

## *Transkrypt podcastu PO NITCE ARIADNY, odcinek 45: Mastermindy jako produkt online*

Witaj w podcaście „Po nitce Ariadny”, który pomaga kobietom takim jak Ty przejść przez labirynt zawłołości biznesu on-line.

Cześć, z tej strony Ariadna Wiczling. W tym podcaście w przystępny sposób pokazuję kobietom, jak spokojnie prowadzić biznes on-line, który przynosi dochody. Dzisiaj moim gościem jest Sigrun. Sigrun była już gościem w [siódmym odcinku mojego podcastu](#), gdzie rozmawiałyśmy o tym, jak przekuć pasję na pieniądze i jak w ogóle ją znaleźć, więc zachęcam do przesłuchania tego odcinka.

Dzisiaj poruszymy inny temat, mianowicie porozmawiamy o mastermindzie i grupowym coachingu. Sigrun jest biznesowym coachem, który pochodzi z Islandii, a obecnie mieszka w Szwajcarii. Od czterech lat prowadzi biznes, który do tej pory zarobił dwa miliony dolarów, z czego ok. milion pochodzi z programów typu mastermind. W tym odcinku powiemy o tym, co to w ogóle jest mastermind i czym różni się od grupowego coachingu, kto powinien dołączyć, a kto może oferować takie produkty, jakimi są marstermindy, jak je prowadzić, wyceniać i promować.

Na początek wyjaśnię, czym różni się mastermind od coachingu grupowego, żebyśmy wszyscy wiedzieli, o czym mówimy. Coaching jest to taki produkt, w którym Ty jako coach, jako osoba bardziej doświadczona, z pewną wiedzą, prowadzisz grupę osób w konkretnym kierunku. Osoba, która prowadzi taki coaching grupowy, udostępnia uczestnikom materiały szkoleniowe, prowadzi je, można by powiedzieć, za rękę, odpowiada na pytania. W grupowym coachingu jest element na żywo, zwykle on-line, i jest on zamknięty w pewnym okresie, w którym uczestnicy powinni osiągnąć jakiś konkretny cel. Natomiast mastermind to jest taki produkt, w którym prowadzący jest głównie założycielem grupy, udziela się w niej, daje informacje zwrotne, ale jego główne zadanie polega na tym, żeby rekrutować odpowiednie osoby do grupy i nadzorować ich postępy. Nie ma tu elementu szkolenia. Jest to przeznaczone raczej dla osób zaawansowanych, które szukają podobnych do siebie osób, nowych pomysłów, a które – jak to było w pewnym kabarecie – „już wszystko wiedzą i już wszystko umią”.

Serdecznie więc zachęcam do wysłuchania wywiadu! Wszystkie notatki, ciekawostki, blogi i podcasty znajdziecie w notatkach na stronie [ponitceariadny.pl/45](http://ponitceariadny.pl/45). A tymczasem zapraszam do wysłuchania wywiadu.

Hello, Sigrun.

Hello, Ariadna.

So, I invited you as a Master of Masterminds, as you just told me that you made a million dollars with the product of Mastermind. So, I really wanted to ask you some questions about this specific product, and business model that is focused on Mastermind. And maybe for ... once we start, can you tell a little bit about what a Mastermind is?

A Mastermind is something that you offer later in your business, or if you want to join one, you are probably advanced in your business. And it's not about content at all, it's about being surrounded with like-minded people, getting their feedback, support, accountability. And typically, you sign up with a coach that you respect and you wanna learn something specific from that coach. And when I started with Mastermind ... I didn't call them a Mastermind in the beginning, because people don't always know what it is. And they wanna know what they get out of it.

But the thing about Mastermind, you get out of it what you put into it. So, the more active you are in the Mastermind, the more action you take, the more you get out of it yourself. So, it is basically a group of people who have the common goal of wanting to achieve something in their business. It doesn't have to be the same thing. Typically, they are ambitious, they are action-oriented, and they wanna surround themselves with like-minded people.

So, the term was originally coined by Napoleon Hill. He wrote the book, Think and Grow Rich. And he was seeing that there was a group of men being very successful in business in the United States, and he started to interview them and figure out why they were more successful than some other groups of men. And what it was is, they were meeting up and talking about business with each other, and giving each other advice, what to do, you know, they had some business challenge, and then some other person would say, "This is what you can do." And then, maybe another said, "Oh, I think you should do this." And ultimately, you come to a great solution together.

So, in his mind, a Mastermind is like another mind that gets created from these group of people, so it's hard to Mastermind maybe with two people. You need to be actually a group of people. And I think you need a certain size. Not too big, but not too small, either. I started with six people and now I have a group of, for instance, 18 people in a Mastermind, because I think the more diverse the group is, the more different skills, the more different industries, you're gonna get different opinions of what you do next.

And so, Mastermind is about solving your business challenges as you go along, without any additional content, but just by talking with other people. And having a coach, of course, that moves you forward, as well.

**So, you talked about how you are in the best Mastermind of 18 people, or you have a product and offer a Mastermind that has 18 participants?**

I offer a group with 18 people. The Mastermind that I am in, myself, which everyone should be in a Mastermind, that's basically my belief. I am in a Mastermind where we are 25 businesses.

**My goodness. Yeah, that's a challenge to lead so many people, isn't it?**

You would think so, but actually I found the bigger the group, the more self-sufficient the group is. Actually less work for the person leading it. You need to bring the right people together, but once you have vetted the people, you have made sure the right people are in the group, the group almost takes care of itself. Of course, you have to schedule calls, and if you do any retreats or life meetups, you have to be there. And you are the role-model in the group, and you have some coaching, you know, you have to be the coach. But, actually, it's less work.

**That's interesting.**

Yeah.

**So, you said that a Mastermind is not really something that is good as a first product, right?**

No, no. I have this framework of seven stages of a profitable online business. And it starts with Stage 0, where you have no revenue and you are just testing your idea with some

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test clients, for free. And in Stage 1, you have one-on-one clients. In Stage 2, you have group program. And then in Stage 3, you have a small, online course. And in Stage 4, you have a signature online course. And Stage 5, you add Masterminds. And in Stage 6, you are possibly doing speaking and writing a book and things like that.

So, this is my framework for how to be successful, because I saw a lot of people doing the wrong things in their business. They created online course without ever figuring out what people really wanted. I did this failure myself, basically, and I learned from it. And I learned from my clients and now I see Masterminds are really popular.

And people just say, "Oh, I'm gonna offer Masterminds groups."

And I say, "Have you worked one-on-one with clients? Have you actually ... do you have an online course?"

Like ... it's in a mature product. It doesn't mean that you have to wait forever, but I think you should have some business experience and some coaching experience before you actually offer a Mastermind, because you need to attract experienced people. It's not about necessarily how much money they make, just experienced in terms of what their thinking is.

