



MY MILLIONAIRE FRIENDS: GROUP COACHING CALL #8 Millionaire Behaviors

Participants in this teleclass are Sheri McConnell (SM); and various Audience Members (AM).

SM: Hello and welcome, this is Sheri McConnell, founder and president of My Millionaire Friends and that's at www.my-millionaire-friends.com. And today we are on our eighth coaching call and we are here to talk about millionaire behaviors. Last week in coaching call #7, we spoke in detail about those millionaire mindsets. And so, what we know to be true – we spoke about this a lot in the program so far, is mindsets determine your success at building wealth more than how much money you are making or how much money you have. More than the level of expertise that you have and even more than the amount of time that you are investing in spending on this business and building your wealth.

So those mindsets are what drives those three things. We talked about the leverage triangle. The mindsets are so important in your ability to keep installing new mindsets. T. Harv Ecker calls it – we all have this filing cabinet and he calls it, every time you plug in a new mindset, that's a new folder in your filing cabinet. And you're using that as a tool. So if that visualization helps you, that's one thing I always think of – is I'm putting a new mindset in my filing cabinet of tools that I have to use.

And so this week, I really wanted to talk about last we talked about ways to think, of course, that will set you up for success and you actually must think in those ways if you're going to build a six and seven figure dollar business. If you do not think in those ways, you will not get past the stuck levels that won't produce results. That will have you spinning your wheels and you'll be frustrated and you'll get burned out and you will eventually try to find another way to make money because you won't be having fun at what you're doing. Cause it's not fun to work for free or for very little.

And so, having done that for a number of years, I had to let go. I had to learn new mindsets and new behavior. And my attitude – when I finally got ready to do that – was I was going to quit or I was going to do this completely different. And I saw the potential. And I knew I had a lot of passion. I knew I had passion—I had to look back to that “why” that I had started it in the first place, and that's what I'm going to dig in today. Once I learned those new mindsets, that second piece was the key behaviors. And I want to go through those today.



So I'm going to be talking about millionaire behaviors that you're going to develop from those new mindsets. And the first one – and at the end of this call, I hope that we have some discussion with those of you who are in the program right now and we can discuss some of the mindsets that you feel stuck at, and/or we can discuss some of the mindsets that you've already put into place and you feel like here in this short eight weeks, you've actually been able to create some new behaviors around this information.

So definitely make notes during this call. If you get an Aha! while I'm talking, definitely bring that up at the end of the call. So the first key behavior I want to talk about is thinking – and I'm going to recap all of these behaviors at the end and I'm going to talk a little bit about each behavior, of course, and then I'll recap them at the end. But the first key behavior is thinking long term. And understanding that your return on investment of the many things that I'm asking you to do when you're building a community that you are passionate about, that you have to be in this for the long term.

You will try many, many, many things and one in ten of those will be a successful strategy for you. And that is because things change on the Internet at a very, very fast pace. It depends on your market. It depends on the energy that you put out there when you say things. It depends on who you're attracting. It depends on so many factors. And that's why it's so useful in coaching to work with someone who's doing this because they can tell you over and over again, and they can say things to you over and over again that they know that they recognize are barriers that are keeping you from success.

So some of it – you who have been coaching with me in your one-on-one and those of you who have been in other programs, you will know that I repeat things to you over and over again that I want you specifically to work on. And it's because of working with so many people and dealing with such a high level of doers that I surround myself with, these multi-millionaire people, I recognize barriers in you all's behaviors, in your key behaviors that I know will keep you back. And that's why you will hear me repeat things to you over and over again. Because I really, you know, want you to succeed and I know that that mindset or that behavior, once it's tweaked or once it's improved – it doesn't have to be perfect, I'm not perfect. I don't believe in perfection at all. And many of you all know that.

But tweaking it and doing things with it to help you attract who you actually want to attract is a huge thing. So thinking long term, what I really want, the behavior that I want to install, what I'm having you think about installing as a new millionaire behavior is that you are building a community to serve that you are passionate about. And that's the way I want you to think long term on this business. So you're not there when you meet people to sell to them,



you're not there to get them to purchase something on the Web site which is what your bigger strategy is because you will be solving your problems with your products and services.

But thinking long term is just having them get on the list. Because today your products and services may not be anything that they need. But getting them on that list and being passionate about them, even if they are not a customer today will help you build that long term community and that will be that solid foundation. So it's a behavior that you're actually not trying to sell to people but you're just building them as a customer over the long term. And you get that, and that's a mindset that your behavior is that you start to think long term about everything that you're doing.

