities as you set goals. Achieving your vision has a time limit so figure out a way to get uncomfortable by doing things you're not necessarily used to doing. This includes setting the most difficult goals now or setting many more than you're accustomed to.

PROFESSIONAL ETIQUETTE

Just like the expectations and manners that exist when you're eating at a fancy restaurant, there are certain professional etiquettes that should be followed within a Mastermind Group. Knowing and practicing professional etiquette is required to achieve your greatness. Many of the items covered below seem like common sense, however, they are not always utilized to the best advantage.

Within a Mastermind Group, you have up to 10 individuals who are expected to be, act, and dress professional at all times. Why? For your own benefit! When you come across as professional, you take yourself serious and therefore, others will take you serious. Then and only then, do you set yourself up to accomplish goals, fulfill your visions, and achieve your greatness. In a few of our Mastermind Groups, we have noticed that the environment and the accomplishments weren't the same. What was the difference? It was professional etiquette!

ETIQUETTE CHART

ETIQUETTE	DESCRIPTION
Attire	Dress professionally
Open-Mind	Be open to others' ideas
Keep it Simple	Give a brief elevator pitch and ask a specific question.
'Can-do' Mindset	Be ready to set your goals and achieve them.
Address Both Sides of Etiquette Stigma	<p>Recognize that someone may be on their phone taking notes and don't take it as if they're not engaged in what you're saying.</p> <p>On the other hand, don't be on your phone looking at emails, Facebook, texts, etc. give your attention to the person presenting.</p>
Selfish and Selfless	<p>When it's your time to present your challenge, be selfish with your time, that's why you're there – to gain as much benefit as you can.</p> <p>When it's someone else's time, be selfless with your ideas and help. In addition, refrain from interjecting statements such as: "I've done that" if it's not helpful in advancing someone else's objective.</p>



COME PREPARED!

Care enough about yourself to take responsibility.

Care enough about others to give everything you've got.

- Give your attention
- Give direction
- Give motivation
- Give resources
- Give encouragement
- Give feedback
- Give positive and reinforced criticism
- Give YOURSELF

TIME

When it's your time

- Keep yourself on track. It only benefits you.
- Keep your backstory short.
- Keep your question short and simple.
- Make your challenge a question.
- If the conversation starts going off topic and you notice it happening, remind everyone what your challenge was and bring them back to your initial challenge.
- If you are talking about a physical product that can be shown at the Mastermind Group, bring it with you to save on time on the explanation.



When it's NOT your time

It is possible to steal in a Mastermind Group and how you do it is by distracting others. What qualifies as a distraction?



- Taking away from someone else's time by telling numerous stories of your experience. Limit to one.
- Justifying your idea through "proof" of concept in several examples. Limit to one.
- Having side conversations when it's NOT your turn.
- Pulling your phone out to view email, texts, Facebook, etc.
- Stepping out of the room. This is ok if you MUST do so.
- Adding to the story that someone else is telling, when it's not their turn.
- Telling experiences with no point of reference, or purpose pertaining to the individual who's turn it is.
 - For example: Someone offers an idea: "Have you thought of changing your logo." - From here you say, "I used to run a logo design company."

- Taking too long to tell your idea
- The facilitator will be keeping track of time, but be aware it's short. Everyone in the group should take 10-15 minutes depending on the size of the group. If you're five people or less, take 15 minutes. If you're over five people, each of you take 10 minutes.
- A large part of keeping track of time is respecting the facilitator. When they're driving the conversation towards a goal, it generally means the time is up. This is NOT the time to continue brainstorming no matter how great your idea may seem. If you have the itch to speak up, write down your idea and share it with them afterwards.
- Don't steer the conversation away from the main challenge that was presented, this is their time, help them with it.

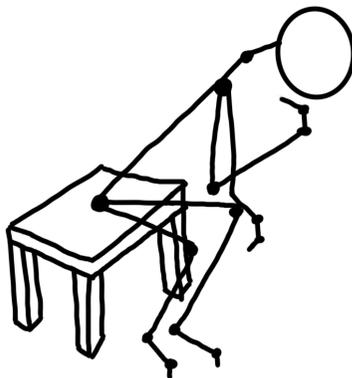
BODY LANGUAGE

Our body has it's own language and certain things can affect how we act or how others respond to us. When our body acts a certain way, it sends a message to our brains on how it should be feeling and what it should be thinking. Many times, we don't pay any attention to what's going through our mind, or other people's mind when our body is speaking. It is heavily a part of the etiquette to help us all understand how important it is to engage in your Mastermind Group.

Lean Forward

One of the less obvious and more subtle languages our body expresses, leaning forward is a key item to demand success. Leaning forward subconsciously tells your brain that you are engaged in the conversation and to participate in it.

The moment you lean back or slouch, you lose interest yourself and tell others you're not interested. It is vital that you remain engaged in the conversation for your sake as well as others. It goes back to being as selfish and selfless as possible. Be selfish and lean forward so YOU get the most out of the Mastermind Group. Be selfless and show others that you care more about them than you do yourself.