**I understand. So, what kind of people should join a Mastermind, and what kind of people should offer a Mastermind?**

I think you should join a Mastermind as soon as possible. Amy Porterfield did actually an episode on Masterminds, and she said you should be making \$50,000.00. I have not said this to my clients. I do have, like, a beginner Mastermind and there are people in there that are starting out in their business. But I interview them and I make sure that they're really serious about starting their business and they're willing to take fast action. Because, the Mastermind program is 12 months and I want them really to have results.

But, they obviously want some kind of a hand-holding through the process. They typically have run a business before, and they're just shifting things up and really ready to hit the ground running. So, I've not ... I've given some indication about revenues, but I also have three levels of Mastermind programs.

So, I have Momentum, which is more for, let's say, beginners in business. They're in the first 12 months. Some people have been longer in business, but they feel like they're more at the start. They are not experienced in launching or sales funnels, and they need to learn those things. Although, I'm not doing any content, but they have access to my SOMBA program, where they can learn these things.

Then I have a mid-level program, called Accelerator Mastermind, and that one has 12 people, the other one had 18, and they are all experienced in launching and sales funnels, and they're basically optimizing and tweaking. They're already making six figures. And then I have a VIP, which is multiple six-figures, and they are doing more like, you know, multiple five-figure and six-figure launches. So, it's more like what you're doing in the Mastermind, rather than the exact number. The exact number just helps me categorize where people are at in their business, and how long they've been in business.

But if somebody comes along and says, "I'm making less, but I have, you know, a funnel going, and I've done so many launches." Then I would know pretty much where to categorize them.

**And what's the value for the customer, to be in a Mastermind? Comparing to buying a course, or buying one-on-one coaching, how would you categorize that? Or differentiate?**

At some point, we have just learned everything. You know, not everything, I'm maybe exaggerating, but we have learned enough. And the next step is to take action, and this is what online courses are not really about. They are about giving you a lot of content, and then you sit with that content and the biggest issue is taking action on the content that you've already learned.

So, let's say you've done couple of online courses and you're not really where you would like to be, in your business. Probably one of the issues is that you're not surrounding yourself with like-minded people who kind of kick you in the butt and make sure you take action. And that's why I believe everyone should be in a Mastermind. As soon as you've done one online course about building your business, it's time for you to join a Mastermind, so that you actually take action on that content.

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And yeah, the ... as I said, it's not about content, it's about taking the action and getting new ideas. So, I'm in a Mastermind with very experienced people who have been in business for ten years, online business. They know pretty much everything, but still they join the same Mastermind that I am in. And they shared why. And they said, "To get new ideas for my business. Because now, I've pretty much executed everything I know, and now where do I get new ideas?" You get them through a Mastermind. And that's another reason to join. It's not necessarily you know, buying another online course and getting the ideas from there. It's to getting people who can also immediately share.

So ... "I did a series of three Facebook Lives, and then I made this kind of money doing that."

And then that person said, "Oh, let me try that in my business."

So, you don't need another online course or program or a book to know that. You just want a quick tip, how you can twist things around for you and a Mastermind is about that. And why do people join a Mastermind? Well, in most cases, it's a business Mastermind, so they wanna increase their revenue. They wanna go from one place to another, and they join a Mastermind program with someone who has shown consistent results with their clients.

**Okay. So, let's talk about Mastermind as a product.**

Yep.

**You said that it is not about content. So, what kind of product Mastermind is?**

It is a add-on product, so I assume anyone who wants to offer Mastermind, they are selling something else first. Typically online course, maybe they've done some one-on-one, and a Mastermind is kind of the icing on the cake. It's how to work with your best clients. And I offer different kinds of Mastermind. I started with a group coaching program, and then I moved into Masterminds. And so I offer, for instance, Mastermind days. I have a Mastermind day in Zurich, and a Mastermind day in San Diego. People come together, I close it at eight people, and for one day, we are breaking through their business challenges.

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So, they come to the day, and they're stuck with something. They're kind of like, they join the day because they want to move forward in their business. Of course, I'm not gonna hold their hands for a whole year, it's just one day. But they come to the Mastermind to get to know seven other people that are similar. Similar stage of their business. And they come with a challenge, and we work through the challenge during the day, and there are fantastic breakthroughs. Like, something that's been holding them back, maybe for months and now, just being half an hour or 40 minutes in the hot seat, and then spending the whole day ... you learn a lot from the other people as well, not just from your own hot seat when you are, you know, your challenges are being solved by everybody, but from everybody else.

So, through one day, you get a breakthrough. Now, that's just one day. Then, I have a retreat, which is six days. Mastermind Retreat Iceland. Same idea, people should join ... well, a lot of people join because Iceland, and they wanna, you know, kind of work on their business in Iceland. But the idea is that you come, because you're stuck with something. For instance, last year there was a woman who was already doing really well in business, but she was tired. She wasn't inspired by her business anymore, and she said, "I'm joining this retreat because I want to find a new direction in my life, you know?" And we figured out the new business for her, which was ... she could shift it from her old business without, you know, ruining everything.

And there was another one who joined the retreat and said, "I'm all over the place. I have too many products, I'm not [inaudible 00:12:40]." And we simplified. And because it's six days, you have enough time to discuss it and refine it, and you walk away with a plan.

And then I have the three groups that I mentioned before. Momentum, Accelerator and VIP, and I have 18 people, 12 people and eight. And these are one year programs. I started with eight weeks, and then I did three months, and six months, and nine months, and so I ended up with 12 months, because if you wanna see a big change, like you know, doubling your revenue or going to six figures, or going from \$100,000.00 to \$200,000.00 in revenue, it takes a year. It doesn't take just three months or six months. And that's why all my programs are now 12 months for this Mastermind program.

So, there are many ways how you can offer Masterminds as a product. I suggest, if you're

starting out, that you do it shorter. Just to, you know, get it quicker through, get testimonials, but ultimately, I think all Masterminds end up being 12 months, if you are offering a Mastermind program.

**And you mentioned that you started with group coaching. Can you say ... can you tell me what the difference is?**

In group coaching, you're teaching. You are teaching content, so actually the first group coaching projects was Launch With Passion, which you know about. And that's where I fell in love with Masterminds, because what I loved most about the program was the actual calls we had in the group. I created content for every week. I was creating content on Facebook ads, how to do launching of different types of product. So, every week I was creating content and we had group calls where we were discussing what was ever going on. So, we were not necessarily discussing the content, we were discussing what was going on in each business, and what was the business challenge. So, we were basically Masterminding. And it was only in hindsight I realized this, that this was the part that I loved the most, and that moved me into Masterminding from there.

**Yeah, as a participant, I would say that that was the best part, and actually that was the part that I used most, because I knew all other things.**

Yeah.

**Like ... I mean, I've learned something, not to say that it was useless or something, but the biggest part is the Mastermind and not the actual content, because I also had gone ... I've gone through many online courses.**

Yeah.