So you recognize that they may not be ready now and they will be ready at some point in the future, and because they are plugged into your community and you're always doing things to improve that community and to put new products and services out there, they will plug in at some point. Or they will tell other people and those other people will plug in.

So one example I can give you of that is with a client. And he was, he has a business that he is coaching in real estate. And what he does is a lead generation tool to get people on his list and to get their address. He gives out a free CD. And he advertises in lots of different places that you can send in for that free CD. And what he recognizes in his long-term strategy, his behavior, is offering the free CD. And what he's thinking, his mindset that is installed is that he knows not everybody is going to be ready to take action and come to his free teleseminar that he offers, excuse me – his free live event. Not a teleseminar.

But most people will do in a given time is take that free CD and they'll plug into it when they can. But a lot fewer people, if he were just offering the free live event, he would have a lot fewer people take action on that. Once they get the free CD and they have it in their hand and it's on their desk, they may be ready for that free live event three months later.

And so by him installing that long-term investment and installing that behavior into his business which is a system – and I hope you all recognize that right away – he is actually building a long-term community. He's funneling people into those free live events constantly and ongoing by that lead generation system he has in place.

So a millionaire behavior is just right away – I want you to understand that key behavior – is thinking for the long term, excuse me. And understanding that your return on investment over time, that time, that money and that expertise really you have to think about it for the long term. Lots and lots of



people, when I'm coaching them, they are frustrated that they are putting these marketing strategies or they are building this Web site and right away, the first few things they try, literally within a two to four week period didn't work right away. And they're just frustrated and ready to quit and they think that their idea is bad or what they are doing. They haven't learned that millionaire behavior, and entrepreneurial mindset. And that's thinking for the long term.

Okay, so the second key behavior I want to talk about today. And you hear me talk about this in the last call is the "You are the architect" piece. And so the behavior in this architecture piece is you using technology. Really understanding that even if you can't use the technology that you have to delegate the use of it. Millionaire behaviors, they are all plugging into technology, to automate, to systemize their systems and we'll talk about that more in a minute.

So your behavior is understanding that that \$100 a month for that cart system that has that affiliate program, and that's about what it costs. That \$100 a month, \$1200 a year is definitely – you know, that might be a stretch for some of you who are starting from ground zero. But you will not move forward if you do not plug in the technology to automate your business. And you could do it when you're comfortable but you're just not using the millionaire mindset and you're certainly not making that a behavior.

So what you need to understand, if you want to aggressively grow your business or grow it at all, because you're competing with people who get that right away. They already get the mindset. They jump straight to the behavior and it's not even something that is holding them back anymore. And you're competing with them. And so that mindset or behavior is you using the behavior piece, is using the mindset, understanding it, but using it and putting it into action is the behavior.

Use technology and it will allow you to build a brand and your expert status at lightning speed. And the reason that is is because online marketing is so powerful because you get to decide when you put it out into the world. Not again, waiting on the customer to come to your storefront business. You're not waiting on the customer to decide when they need something. You actually are the person using the online marketing and you get to decide once you have them on a list, you get to decide when you build your brand further. Or when you do a new teleseminar with a key joint venture, you're building your expert status.

So your mindset and the behavior is that you're plugging into that technology and realizing that the way that you set this up in the technology piece does make you the true architect of your business. Cause every marketing



strategy that you put out that you automate and you take advantage of and that online system is so very affordable for what you can turn around and do with it. And I remember back when I thought about adding that \$100 on every month. I remember being in that place, and just waiting and adding the affiliate program on later, trying to save money.

And just, once I did these things and I had to be pushed for quite a while, but once I did them – it's like the business just doubled. I mean within months. Everything just flipped over. And then I was in a completely new place and shooting for new goals. So what I can tell you if you definitely don't install this behavior and put it into action, it's going to hold you back. Because everything that you put out in that automated way using that technology builds your brand. Everybody that you connect with, that further builds your brand and your expert status and it's just a really important behavior that you have to put yourself out there and that way be competitive.

The next key behavior is using, using again – I'm going to keep pointing out that understanding it is the mindset. But then using it is the behavior. So using those proven tested, using the proven tested multiple business models. Those millionaire multiple business models is smart. So combining business models is smart because it lets your customers access you in different ways. It allows you also to plug into various expertises out there in your industries. Various expertises in various different industries.

So, for instance, that's – you know – an example of that would be the membership-based business model with information products. Or coaching and a membership model. Remember the six different models that we went through. So plugging in to proven ones, ones that have already been tested. That's why I'm sending you these books so that you can even dig in further to a particular model. And then combining those, that gives you that exponential growth. And you're not going out there and trying new things and reinventing the wheel.