Lean forward like "The Thinker"

Eye Contact

Definitely a more common practice in body language, yet many individuals aren't the greatest at it.

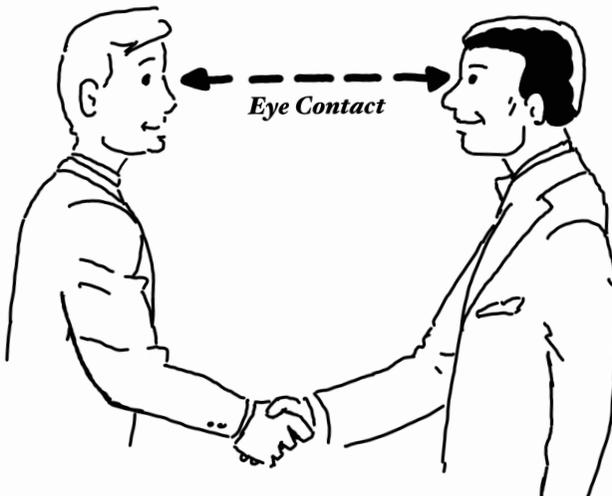
Rule 1: Do NOT look at the clock.

Rule 2: Do NOT be staring at the door or looking around the room.

Rule 3: Do NOT keep your eyes tied to the desk, your notebook, your phone, or any other object directly in front of you.

Rule 4: LOOK AT THE PERSON SPEAKING...IN THE EYES.

Imagine presenting a challenge that is important to you, and someone else is constantly looking at the door, the clock, their phone, etc.? How would this make you feel?

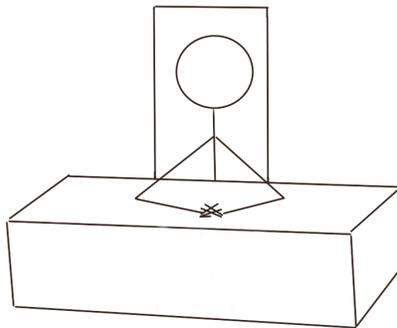


Hands and Arms

Your hands and arms tell a lot about how you're feeling. For example, when you cross your arms, you're telling everyone you're NOT willing to listen, uncomfortable, closed down, and you aren't trusting. Yes, there is a difference between someone who is crossing their arms because they're cold, and someone crossing their arms because they're shut down. Open up those arms. Place them comfortably in your lap or gently resting on a table in front of you.

Fidgeting is common. We all do it. Do your best to keep that under control for a short while.

Here's a tip: bring your hands together and intertwine your fingers. Then stay just like that.



Focused

KNOWLEDGE = POTENTIAL POWER

We believe that with the information and tools that have been provided you are now able to **ACHIEVE YOUR GREATNESS!**

Everyone is always talking about walking the walk, be the one who actually walks the walk!

Regardless of your own definition of success, you want to succeed!

Success provides certain opportunities, freedoms, and lifestyles we admire whether we're willing to admit it or not. Why is it difficult for most people to see and acknowledge that they can have this success? Maybe it's because there are seven billion other people just like you who hunger for success? It's the game of odds for some that think, "only 1% of people truly succeed." For others it might be like the saying, "Competence = Confidence." They get caught up thinking that they don't know enough to succeed. Lastly, some of you might be thinking that success is luck that few people obtain. We are here to tell you differently.

First, we believe that everyone contains the same amount of luck. The lucky, are those who put themselves in position for life to give them luck. Second, we believe that you are as competent as you need to be, to get started. Third, we believe that anyone has the capability of joining the top 1% who succeed. Although, the individuals already within these groups have a couple of secrets and tips that helped them obtain these incredible honors.

1. They know their **WHY**
2. They have *ridiculous* **VISIONS**
3. They take part in **MASTERMIND GROUPS**
4. They know how to utilize their **NETWORKS**
5. They know how to capitalize on **KNOWLEDGE**
6. And they practice **PROFESSIONAL ETIQUETTE** that demands success

We want to join you on your journey towards this same success. This world is a highly competitive place. Those who succeed are the ones committed to their success and persist until they achieve what they want. We do believe you can join the 1,700 people joining the MILLIONAIRE club **every single day**. We want to help you get there. The fastest way you can join that club is through the application of knowledge. Both the Billionaire and the beggar have 24 hours each day, it all depends on how you use your time and knowledge.

People often say that knowledge is power. Our community of achievers believes that knowledge is only *potential power*. *APPLIED KNOWLEDGE IS POWER*. Our challenge to you is to re-read this book and take the challenges seriously. This book was written as a need to strengthen the individuals within our Mastermind Groups. We get to see, first hand, many individuals and their challenges. We truly believe that this book is a missing link for many who are ready to *ACHIEVE THEIR GREATNESS*.

Figure out your WHY, establish your VISION, find a MASTERMIND GROUP, utilize the NETWORK, capitalize on that KNOWLEDGE, and adopt PROFESSIONAL ETIQUETTE as you go throughout the day. You will speed through the process of success. Now, get out and go from A-Z with the least amount of resistance by *applying your knowledge*.