**So, yeah. Great.**

Yeah, that was exactly the thing. I realized this. I was like ... I was sitting there, creating all this content, and what probably you and other participants in that program, and myself included, I said, "I think the calls are the biggest value. It's not the content." And I guess this is something you do in the beginning automatically, when you were offered something, you think it's all about the content. And you realized in hindsight it's

community, it's the Masterminding, and it's getting breakthroughs on a live call with your coach, and like-minded people.

**So when you lead a Mastermind, you are like, the main talking person or is it that everyone talks, like equally? How does it works?**

Great question. So, when I have a smaller groups, I have everyone kind of chime in on video. So, let's say somebody's on the hot seat, and I ... I start by saying, you know, what I think about it, or if I think it's not my area of expertise, I say ... I pick other person in the group, and say, "You know something about this," and then we Mastermind together.

A true Mastermind is when everyone can Mastermind. But ultimately what happens, and also in the Mastermind that I am in, because it's 25 people and when we get 25 people on a call for two hours, it's kind of obvious that not everyone can go on the hot seat. It's obvious that when somebody's on the hot seat, not 24 people can tell their opinion to that person. So, the Masterminding element comes in these Masterminds that are so many people, comes from the Facebook group and if there are live retreats for meeting people live. Because that's where you are discussing, you know. You sit together with a group of people, you get to know them and you Mastermind together, and you do a quick round of hot seats.

So, it's a mixture. I would say, in my smaller groups, in my VIP Mastermind, we are doing Masterminding on the calls themselves. In my Accelerator, yes, kind of. A few people will say their opinion, but not all 12. And then, in my 18 people typically, I don't necessarily allow people to go on video to tell their opinion, because it will just take too much time. But I say, "Use the chat." So, if we are ... if somebody's on the hot seat and I'm giving them some tips and advice and kind of coaching them more than Masterminding, I'm asking everybody for feedback in the call. And then they go into the Facebook group and that's where the true Masterminding takes place in the bigger groups.

**I understand. So, besides the calls, the Facebook group and also sometimes live meetings, right?**

Yes. Yes, I have ... in my VIP, I have three live retreats, two and a half days each. One is actually happening tomorrow. They are coming to my house in Zurich. We have one in the

Swiss Alps, where I've rented a house for us. And then we're gonna fly to Iceland for the third one. My Accelerator Mastermind has one, in March, also at my home in Zurich. And Momentum does not have one. You know, sometimes it's actually people don't want it, because maybe they live in the US and I'm based in Switzerland, so having a live retreat may not be something they want. And it's also a price point. As soon as you have a retreat, I just have to calculate the cost of running a retreat, my time and everything. So, typically it's in the more expensive Mastermind programs.

**Yes, of course. So, before the Mastermind do you, as a creator, do you have a specific plan for how the Mastermind goes, or you go with the flow, I would say, depending on who is in the group?**

So, everyone can just bring anything up. So now, luckily, because I have been doing this, this is my third year of offering Masterminds, I think I've run over 30 groups. And I have SOMBA, which is my online program as a support, so if you are in a Mastermind, you get access to my online program, so I can always refer to content, so I don't offer special content for the Masterminders, but I say, "Oh, you can watch this video to do this."

But, in the beginning, I do expect them to all do a workshop that's called The Profit Plan, where they plan their year. So, that's mandatory in all my programs, and just say, "You need to know what the plan is. What you wanna get out of the year." And, but in the hot seats themselves, they can bring up anything. They ... if they're going into launch, that's the top thing on their mind. But if they don't have launch as a main topic, I will always ask in the first calls, you know, what's the plan for the year? Have you done the Profit Plan? You know, what's your budget? And things like that.

But typically, it is up to them, and since you are typically on the hot seat once a month in my program, so even if I've two calls a month, I split up the groups and I make sure that everyone is on the hot seat once a month. It takes you a month to implement whatever you're thinking, and then a new challenge comes up and you wanna come on the hot seat and discuss the challenge that you are planning. So, it is based on the people, but I have ... in the way that I have a system is that I'm strict on the clock. You know, I have a buzzer going off when your time is up. I don't have people talk endlessly. I've actually reduced the time on the hot seat, as I have gotten more experience as a coach myself.

Like, I can coach someone in five minutes, and they think they need a half an hour. And actually in five minutes, we've solved their problem. I'm getting faster and faster, so typically people are ten minutes on the hot seat, and I used to [inaudible 00:20:49], "Oh, it has to be 15 or 20 minutes." And it was more like ... it's not about the time. It's just the same thing, it's not about the content. It's about getting your problem solved, and not how long it takes to solve it.

So, I've gotten more effective myself as a coach and I'm more strict with the clock, and I always leave some time at the end, so if anyone is in panic, like, and it's not their time on the hot seat, that they can still ask their question. I've also hired, recently, a project manager and she is in all the Mastermind groups and she is sending out like a progress report for every month. This is a fairly new thing, this year. I tried something similar two years ago, but I had to follow up myself, and it was just too much work. So now I have, as a part of the job of my project manager, is to follow up with the people, have them fill out a monthly report, because you wanna make sure that they're achieving their goals.

**Yes, exactly.**

So, now I have an action sheet for every person in every Mastermind, and I can see January, and then I will soon see, you know, February, March, April fill out. And it doesn't mean that I have to be talking about that all the time, but I can go in and say, "Is there something I need to address?" So, if they don't bring it up on the hot seat themselves, I know I need to kind of ask, "Hey, Anna. Are you, you know ... I see that you're not on track with your goals. You wanna talk about that? Because I think that's something you could bring up as a hot seat topic."

**Okay. So, you take people that have different goals, like for their years and stuff.**

**How do you take the right people to the group?**

So, in the beginning, when you're starting out with your Masterminds, and everybody will have this if they're starting out with a group program or a Mastermind, it's kind of like, you just take anyone who wants to sign up. Because, you know, you wanna fill your group, and you're not too picky about the audience. I must say, I've been very lucky, although I don't believe in luck. I think we attract whatever we put out there, so I think I've been lucky in a way that it was the right people, even if I allowed everyone to join.

Now, I've gotten a lot more picky who can join, and I started an application process a year ago. Now, for this round, there was an application process where there was, like, a revenue bracket that you had to fit into. You had to have experience in online business and things like that. And then, they had to pay \$1,000.00 to apply. I had never done it before and you know, kind of like, "Oh, is this work out?" But it worked out really well.

**Scary.**

Yeah, it's scary. I had to only say, "No," to maybe three people that wanted to apply, and two people I felt like instead of them applying and convincing me they were on board, I had to kind of, you know, convince them to join the group, because I thought they were the right fit. And this way, I got really serious applications. My time was not wasted. The reason I said, "No," to a couple of people, it's like ... one was doing network marketing, and I'm just not a specialist in that, so I didn't want to, you know, have her join the group.

Another one was doing total B to B, and I thought, "Well, everybody else is doing not so corporate things, so I don't think it's a good fit." And she bought something else instead. And one was just like so much a beginner, I said, "Hey, go and join the SOMBA program." So, in the end, they probably all ended up being my clients, but just in different programs.