So again, the behavior is that you understand from now on that you're just going to do this from now on. You're not even going to attempt to do anything from scratch. You're going to do a new key behavior of using proven and tested business models and that's because you don't want to reinvent the wheel. I know many of you have heard that phrase over time. But yet when you sit down to do it, because some of these proven models and strategies cost you money or they cost you time to learn, you actually sit there and try to do things by yourself because they are free, and you're not willing to invest in the proven and tested models that have already been put out there.



So joint venturing can be really great in this area because sometimes you can joint venture with an expert who already has a lot of expertise in that model. And you can actually leverage their expertise. And then they can leverage something that you have. So joint ventures can be great. And jumping ahead with that millionaire behavior of using proven millionaire models and technologies. I'm going to take a quick drink of water.

So the next key behavior, millionaire behavior, key behavior – is you will not do it alone. And I'm going to stress this one. Because I still find people who know this. They know that they need a mastermind. They know that they must surround themselves with people who are doers, people are who in action. But yet, when you get out of this class, you will fall back into, "I have all of this information. I can just start to do this on my own because money is tight."

And what I can tell you is if you don't plug into something long term, if you don't hook up with someone and you don't hold yourself accountable, this is true with any goal. Whether you are writing a book or you're building a business. You need to plug into some type of group long term. And the quality of people usually, how serious they are and the types of people they are, that sometimes is affected by how much money they are financially investing in that group.

And that's just – you know, that's just the way it is. So know that sometimes, depending on your industry, you're more effective, masterminds – you're going to learn more from people in your masterminds if the cost of the mastermind is higher. The quality of those people will be higher. They are out there doing things at a higher and faster pace, at a higher quality level. And you're just going to learn more. You're going to get more out of it. You are going to get more back from your investment.

So understand that you cannot do it alone and the behavior that you must install is that it takes a team. And I'm not talking about that delegation team, although we know how important that is. That team that you delegate to that helps you do things. But I'm talking about your mastermind team. It is crucial. So you must get used to some pieces with your mastermind. It will help you and that's why having a mastermind is so great. It will help you get used to failure. Because your masterminds is going to come back with things that they are trying all the time.

And those things didn't work for them, that strategy didn't work for them, or they forgot to do this one piece and that strategy failed because they made that mistake. That you probably wouldn't make but the benefit of the mastermind, even at that level right there is that you're benefiting from their



mistakes. You're actually benefiting from when they lose thousands and thousands of dollars in failed strategy. You get to learn from their failures.

And some people don't – we certainly get to dig into a mastermind and we get to test our ideas and strategy. That exponential testing is so important in a mastermind. The joint ventures that you actually get to do and maybe work on products and services together. That actually affects your bottom line. And so people get that a lot in a mastermind. But what they don't get is you actually learn from their failures. And that's a huge piece.

And masterminds go way, way back in history. And they were mostly used by men in the early days. But way back, you know with some of our initial inventors if you're reading the book that I sent you, *Think and Grow Rich*, you're reading some of those stories. And you'll see how far back masterminds go. So what I know that you must do, and that key behavior again is that you will not do this alone from this day out. You will not do this alone from this day out.

You will surround yourself with others and you will test what you're doing. And you will play with your company. And you're going to set yourself up for success. And for some of you, that means that you need another income coming in while you get this company off the group. For those of you who are in start up and you don't already have a company that you are working on.

But for those of you in the program who are in start up or people who are listening to the home study course later, you may need to set yourself up for success by having a day job. Or by having, you know, another income stream coming in the home so that you can test and play with this company and have fun with it and go out there and build your mastermind team.

And what I can tell you is if you do that, you will ensure your company will have a better foundation and be more successful than if you try to do this yourself and you try to do it on a really tight budget. And you're trying to do in the survival mechanism. I mean, it's been done. But it's a lot harder. And you will actually attract what you are experiencing. And that will frustrate you and that's why so many companies end up quitting. Because they don't understand all these mindsets and behaviors. They never even get this far. They don't get to the point where you're at on this call today where they get to understand that millionaire mindsets and behaviors are so important to your success. They didn't get to this class and they quit before that ever happened because they didn't actually set themselves up for success.

So the next behavior, the next key behavior, is around this thing called "fear." And the best way I can have you implant and the action, the behavior that I can have you install, is that when you feel that, you're going to do it



anyway. And so you must be willing to take those risks and have that sense of adventure and have fun. So what does that mean and some other ways of saying that?

That means run a messy business! Have fun with just getting new things out there and getting new strategies. Have fun with joint venturing with people. Don't make it so hard to joint venture with you. Things might get a little messy when they get implemented. Things might fall through the cracks. Products might not look exactly the way you want them. And again, don't shoot for perfection.

What I would rather have you do is just move forward and improve as you implement. And the reason that that behavior, that "do it anyway" kind of behavior is so important is because as you're improving on the things you're implementing, then you're actually only perfecting or shooting for perfection, you're only doing that on the things that people have already paid for.

So you can see how if you perfect things before you get them out into the market and before you can get them out into testing, you're going to spend a huge amount of your time and your money and your expertise on different products and services that once you get out into the market, they won't have, they won't be successful anyway for just reasons that you can't see ahead to. Because you haven't got to test them yet.

So improving them and making them, the quality higher as you are implementing them and developing – that's why I love online companies. Because a lot of what you can implement and put out in the world, you can actually do in the process after people have already paid for it because of those new technologies. And again, that's because I'm the architect of my business. So I don't think in the ways that I learned from school. I don't think in the ways from when I worked in a corporate company.

By surrounding myself with these new millionaire behavior, I allow myself to develop a product after I've already sold 20 of them. And pay myself in advance. And what I can tell you from coming from the publishing world where things can be very, very rigid over there and people say you have to do things a certain way or you're not really a writer, and so on and so forth, and being in that industry for so long, I just learned so much in the ways that behaviors and cultures in different industries and different companies can hold you back.

So be willing to, again, have fun with these companies. Take those risks. And a key piece of being able to do that is to surround yourself with other people who are doing it. Because that behavior just becomes contagious. And it is just so, so important that you realize if you don't get through this and if you



don't get this key behavior, that's another area that will hold you back. You will stay stuck. And you'll actually, again, attract people who don't take risks, who aren't having fun, who don't have a sense of adventure. So be willing to understand that mindset, even though it might take you a while to change it into a behavior. Understand that it's something that will help you.

The next key behavior is you will from now on – you will think in systems. You will systemize everything. Even if you don't know how, you're going to keep seeking education. So everything from taking a phone call to how that product or service gets implemented or fulfilled to how you do a teleseminar to every piece of your company, will now be systemized and automated if it can. And systems and automation are your key, key pieces to making the six and seven figure incomes in business.

So give me – again, these systems and automation. What that does is it gives me the exponential growth. Because the systems are working for me while I'm doing other things. While I was exercising this morning, autoresponders were being sent out that I delegated at 6 a.m. this morning. While I was hanging out with my kids this weekend, transcripts were being transcribed so that this company, so you know, transcripts could be posted for this product here in this live course but then also from now. So you know, systemizing my business and having a certain way that I always do things allows me to seek aggressive growth with my companies.

And so once you get that, you will always be learning new systems. And again, this goes back to your mastermind again. Because I've learned so much on how to implement systems into my company and how to just think in that way. I mean, it was gradually just a way that I started thinking all on my own. And if something had to be done more than twice in my company, I'm already going, "Okay, we need to change the wording in that autoresponder so it never has to be updated again." "We need to do this."

So I think long term now. And that saves me time and money. That saves me those things on the leveraging triangle. So I think in systems and I think about the long term. And that's what – those are millionaire mindsets that when you start to take action, which is the acronym of the whole coaching model that we have here, then when you start to take action and you turn them into behaviors, that's when you see the results.

Mindsets are so powerful. But if you are not taking action on them, they don't do anything for you. So you will, the last key behavior again is you will systemize everything. Some of those systems, for those of you who are, who might have already purchased the Create Your Group product, that Blueprint and Toolkit over there – I don't know if any of you all have those in this program.



But one of the last chapters, I believe it's chapter four in the Blueprint. And I go into all the systems within the membership-based company. And I talk about them in that product in direct relation to the membership-based business model. But what I can tell you is some of those systems are in every business. They are in every company out there. And there's four chapters in that Blueprint. And the chapters are long and they have lots of sections but I spent a whole entire chapter on systems. Because that is such a key reason to why that company is so successful.

And I know that that's my edge. I know that a lot of people don't think that way. In normal membership-based business, those brick-and-mortar businesses, they just don't think that way. They are not coming from that skill set. So I know that it's something that's very, very powerful. And I know that I was able to grow that business differently because I surrounded myself with millionaire mindsets and behaviors. And most of those behaviors and mindsets were coming from the entrepreneurial world. Not the publishing world. Definitely not your brick-and-mortar membership-based businesses who have boards and everything has to be slowly approved and just, you know, not these non profit type things.