**I understand. Can you also tell me how do you make sure that they are the right fit? You do the interviews after they apply? Or ...**

Yeah. So, I have a application process where I ask them several questions, like, you know, "What was your revenue last year? What is the projected revenue this year? What is your biggest business challenge? Where do you see yourself 12 months from now? What do you bring to the table?" So, I want people to think about, this is a Mastermind group, it's not about what you can take and get from me, but what can you give to the group? "How committed are you? You know, from a scale of one to ten?" I want everyone to fill out ten, of course.

And yeah, I had an applicant who put in a low revenue number for 2018, and I said, "No," to her.

But then her coach contacted me and said, "Oh, she's really pissed off that you didn't pick her."

And I'm like, "Her revenue number was too low. Her goals were too low. Like, I don't want someone that is not ambitious." So, we talked. I know her coach very well, and they ended up, like, "Okay, if she can increase her goals, I think she is a good fit. But it has to come from her." And then I got a lengthy Email from her, where she increased her goals and, you know ...

So, in the end, I interview everybody. I ... sometimes, I sense that someone is gonna be challenging. But sometimes, as a coach, I find that actually kind of good. I think, like, "Well, if I only pick people I really, really like and think are easy, well where am I gonna grow? Where is the group gonna grow if we don't have a little bit disruptiveness?" No, I'm not thinking like really bad, but ... I think it's good for us to work with people who are not just Mini Mes of us, but also, you know, a little bit outside our comfort zone and we grow as persons to coach them through their life and business.

**Okay, let's talk about the thing that scares many people who want to offer a product like that. Either it is a group coaching or it's a Mastermind, and it is the technical side of this. So, how do you set up all the stuff?**

Well, I find that that's the easiest part, because ... basically, we don't use a membership site anymore. Not for the Mastermind. They have access to the membership site, obviously, to access my other courses. I use Zoom, and it has a group feature, so they're automatically on camera. It's not the webinar feature, and I record all the calls. They're all automatically recorded when I go on live, and then they're saved automatically in DropBox folder. And then my team ... I did this in the beginning myself, but now I have help. They take the call, they upload it into the Facebook group. We used to put it on a membership site, but people don't wanna log in. They, you know ... and it just fills up with calls. So, we actually upload the video of the call into the Facebook group. Also the chat, because the chat is sometimes very valuable. We do this within 24 hours, and most of the things happen through the Facebook group.

One thing that I would add is that as soon as everyone is in the Facebook group, I make it secret. Because then I don't constantly have to reject some people that think they can join the group. So, as soon as everybody is in the group, I put it on secret. We do have very few Emails going out. I do most of the communication through the Facebook group. I have

a pinned post on the top with the link to the Zoom, you know, meeting, and all the call dates. We have actually ... we have created sometimes a Google calendar for them to subscribe to, so that they have all the calls on the calendar.

But technology-wise, it's not ... you know, it's not like creating an online course, because there's just not so much technology involved. It's basically recording the call, making sure it's recorded. That's why I have the automatic recording going on, because I would probably forget it at some point, if it wasn't automatically recording. And then it's just giving them access to the video afterwards, and then they are really happy. And, you know, being in the group, answering questions. I go into all my Mastermind groups almost daily, unless I'm traveling, to give them attention and make sure all questions are answered.

**Okay. So, let's say that we want to start selling product that is Mastermind. How do you set a price on a product like that?**

Oh, that is so relative. It has a lot to do with our own self-confidence. I can give you an example, because I'm still chewing on this price. There is a friend of mine, she's gonna launch a group program teaching automated funnels, webinar funnels, and she wants to charge \$20,000.00 for a 90 day group coaching program. And I'm still like, "Wow!" I'm excited for her to do that. But I am on the favor of starting low and increasing your price as you have proved the success of your clients.

So, the first program was Launch With Passion, which turned out to be a Mastermind in the end. That was \$1,500.00 for eight weeks. Then I was looking at ... I often start to think, "What is the monthly price?" So I was charging, like, \$350.00 a month, \$450.00 ... \$500.00, and that price range. And then the programs started to become longer and longer. I remember I launched the nine month program and that was actually \$350.00 a month. And it is interesting how, with more success of myself and the more success of my clients, I've just like ... it's been easier for me to raise the prices. I have limited number of spots, my Masterminds always sell out, so I know that the value is there.

So, a year ago, Momentum with the 18 people in it, was \$3,000.00 for the whole year. So that's less than \$300.00 a month. This year, it's double.

Oh, my goodness.

\$6,000.00, yeah?

**You're confidence doubled, right?**

Yeah, my confidence doubled. Exactly. And there are people in the program that were last year. And I remember, I had a quick call with one of the persons who was thinking of renewing, because I reached out to her and I knew her business was starting to take off, and I felt she should renew, but she wasn't too sure yet. And she said, "The price, you have doubled it."

I said, "Yes, I have."

"Yes. That shows me what's possible. I'm signing up again."

**Okay. Didn't she feel that maybe she didn't get what she wanted the first year? How does that work?**

No, a Mastermind is what you put into it, and when people don't achieve their goals, it is up to them. And that's the thing, that's why Masterminds is for a little bit more advanced people. Because it's a typical beginner mindset, to think, "Oh, if I don't achieve my goal, it's the coach's fault." But as soon as you're a little bit more advanced in business, you realize, "Well, if I don't achieve my goal, I cannot blame it on the online course, or the coach or that my computer broke down. It's me. You know, I didn't give myself enough time. I didn't get enough people on my list. My ..." You know, whatever it is.

So, if you move forward, that is already a goal and let's say you invest \$3,000.00 in a program. If you got \$20,000.00 back, well, you've gotten your money back and you multiplied it. You maybe didn't make six figures, which a lot of people hope they can do in one year. It's only those who go all in, you know, that achieve that."

My Accelerator program is \$15,000.00, my VIP is \$20,000.00, and everything sells out because people make the money back multiple times. I paid \$25,000.00 for a Mastermind myself, a year ago. I increased my revenue from \$340,000.00 to one million dollars in one year. So, that's definitely worth it. There are other people in the program that maybe increased it not so much, but they still renewed, because they saw the value in

being surrounded by like minded people.

Maybe they had some issues, like, we start to suddenly doubt ourselves, and then we go into some downward spiral for three months. That's really up to us to get out of it. We can reach out to the coach or the Masterminders and say, "I'm in this downward spiral, I'm doubting myself. Can somebody help me?" And then, of course, we work on it. And I ... that's why I believe in keeping my Mastermind groups not too big. That I can keep an eye on.

Like, if somebody's not showing up for a call, they're not posting in the Facebook group, I reach out over private message and say, "Is everything okay? Anything ..." you know. And especially if they are in my smaller groups, I notice very quickly if something is off and I will even hop on an extra call, one on one and say, "Okay, let us fix this now."

**Okay, so we now know how to price the product, what the product is. How to promote the product, and how to sell it?**

So, the way that I suggest people start is a webinar. And actually, this is gonna come into my course, I'm creating a course how to do this. But I'm gonna share it all with you now. When you're more advanced, you could send out an Email and you'll fill your program. But in the beginning, you do a webinar on the topic that you think can be the transformation that people will have. So, it was really easy with Launch With Passion, you know?

You create a webinar on that topic, you get the right people on the webinar, and then you say you're offering a group program or a Mastermind around the topic. And then you have people sign up or apply, and you follow up with a few Emails and, you know, assuming your list is totally ready and you've been talking about the subject a lot, it shouldn't be too hard.

Once I decided to really launch, like, five Mastermind groups a year ago, it took me two months to fill the programs. I was ... I did a paid workshop first, that's another idea to sell Mastermind program. So, even if the paid workshop was only \$47.00, at least you have the right people, so you have potential clients on the paid workshop. And then I launched the Masterminds, and there was an early bird price. And then I had another early bird price, expiring 31st December, which is typically always my largest months, because I do

this every year.

And I had another thing I did, also in that launch, was to offer free Mastermind calls, because some people don't know what a Mastermind is, so I said, "Come on a free Mastermind call." And then you maybe just have 20 people joining, but these are your potential clients, and then you can tell them where to sign up or apply after that. So that really worked well.

**This is a free call of 20 people coming to the call?**

Yeah, so I do a webinar and you get lots of people signing up for that. Then, when it's later in the launch, I wanna show people what is a Mastermind. So I said, "Mastermind with me for free." And I don't care, I think probably I had 67 people sign up at one point. But actually showing up were 20. Now, not everyone wants to Mastermind. They're curious. So I said, "Who wants to Mastermind?" I said. And then two, three people say they wanna Mastermind, and then I put on the clock, we Mastermind for whatever seven, eight or ten minutes.

And then, everybody's like, "Oh, this is what a Mastermind is."

And I explain, you know, "I don't know you so very well right now. You know, typically in a Mastermind I get to know you very well. I know your business, and we can do this a lot faster. Because I don't know you very well and I don't know your business, we are ... we're kind of doing just a superficial Mastermind here right now." And I explain that.

And then I have, you know, you know, have any questions. And then they're just asking about, like you said, "What's the structure of the program? How many calls? How often am I on the hot seat?" Like, they wanna know these things, but they come on those free Masterminds to see it and ask the questions live. And it works really, really well.

**I bet. Yeah.**

Another thing that I've also done is to say, "I'm on soon tomorrow, for two hours or four hours. I'm just gonna be working in the background, but you can hop in the call any time and ask me a question." So, I take off the microphone and the camera, and I'm just working away, and if somebody comes, I hear, "Bing bing!" on Zoom. I turn on my camera,

turn on the microphone, and it's basically a one-on-one.

And it's a Q&A. It's not a Mastermind. I'm not gonna coach them. It's just like, "Oh, yeah. I'm thinking of joining your Mastermind, but I have this question, ner ner ner." And they ask their question.

And this is really helpful, instead of saying, "Book a one-on-one call with me, and I'm gonna talk with a lot of people." Because, this is before the application. Once they have applied, I'm happy to have call with anyone who applies. Especially now, after I've introduced the fee to apply. But before, there are people kind of are unsure and they have some questions. And you need to give them some opportunity to ask those questions in a, you know, safe environment, instead of just sending you an Email.

**Yeah, okay. I understand.**

So, once it's more advanced, like now, because I'm known for Masterminds today, I don't have a webinar. I don't have a free Mastermind call. I don't have the Q&A open door. What I do is that I have an information call. I say, "I am opening up registration to all my Masterminds tomorrow. I am doing a call at this time. Come on the call and hear about the Masterminds." So it's basically a sales call.

And people come on the call. I have slides prepared. I talk about the different programs, and they're basically asking questions. "What's the difference between Momentum and Accelerator? La la la la la. How does it work?" Like ... and we can go straight into the conversation of, like, who is this for, and all that juicy stuff. And we can skip the webinar, which is more the teasing part of it.

And then I follow up with a few Emails, and I post on social media. You know, "Two spots left in Momentum," and things like that. And then it trickles in. And since I have great success stories, people that have built a multiple six-figure business after being in a Mastermind, from them, you know, they're ... you know, they're a coach of someone else, and then they want to join, and that's how my programs tend to fill. It is much less promotion than before.

**Yeah, the more known you are, and the easier it is to sell your product, of course.**

Yeah.

**Do you have some advice for someone who just wants to start maybe offer a group coaching as a first product, and then Masterminds. How to find the right clients? How to find the clients who wants to pay, who want to pay more than a fee for an online course, or some other, simpler product?**

Yeah, the first clients in a group coaching or a Mastermind are often one-on-one clients. So I suggest, coming back to my seven stages of building a profitable online business, I suggest everyone starts one-on-one. You don't have to stay there forever. It could even a short period. But these are your first ideal clients. They invested, they paid one-on-one prices, and when you offer a group program or a Mastermind, they are your most likely clients, so I would start by going to them and saying, "This is what I'm offering, I thought of you. I think it would be a great, you know, great for you to join this program."

Then ... I had a free group when I launched my first group program, or turned out to be a Mastermind, and I was talking a lot about launching and sales funnels, and I would you know, offer some smaller online courses. But there is always, if you have enough people, let's say ... how many people did I have at the time, 2,500 on my list or something like that? There's always a subset of people who want to invest more, and there's always people who don't wanna buy anything. So if you look at your list, if you just have enough people ... it doesn't have to be 2,500, it could be 1,000. You need some kind of a ... you need some number. 100 people is typically not enough. And if you've worked one-on-one clients, you've done some online courses, there is always gonna be people who want that special attention which they get from a Mastermind.

So, I think it's more of a numbers game than saying, "Where are these people?" Like, if you are known for launching or sales funnels or something ... building an online course, or podcasting. Once you're known for something, there are people in the whole range of their revenue streams, of their willingness to invest, so it's more of a numbers game if the topic is clear.

**One interesting thing that I've noticed is that you have, I would say, relatively small size of your Email list, comparing to your revenue. Because what I hear, like, from all the big marketers, they have like tens and hundreds of thousands of people in their**

**Email list. And they are making similar money. So, how do you do that? How do you attract those people who will pay higher prices?**

Oh, good question because I am ... it was something I realized last year, that people have 100,000 likes on a Facebook page, they are making a lot less money than me.

**Yes, exactly.**

And I was like, "Really?" And I had ... I just managed to get 10,000 likes 7th January or something, in 2018. So each like is worth \$100.00, which is probably not typical. So you're right, my Email list currently, even today, is maybe 15,000 people, and I haven't cleaned it out in three years, so ultimately those are opening up my Emails. Maybe, if I clean out my list, which I have to do, maybe we go down to 10,000. Which is, again, revenue \$100.00 per Email for last year only.