So what are some of those systems? I want to make sure to mention some of those here. And we'll dig in those later in the program when we have a whole hour we will spend just on systems. But your delegation systems. How do you delegate everything? You don't want to have a low ROI just on that process even. Your marketing strategies. That's a key piece of why a company makes money in any company and it's how you systemize and automate your marketing.

And the technology. Again, I talked about your ability to plug in and to build, you know, be the architect of your life and of your company here and use that technology to build your brand and your expert status. That totally relates back to the systems in the way that you do that. And with a lot of you, you're going to need help doing this. I think when we get to the end of these calls, the last two are on systems and automation. You are going to have a much – when you finish this course, I think you're going to be set up really well to plug into those systems and you'll realize that there is just no doubt about it. You will have to take that behavior and install it if you want to move forward.

The other important system is your customer service systems. So for us, we have all the customer service emails going to Google and then the virtual assistants go on every night and check any of that day's support emails from all four of the companies. We had to set up a system so that that was



happening on an automated basis. And if they just came in my inbox, I would never get anything else done. So we had to set up a system.

And then lastly, you have to develop income streams moving forward. You're doing, you know, you're doing your day-to-day, you're serving your clients. You're plugging into your different business models that we've talked about. And you have to have a system for further product development. So a lot of that comes with you being able to delegate those lower income producing activities so that you can spend your time, or you and your partner (if you have a partner in your company), so that the higher-level product service development is being done. And it's not going to be done if you are running around putting out fires.

So again, once you begin to systemize everything – if you've done it more than twice, you need to create a system for it so you can delegate it. It's much easier. So those are definitely key millionaire behaviors. And so I want to recap those real quick. And then I want to take questions.

So the first one was thinking long term. You're using ROI when you invest your time and your money and your energy and your expertise. The second key behavior is using technology so that you can create the architecture of your company. You can build your company using chosen technologies to run it, and to automate everything. The third key behavior is using proven and tested business models. And that you're not reinventing the wheel. That's why we spent so long on those different models in this course.

Using and – that's a key piece of these behaviors – because if you're not using them, then they are just a mindset and they are not going to do you any good. But it has to start with the mindset. The next key behavior is: You will not do this alone. You will not get out of this course, at the end of these twelve weeks, and think that you can do this alone. You understand that you must create some kind of support network of doers to move forward.

The next key behavior is doing it anyway. Feeling that fear and then just doing it anyway. There is no such thing as failure. The next key behavior is systemizing everything that relates back to the technology, of course. It relates back to not reinventing the wheel. You're systemizing everything you're doing. And it's just such a huge piece to how much your productivity level will be and you not being burned out.

And you having the passion and the energy. You know, building a community that you're passionate about is – I started there because it's just so important. Because I can tell you, once you lose the passion, you won't come up with new ideas. You're not going to attract amazing people into your company. If you do lose the passion for a little while, don't panic. What I



really have people do is kind of be quiet about that, not tell everybody the drama that is going on behind the scenes of your company. I see people making that mistake a lot of the time.

You build a brand. You worked really, really hard on building your brand. And that you're this expert and that you're doing all this. It's a fine line between being real when you're putting a company out there but then not, you know, people see you flip-flopping around. They see that you are not strong in your foundation of you running the company. They will unsubscribe. They will be off your list pretty quickly. And so there's a fine line between professionalism and using your journey as a learning mechanism for those people who are on your list. There's a real fine line to that. So be conscious of that and kind of realize that that is a big piece of you building your brand. So I want to make sure to mention that.

Okay, at this point I want to take it off Q&A and I hope that we have some laser coaching that we can do at the end of the call today. Okay, we are off lecture mode. And at this point, I would love to take on some stuck spots or some successes – you choose!

AM: Sheri, I don't have a stuck spot or a success but I do have a question.

SM: Okay. Now I didn't hear you. Go one more time.

AM: It's Laurel in Philadelphia. I had a question. You mentioned mastermind groups and how important they are. I wondered if you could give us some insight about how to find appropriate ones.

SM: You know, I mean I certainly attract those and sometimes I create them myself. The different groups that I have. So if you're looking – I would definitely connect with some of the people in the course. You know, use your Friday Q&As. It's something that you're going to have to manifest in a way depending on your budget and what you're looking for. You know, if you're not getting a bunch of newsletters in your industry, start doing your Google searches and signing up. Because there's lots of – I mean, I'm getting newsletters all the time of people who have mastermind programs within their companies.