I think it is the way you show up in your personal brand. The way you speak, the way you write. You know, I have a corporate background, I was 10 years CEO, I have four Masters degrees. Even if I'm not talking about it all the time, I think that people have a sense of it, so I do not attract ... not anymore, I think, so many freebie hunters or people who say, "I wanna get everything for nothing or everything for a low price." Yeah?

And I don't even have a low price course. I do have the Profit Plan, which I offer from time to time for \$47.00. Actually, I raised the price to \$197.00 just now. But I am not focusing on the lower price products. And I think you can decide ... yeah, I can give you a good analogy. Because I have a lot of German clients now, and they want to start with very low prices. I'm not talking badly about Germany. I lived in Germany a long time, I love the people. But they tend to focus on low prices. And I ask them, "Do you wanna be an Aldi, or a Tesla?" And you can decide. Nobody is deciding this for you, so even if you're not 10 years CEO or four Masters degrees, that's irrelevant, it's more like how do you show up in your business? Are you a Tesla, or are you a Walmart or an Aldi, whatever that low price, little, you know ... you know, some cheap chain that is just focused on low prices.

So, if you start low, it is hard to go up. When you start high, you can actually go down, so Tesla, the idea for Tesla is, they started with a sports car that costs ... I don't know, \$250,000.00, \$300,000.00. Now, I think the new car from them, the one that is for the

general public, I think you can get it for \$50,000.00. It's still not a cheap car, but it's a Tesla and people are buying the Tesla brand to a much lower price. So if you do this in your business, if you start high and go low, people always perceive you high. But if you do it the other way around, you start low ... if Aldi would start to offer a car ... do you want an Aldi car? You know what I mean? It's the perception is gonna be low.

**I understand.**

This is a business strategy that you can have in your business. And if you're doing it wrong, or anybody listening and they're doing it wrong, you can change it. It's just work. Like, and I think I've always showed up as Tesla. Yeah?

**Yeah, I understand. But I think it's very hard to set up a price ... I mean, if you are a beginner, you have to learn somehow. You have to get experience. How do you deal with that, if you want to have Tesla prices?**

Well, I didn't start with Tesla prices. I started my online business pretty much ... was it for ... oh, yeah. It's now five, soon five years ago. Well, 2014. And I put a button on my website that people could buy one hour business coaching. I had been a business consultant, so I had no ... like, I knew I could consult people. But nobody knew me, I was completely unknown in this industry. Like, I was a known business person in Iceland, where I had lived, but in online business, I was a nobody.

So, I put \$180.00. How did I pick \$180.00? Well, I was living in Switzerland and when you hire a programmer in Switzerland, you have to pay them \$180.00 an hour. Switzerland is a very expensive country. I remember my husband telling me, "Why do you put \$180.00? Your colleagues from London Business School, where I did my MBA, they are working for Deloitte Touche and PricewaterhouseCoopers, and they're charging \$800.00 or \$1,000.00 an hour."

And I'm like, "Nobody's gonna pay that. And I need to get known, and I need to prove my value, and I need to get people success before I charge high prices."

So what I did, \$180.00. I had maybe 10 clients that bought one hour at the price, and the second person who bought, because I was still figuring things out, so I offered the people who bought a free, you know, like 30 minute session just to kind of did they implement

what I said? And what's the next steps? And maybe I can sell them something more.

So, one of them, she had studied at Stanford, also kind of did an MBA at Stanford, experienced businesswoman for London. And she said, "Sigrun, you are way too cheap." She tested four business coaches, she bought one hour from each. The most expensive one was \$400.00, and I was the cheapest, and had the most value. And she said, "You have to raise your prices." And this is very unusual that a client will tell you to raise your prices. But she did. And I'm very thankful for her, and she is still my client today, with all the increase in prices.

So, I was like, "Woo, I'm not ready." So I did increase. It took me a few months, and then I increased the price to \$350.00. The same day I increased the price to \$350.00, I was quite nervous about increasing the price. I had been talking to some people in Iceland. Iceland is a small country, it's easy to get in the newspapers.

I was not planning this, but I was just suddenly, "Oh, can I interview you?" And my business was semi-successful. Little bit, you know, starting to take a little bit off. So, they put me on the front cover of the newspaper the day that I raised my prices. The next day, two people from Iceland, which is a very price-sensitive country, which I know Poland is, and Germany. Like, people don't wanna pay a lot of money. Two people from Iceland bought one hour each, for \$350.00.

And I was like, "What? Even in this price-sensitive country, they're willing to pay that." It was because of the interview, but I, also I had testimonials on my website. So, from there, I felt it was easy to raise the price to \$500.00, and I remember I had a client who was in Los Angeles, she earns \$35.00 an hour. She bought a session with me for \$500.00, because she had seen some success stories from other people.

And she said, "Okay, I'm gonna buy one hour from Sigrun, to finally get out of my job and start my own business."

So from there, I was like, "Okay." I didn't really wanna do these single sessions, they were just there on my page. You know, it was basically cheaper to work with me one-on-one for a period of time. But you have to keep your one hour sessions, if you wanna offer them, a bit higher price, otherwise people just buy those and never buy your coaching packages.

*Transkrypt podcastu PO NITCE ARIADNY, odcinek 45: Mastermindy jako produkt online*

Then I increased my price to \$750.00, and now I was like, "Woo, this is high." At the same time, I figure out that Laura Belgray, the copy writer for Marie Forleo, who does B-School, charges \$750.00 for the hour. And I was struggling with the name of my Facebook group and my tagline, and things were like ... and I thought to myself, "Well, who are you to charge \$750.00 an hour if you don't invest that money yourself?" So, I bought one hour with Laura for \$750.00 to, on one hand, prove the point that people do invest that money, and also I was like, "Okay, what do I get for \$750.00?" I was curious.

And we did the session, and it was worth it. I don't think I really used what I learned from, but the funny thing was, I had her on my podcast just a week ago, and it feels like we're best friends today. Although, we're not best friends, but very friendly and she shared my podcast interview on Twitter and Facebook, and wrote a review on my podcast. I was like, "Wow, maybe when you invest in yourself, you have built a little bit of a connection, and people are also willing to do things for you."

And one person booked for \$750.00 before I decided I don't wanna offer this. Like, I was actually quite stressed to deliver the one hour, because I was like, "Will she think that it's worth it?" Now, my price is \$1,000.00 for one hour. I did not do this overnight. This took me, overall, probably three years to get to the \$1,000.00. I'm not ... I don't wanna sell one hour. It is just my ... it's more of a mental price that I wanna say, "Well, my hourly rate is \$1,000.00. You can now buy a 12 month Mastermind program with me for \$6,000.00 or a retreat." And just to show the value.

And I know, if I put it on my website, people will be willing to pay for it, because of the money that I've made in my business. I've made two million dollars now in four years. And that doesn't come from nothing, and the success from my clients, so now I have no problem being Tesla, but it didn't happen on the first day in my business. And I think, I just was, I guess, I increased it fast enough to get there, so I was not hung up on ... I think that's the trouble often with women. We stay too long, too low, versus increasing it as soon as you see the potential to increase your prices.

**That's very brave. Good for you.**

**Okay, so to wrap it up, is there anything that you would like to say to my audience and I don't know, encourage them maybe to offer this kind of product now, or in the**

future?

Yeah, I think first of all, everyone should join a Mastermind. And I'm not saying, "Oh, you have to join mine." But find a group of people and there is something about joining a paid Mastermind, versus free. I have been in free Mastermind, and somehow they just disappear on you at some point. Nobody's responsible for the calls and they, you know, sizzle out at some point. So invest in yourself and join a Mastermind.

In terms of offering a Mastermind, call it a group coaching program until you are experienced enough to offer it. And overall, I would just say, you know, make your dreams come true. I don't care where you live, like, where you're from and what your background. We can all do it. I think it's one of the things I attract a lot of ex-pats into my community, because they say, "Well, if this woman from you know, the little country, Iceland." With only 340,000 participants and English is not my native language, I have a little bit, you know, accent and I don't always write perfect grammar Emails. If I can make it in international online business, you know, why not you? I think just, you make your dreams come true.

**Yeah. Yes, exactly. You said you wanted to mention something about the course?**

About the course? So, at first of all, if there's anything people want to figure out, like what's the next step, just go to my website, [sigrun.com/7stages](http://sigrun.com/7stages). That's where everyone starts. That's where I talk about, also, the seven stages, obviously. But also I have examples from my business, so these are seven videos, 30 minutes each, and in each video I take a case study from my business. So, I say how I got my first one-on-one clients, how I launched my first group program. How I ... you know, and it's just as an inspiration what's possible. And I think that's the best way to get started, if you don't know my website or what I offer.

**Okay, great. Thank you so much for giving us so much value. I really appreciate that you agreed to do this interview.**

Thank you for having me Ariadna, it's always a pleasure, and I always loved being connected with you.

**Thank you.**

Zawsze super rozmawia mi się z Sigrun, bo ona ma większe doświadczenie i zawsze podzieli się jakimś bardzo cennymi wskazówkami. Mam nadzieję, że z tego wywiadu uszczknęłaś również coś dla siebie.

Na zakończenie omówię pewne rzeczy, o których rozmawiałyśmy. Spojrzałyśmy na mastermindy z dwóch stron. Przede wszystkim starałam się wypytać Sigrun, patrząc z punktu widzenia osoby, która chce oferować mastermindy, ale również Sigrun mówiła o tym, kto i kiedy powinien szukać mastermindu dla siebie. Powiedziała o tym, że gdy tylko posiadasz pewną wiedzę, może skończysz jakiś kurs on-line, np. o biznesie itp., i masz już tę wiedzę, masz do czego się odnieść, ale nie działasz, nie masz rezultatów, to wcale nie znaczy, że trzeba kupić kolejny kurs, tylko należy wykorzystać tę wiedzę, którą się ma. Żeby zachęcić się do działania, trzeba dołączyć właśnie do grupy typu mastermind, aby dostać kopniaka w cztery litery lub, ładniej mówiąc, iskry do działania i wsparcia – ponieważ razem jest łatwiej.

Osoby, które są w takiej grupie, przechodzą przez podobne rzeczy, mają blokady, bo nie chce im się robić albo boją się czegoś, albo potrzebują pomysłów. Darmowy mastermind jest naprawdę supersprawą. Polega na tym, że kilka osób, które są mniej więcej na podobnym poziomie lub mają podobny cel, zbierają się w paczkę, spotykają się regularnie on-line, np. raz na tydzień, raz na dwa, może raz na miesiąc, i każdy omawia swoje problemy, prosi o wsparcie lub informację zwrotną.

Jedynym problemem darmowego mastermindu jest to, że często takie grupy się rozpadają. Zwykle, gdy nie ma osoby, która czuwa nad wszystkim, aby to rzeczywiście działało, czasami jedna osoba troszeczkę odjeżdża albo energia w grupie opada. I bywa, że taka grupa ulega samorozwiązaniu. Natomiast w przypadku płatnego mastermindu jako uczestnik mam pewność, że jest ktoś, kto będzie czuwał nad tym, żeby to wszystko trwało, grało, abym nie była poszkodowana, jeżeli chodzi o czas, który mam w grupie, aby wszystko toczyło się tak, jak powinno, a nie żeby jedna osoba zabierała pół godziny, a inna – 10 minut. Ktoś ma na mnie oko, śledzi moje postępy, wie, że działam itd. Więc to jest coś, za co płacimy, jeżeli chodzi o mastermind. W zależności od tego, w czyjej jesteśmy grupie, mamy też dostęp do osoby prowadzącej.

## Transkrypt podcastu PO NITCE ARIADNY, odcinek 45: Mastermindy jako produkt online

Kiedy oferować mastermind jako produkt? Sigrun poleca, by oferować taki produkt, kiedy już mamy pewne doświadczenie w prowadzeniu grup, np. prowadziliśmy coaching grupowy lub prowadziliśmy jakieś osoby przez indywidualny, ale dłuższy proces. Mastermindy są raczej dla bardziej doświadczonych osób. Więc jeżeli chcesz oferować taki produkt, to sama musisz mieć sporo większe doświadczenie, tak żeby przyciągnąć osoby, które chciałyby – raz, że czerpać z Twojego doświadczenia, a dwa – żeby po prostu wiedziały, że osoby, które przyciągasz, są też na wysokim poziomie. Możesz oczywiście oferować różne poziomy zaawansowania dla grup, tak jak robi to Sigrun, i to z całą pewnością ułatwi na początku rekrutację.

Bardzo ważną sprawą jest, żeby zgromadzić odpowiednie osoby do grupy. Jest to zarówno ważne dla prowadzącego, jak i uczestników, a właściwie dla uczestników chyba najbardziej, bo osoba, która zamierza dołączyć do grupy mastermind, ma obawy co do tego, kim będą inni ludzie: czy będę miała o czym z nimi gadać, czy oni będą w stanie mi pomóc? Powinniśmy patrzeć na to pod tym kątem widzenia: czy my jesteśmy w stanie pomóc innym, bo jeżeli znajdujemy się na słabszym poziomie, to czujemy się naprawdę źle w takiej grupie. Nawet jeżeli będziemy mogli skorzystać z ich wiedzy czy doświadczenia, to nic nie dając, czujemy się nie fair, gdy nie będziemy się angażować. Toteż uczestnicy muszą być na odpowiednim poziomie zaangażowania i zaawansowania. Zaangażowanie jest tak samo ważne jak zaawansowanie.