And so what I would have you do when you start to look at those, you know, is do an ROI. Are the people that are in those or is that company attracting the same type of people that you really need to be around. For instance, I have more value in a high-level entrepreneur who has children and networking with them than I do single people. Because we're going to have



more of the same struggles than those people who are single who can do more travel and all that!

You know, so definitely look – stretch yourself. Surround yourself with people who are definitely pushing the envelope and really doing things. But at the same time, you need to be realistic with that group too. For me, those are a lot of my personal choices with doing masterminds and seeking masterminds. And then I'm proactive at creating my own.

So, for instance, I have a lot of experts over at the Association of Web Entrepreneurs and I'm creating my own mastermind there for them. And it's going to be a huge benefit for them because they will connect with each other. And there are a lot of high-level masterminds. So not everybody can do that. I mean, there are a lot of high-level experts, excuse me.

But try to do it from wherever you are at. But I think there's a big, an exponential value in spending a large part of your budget on a mastermind group. Because of all those reasons that I told you. And your return on investment will definitely be there. But sometimes that's just a huge stretch for people to do that in start up. So it just depends on where you're at.

But sign up for Google alerts for masterminds in your specific industry. Some industries are doing masterminds like crazy and some people aren't even used to that term. So does that help a little bit?

AM: Yeah. Okay. I guess I was a little bit confused because there are so many entrepreneurs that are offering, you know, inner circle – like Kendall Summerhawk has sort of – I know that you've worked with her. She has a kind of inner circle sort of thing.

SM: Aha.

AM: And just about everybody has that sort of thing. But, is that what you were talking about? I thought you meant something sort of completely different?

SM: That's what I was talking about.

AM: Okay.

SM: And the reason, I mean, I'm in a couple of those and what I can tell you is it's just invaluable. I mean, and the piece that surprised me was getting to see people's failures too. Because it's like sending, it's like when my older child sends my younger child out to test something, or they send the younger one in to ask that they can all do something, and the younger



one gets in trouble! That's kind of what you get to do in a mastermind. You get to let some of the other people make the mistakes, and you get to save money and not make that mistake.

And that was one of the surprising things that was great about a mastermind. So, I mean, it's just a millionaire behavior. You do not see millionaires doing it alone. They are not shy about networking. They are not shy about getting out there and flying across the country and investing in their knowledge and in their networking piece. I mean, my husband's lucky enough that he gets to do this on the corporate dollar. You know, and they are constantly doing over-nighters and flying across the country just to network with another company because they work together. You know, the companies need each other and they'll do dinners, and you know. It's just a different kind of level.

But what happens with people in start up. Is we are just so focused on the budget. We really try to do everything ourselves. And you just can't. You just can't. So the investment in those masterminds. And you know, you can do your own. If you really know that you're not going to be able to do that budget this year. At the very least, if you're not going to be able to budget that in this year, at the very least, create a group of people that will hold you accountable. You know, find them. Attract them. They are out there.

And I've done that at various levels, from the get go. And I've talked to people on the call who I've told you that had I not done that, I would have quit. Because nobody in my immediate family, not only were they not supportive, they were negative! So, I just know that that's going to be a key behavior that will just keep moving you all forward.

AM: Okay. Thank you.

SM: You're welcome. But yes, that's the type of masterminds I'm thinking about. Because in my industry, that's what exists. But your industries will be different. And just know that you cannot do this alone. You won't be able to do this alone.

AM: Yeah. I thought it very beneficial to listen to thousands of teleseminars. It's just a kind of collegial atmosphere that you get out of them, even if not all of the information is immediately useful. That's kind of a secondary mastermind.

SM: Definitely. Definitely. Okay? Any more questions? Thank you so much! Anybody else in a mastermind or seeking a mastermind?



AM: Sheri, this is Kathryn in Sedona. I'll talk about a little bit about masterminds and spiritual growth and self-healing. That industry? The alternative health industry. Our masterminds tend to be get-away retreats to recoup. And I've noticed that having been starting retreats, it's a lot of work involved but the gain and outcome for everyone who comes is amazing and the sharing. And the experience, phone or no phone. And we have a lot of cross-culture moms, not-moms, executives, etc.

And I feel that what I've seen for a mastermind group is that once you ever go over a competitive survival instinct, it's long term for the long run, the long haul. And I really enjoy those kinds of mastermind groups.

SM: I agree. And I'm glad you shared that with different types of industries. There's just so much value. And of course, I'm building membership-based businesses and --

AM: Come here!