Jak prowadzić takie grupy? Jeżeli decydujemy się, że oferujemy taki produkt i mamy już odpowiednie osoby w grupie, to prowadzimy to na żywo, co nie znaczy *face to face*. Ale może to być po prostu spotkanie, które prowadzi się on-line. Dużym wsparcie zwykle jest grupa na Facebooku. Sigrun mówiła, że jest w grupie, która ma 25 osób. Tam większość całego mastermindu dzieje się na grupie facebookowej. Ważne jest też, żeby zadbać o to, żeby co najmniej raz na miesiąc każda osoba była na tzw. *hot seat*. Polega to na tym, że dana osoba dopuszczona jest do głosu, wszyscy ją słyszą, ona opowiada, przez co teraz przechodzi, jakie ma trudności, prosi o radę, opinię czy informacje zwrotną na jakiś temat. Oczywiście można to robić też w grupie facebookowej, natomiast inna jest jakość, jeżeli możemy o czymś opowiedzieć przez 5–10 minut.

Prowadząc mastermind, dobrze mieć jakąś bazę wiedzy, do której można by innych odesłać. Może to być np. treść kursu. Ale mastermind nie ma za zadanie uczenia czegoś.

## *Transkrypt podcastu PO NITCE ARIADNY, odcinek 45: Mastermindy jako produkt online*

To jest raczej zbiór osób wzajemnie wspierających się, dających sobie pomysły, dodających sobie iskry do działania i jakiegoś takiego napędu. Ważne jest też, aby sprawdzać postępy uczestników, żeby nie przegapić kogoś, kto odjeżdża w tym mastermindzie, że przechodzi jakieś trudności i nie jest w stanie działać tak, jakby chciała. Ważne, by dać takiej osobie więcej uwagi i naprowadzić ją na inne tory, może ma jakieś trudności itp.

Jeżeli chodzi o techniczną stronę, to prowadzimy spotkania on-line, np. poprzez Zoom – to jest popularne ostatnio narzędzie, coś jak rozmowa grupowa. Możemy ją prowadzić także przez bardziej znanego wszystkim Skype'a. Kilka osób widzi siebie, nie rozmawiają wszyscy naraz, tylko po kolei. W ten sposób każdy z nich w jakimś przedziale czasowym – czy w czasie jednego spotkania, czy w czasie kilku, ale chociaż raz na miesiąc – jest na tzw. *hot seat*, gdzie opowiada o swoich trudnościach i problemach, prosi o informację zwrotną bądź trochę energii, bo i tego każdy z nas od czasu do czasu potrzebuje.

Dobrze nagrywać takie spotkania i później je udostępniać, ponieważ osoby, które np. są na takim *hot seat*, nie zawsze są w stanie wszystko zanotować. Czasami, jeżeli usłyszą jeszcze raz jakąś poradę, którą ktoś im dał, są w stanie znaleźć w niej drugie dno. Nagrania dobrze później udostępniać w grupie na Facebooku czy w jakimś innym miejscu, ale przeważnie tym sercem jest grupa na Facebooku. Fajnie dawać dodatkową wartość, np. zakładać kalendarz Google'a z datami spotkań, żeby uczestnicy nie zapominali o spotkaniu, aby wiedzieli, kiedy będą się odbywały. Warto być codziennie w grupie, odpowiadać na pytania, rozwiewać wątpliwości. Jeżeli nasz mastermind jest z wyższej półki, to możemy zaoferować spotkanie na żywo w jakimś miejscu, gdzie wszyscy przez jeden czy dwa dni mogą się poznać i jeszcze głębiej sobie porozmawiać.

Sigrun mówiła też o cenie takiego produktu jak mastermind. Jest on dosyć drogi, bo cena godziny mastermindu musi być niższa niż godzina konsultacji jeden do jednego. Ale jest to produkt dla osób bardziej zaawansowanych. Kupuje się pewien pakiet godzin na jakiś czas, najlepiej dłuższy – Sigrun mówiła, że najlepsze efekty osiąga się, kiedy w mastermindzie jest się przez 12 miesięcy. Dopiero po takim czasie, po wprowadzeniu swojego działania w życie, można zobaczyć efekty i widzi się sens bycia w takim programie. Więc osoby, które dołączają do takich grup, są bardziej zaawansowane i rozumieją, że brak wyniku nie jest winą osoby, która prowadzi ten mastermind, tylko

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naszą, ponieważ to my nie działamy. Jeżeli jesteśmy dobrze dobrani do grupy, jeżeli prowadzący odpowiednio zachęca, to tylko od nas zależy, czy zrobimy to, co powinniśmy, czy nie. Osoby, które czekają, aż działanie na nie spłynie, nie doczekają się – nie są to osoby, które powinny dołączać do mastermindów, bo jego celem jest mobilizacja samego siebie. Osoby, które dołączają do takich grup, rozumieją, że działanie należy do nich i że będzie to kosztować ich pracę, jeżeli chcą mieć rezultaty. Więc jeżeli zamierzasz oferować taki produkt, to kieruj ofertę głównie do osób, które już Ciebie znają, które już miały z Tobą styczność. Być może są to osoby, które już miały z Tobą jakieś konsultacje, grupowy coaching, kupiły u Ciebie inne produkty, bo te osoby łatwiej Ci zaufają. Wiadomo, że jest to produkt, który trwa przez dłuższy czas, i jest to pewne zobowiązanie finansowe.

Jakiś czas temu sama zaczęłam się zastanawiać, czy by nie zaoferować mastermindu. I jeżeli myślisz o tym, że byłabyś zainteresowana mastermindem ze mną, to proszę Cię, skontaktuj się ze mną pod adresem [kontakt@ponitceariadny.pl](mailto:kontakt@ponitceariadny.pl), w tytule napisz „mastermind”. Czekam na opinie do połowy kwietnia. Napisz mi, na jakim jesteś etapie, jakie masz potrzeby i jakie są Twoje oczekiwania, jeżeli chodzi o uczestnictwo w takim programie. To jest luźne badanie rynku, niczego nie obiecuję, nie wiem, czy będę prowadzić mastermindy, natomiast jestem bardzo ciekawa, czy wśród Was są osoby, które byłyby tym zainteresowane.

Jak zwykle linki do wszystkich ciekawostek, blogów, podcastów będą w notatkach na stronie [ponitceariadny.pl/45](http://ponitceariadny.pl/45). Jeżeli spodobał Ci się ten odcinek i uważasz, że jest wartościowy, proszę, podziel się informacją o nim z kimś, kto myśli o oferowaniu mastermindu lub też grupowego coachingu. Podeślij tej osobie link [ponitceariadny.pl/45](http://ponitceariadny.pl/45). Miło mi będzie, jeśli zostawisz mi komentarz na blogu albo na iTunes. Dziękuję i do usłyszenia w kolejnym odcinku!

Dziękuję Ci za spędzenie ze mną czasu i wysłuchanie tego odcinka podcastu. Aby przeczytać notatki i posłuchać innych odcinków wejdź na moją stronę [ponitceariadny.pl](http://ponitceariadny.pl). Jeśli chcesz, aby również inne kobiety chcące rozwinąć swój biznes on-line odkryły ten podcast, zostaw mi recenzję w iTunes. I pamiętaj, jak mówił Henry Ford: „Jeśli sądzisz, że potrafisz, to masz rację. Jeśli sądzisz, że nie potrafisz, również masz rację”.