SM: -- Oh, somebody's trying to get their doggie! You know, I'm building membership-based businesses over the years. So that's the true reason most of the time people are joining those types of businesses is to connect with each other. So I don't want to overlook, that's just something I've been doing forever. I really, you know, when I look at people and I'm coaching people on the phone, which you know I'm only doing in these programs now, but --

AM: I think it's really important because I've looked at how to make a membership business with the spiritual knowledge I have so that it -- like you say, I can deliver it once and it keeps on going.

SM: Exactly.

AM: And so you've inspired me that all the recordings I've done over the last ten years can be packaged with very little re-efforting to help a lot of more people out there, so that they can find it when they want it.

SM: It's accessibility and it is --

AM: Yes.

SM: That's one of the key things in marketing is your packaging piece. And that's what attracts people. You know. And that's, sometimes, that's just getting the mastermind and getting people in your mastermind team who have those strengths. You know.



AM: Yeah.

SM: And that's in a sense what you all are doing here. I'm just encouraging you. You won't be able to do it without some kind of mastermind. The results that you get by yourself will not be the results that you get if you plug into a team. The reason I like to pay for masterminds is because of the quality of results that I'll get. Because those people have invested in it. They make it to the meetings. And I like physical meetings.

You get time where people are invested for a long term, for a year. So I really do find that those are very, very powerful in the results that you'll get and it's just a new way of thinking. Most people really aren't willing to do that. If you think about it, most people aren't willing to invest \$500 to a grand every month in a mastermind to build their companies. They want to do it in a different way that, and it just doesn't work.

Not to get the results you want. You'll struggle a lot longer. And I just, from studying all the millionaires that I've studied and reading all the books I read, there's just no doubt about it. That you have to be willing to do that. If those are the results you want. And if you understand that and you make the choice not to. Then you're okay with that. It's being conscious of the choice. It's understanding the mindset.

AM: I agree, and the do it anyway? I have an acronym. There's many acronyms for fear. Mine is Feeling Excited And Ready.

SM: There you go!

AM: And it deals with the emotional body that says, "Oh, I can't possibly go out and talk to that millionaire. I can't do this or do that." And I find that that's very, very helpful. And I really so appreciate what I'm learning with this Millionaire Friends because it is a mindset and we have that same potential as we take action on it. And that's exciting for me to just participate in that way.

SM: Well, thank you. And congratulations on understanding it. Because, we all, and you know to refer to Oprah – but we all can't even dream what dreams lay ahead for us. We can't even dream that big. And it's just our ability to just keep walking forward and talking with that next person. And you know, we do have struggles. We all have the "time" struggles or people in our life that we have to take care of, you know, whether we are taking care of our elderly parents or our kids. We do have, you know, some issues that we have to work around. I totally get that and honor that.



But there's lots of other choices that we're making that we could really push ourselves. And you know, I don't want to say "quitting." But we cannot give up and quit so easy, you know. That's the piece about fear. And sometimes that darn TV just helps us deaden us. I've talked to my husband, "Let's just go TV-free!" That will never happen. But it's worth entertaining the idea sometimes.

AM: That's true. We are cable-free in this household.

SM: Well, we were for years until I went on vacation one year and discovered the decorating channel!

AM: That's great!

SM: So I can't even blame that one on him. I was at home, and I am like "I want the decorating channel!"

AM: I love it!

SM: So that was my fault. But I love putting paint color on a wall, so – what can I say. Go head...

AM: I was going to say, in the thinking and systems? I really find valuable the office manager template that you sent out. Things that you can fill out once and then update when you need to but it's all in a notebook ready to go.

SM: Thank you. Good. And what's she talking about is the template for the operations manual that we put on the download page. It's at the bottom of your log-in page. That is like where I put everything. And mine's in a three-ring binder now. And use it how, adapt it to your companies as they grow. But it's just a peace of mind. I love that document. You know, I love that manual.

I remember the way I used to do it in the old days. Folders and just everything. I thought I was organized but I really wasn't.

AM: It really helps delegate the day out of day requirement of teaching any new employee or any new partner or any of that.

SM: And for some people again, who are in start up now, that's ahead of where you are at right now. And the millionaire mindset that will become behavior for you is thinking ahead, thinking long term. That goes back to that long term. So just using that document from the get go, even if you're just using it for your own passwords, or if you need to give directions



to your husband or someone who might run your company. For me, just for the many years it was just what would happen if, you know, my husband has no clue even where anything is.

And I didn't have virtual assistants in the beginning years. So, gosh – when I hired that first virtual assistant, that was just a huge relief just because all of a sudden, it all didn't depend on me.

AM: It just makes it so easier to pass it on when it is time to have those people come in and help.

SM: Right, right. And you are planning ahead because things change. You know they are going to change. You know that different people will come into your companies and go out and you don't want to be in that, putting out that fire that week that halts your income because you're not being able to deliver your products and services because you're having to hire a new person.

AM: Yes. One of the new behaviors that I've seen required for me personally in the millionaire mindsets is to be able to have what I called "committed listening." And really understand the language of the person I'm talking with. So there's a common language we arrive at to describe marketing strategies or joint ventures or how we'll serve each other, etc.

SM: And I love that! Because that's a huge piece of what people don't do so well. That's probably, most people probably have that weakness of not being a good listener.

AM: I've just seen it so many times where all of a sudden I see this blank look on someone's face and I realize that they are not committed listening. They are thinking of some other things going on. And so I just thought, I go "Okay. So let me say that again."

SM: And I think that's good that you brought that up because I know that I definitely struggle with that. And so do my four kids! But I think we all do. Maybe it's from all the overload of information and how fast we go in society today.

AM: Right. Right.

SM: And my child – I don't know if any of you all watched *Super Nanny*? But we were watching it and they gave me the compliment of "You do all that, Mom!" But my oldest, of course, who always critiques me said that *we* don't sit around the table enough. So now we're like making her come away from the TV and sit with us. Which we were doing five out of



seven nights anyway. But now she wants to watch funny home videos. We say, "Nope! We gotta sit around the table. You critiqued us!"

AM: That's perfect!

SM: That totally backfired on her. So critique us and watch, we'll do what you say. But, anyway, I just thought that was funny. Okay, let's talk – anyone else? I would love for you all to share your mindsets and your millionaire habits and behaviors that you're working on in this program. And thank you so much for sharing all of that. That was really powerful.

AM: Thank you.

SM: Anyway implemented new systems yet? I know that we haven't gotten to that coaching call yet. But I just wondered.

AM: I've implemented your virtual assistant help with graphics and plug-ins. And I've implemented the going beyond any fear and buying the artwork for the cover of the books.

SM: Yay! And those are huge pieces. Some of those –

AM: Huge pieces!

SM: Some of those that you are doing are directly related to people pushing the buttons and buying something.

AM: Yep.

SM: They matter that much. So that's very, very powerful. And see that's the difference between knowing you should do something and then just doing it. And taking action.

AM: And somehow the mortgage and the bills always seem to get paid after I've done it. So I'm grateful.

SM: Yay! And thank you for sharing that. You know, it's wherever you are at. I know Oprah also has a phrase about that – "You do better when you know better."

AM: Yeah.

SM: So you don't spend too much reflecting on the past and the past mistakes because you just didn't know better back then. And so – no regrets. Do it anyway. And now that you know better, you're going to do better. And



that's a huge difference between people who aren't achieving the goals that they want to achieve for themselves. And we spend a lot of energy and time reflecting on the past. And so that's okay.

Now that you know better, you're going to do better with the resources that you have. With those things on the leverage triangle that you can leverage. And then you are going to move forward from wherever you're at. And what I really, really challenge everyone to do is to really, really fight the energy of overwhelm, of seeing what so many other people are doing that you feel is so far ahead of you?

Honor where you're at. Honor that you're in this place. Honor what you've already accomplished. Honor that you are going to do this so different and you're going to just shortcut so many mistakes. And that you're here at the beginning of this journey. This amazing journey that is going to be exciting along the way because you're going to put something out there that's really amazing. And it's not going to be perfect. But it's going to be you.

And you're going to get to put it out there and you're going to get to attract the resources you need to get it done. And if you don't take that journey, you just won't know the exciting things that are going to happen. Like buying a lottery ticket. If you don't buy it, there's no chance! If you don't start the business and just move forward, you won't know what exciting things you might be able to accomplish with it.

So that's why this piece is about the extra job or at least the extra income in the early years, can be really valuable. Because it lets you have passion and it lets you have fun without the fear piece of paying the bills. I hope that's helpful for you all in start up.

Okay! So I'm really excited that we got to spend some time. Any last minute points that anyone wanted to make? I wanted to give everybody a chance if they had anything to say on the call today. I know we have a number of people listening. Okay! We're at the end of the hour. Thank you everyone.

And if you have any questions at all, you know where we are at – www.my-millionaire-friends.com. And just email us at the support email there on the "Contact Us" page. And take care everyone! Have a wonderful week. Talk to you on Friday during the Q&A session. Goodbye!

AM: Goodbye! Take care.

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