

Creating a Master Mind Telephone Bridge

Entrepreneurs who have developed strong peer networks understand the benefits that come from sharing ideas with like-minded business owners. The power of these business alliances has been known for decades, and was one of the central success principles of the noted journalist, author, and entrepreneur, Napoleon Hill.

In his book, *Master-Key to Riches*, Hill defines a Master Mind as “an alliance of two or more minds blended in a spirit of perfect harmony and cooperating for the attainment of a definite purpose.” He felt that these alliances — often exemplified as regular gatherings of a self-selected group of individuals — were “the basis of all great achievements.”

Fast-forward a few decades, and meet the Master Mind Telephone Bridge. No longer do you need to have “in-person” meetings or be geographically close to achieve the benefits of such an alliance. Using modern telecommunications systems, a Master Mind group can meet by teleconference, and members can be literally anywhere on the planet where there’s phone access.

Here’s how it works

The ideal group size is four or five individuals. Members should all share an entrepreneurial passion, yet be diverse enough to be able to contribute unique abilities and know-how. All members commit to regular meetings, which are held by calling in to a telephone “bridge” number that links all parties seamlessly without operator assistance. Groups generally speak twice a month, although some meet on a monthly basis.

Create a private advisory team that meets by phone — and watch your solo business soar!

During the 60- to 75-minute call, each individual gets approximately 12 to 15 minutes to share news of accomplishments, ask for advice and feedback, and establish one goal to be completed before the next session. One person acts as timer; one as scribe; one as leader. At the close of the session, the scribe recaps each person’s self-assigned goal and the group chooses the next meeting time. Within a few days, the scribe emails a brief summary of the session — and the self-assigned goals — to the group.

Business breakthroughs

The power of such a group is remarkable. My own Master Mind group has been active for more than seven years now, and each of us has experienced breakthroughs on many levels. Our members come from Arkansas, Missouri, New York, and Pennsylvania. All of us agree that the synergy and dynamics of the group provide benefits to our businesses that other relationships can’t offer. Best of all, the group meets even when any of us is on the road, since we can call in.

Next steps

If you think you’d like to create such a group, carefully choose three or four other colleagues with similar vision and

distinct strengths, photocopy this article, or forward it to them by email.

Next, locate a telephone bridge line service provider. In the last few years, many options have opened up in this area, and your choices range across an entire spectrum — from renting a full-time bridge line for a year to buying an hour of time on a single-use basis. Among the more popular services are: Bridge Rentals (www.bridgerentals.com), Rent-a-Bridge (www.rentabridge.com), and Telephone Bridge Services (www.telephonebridgeservices.com). Each person pays the long distance charges to a single number, and the group shares the bridge line rental costs. When split four or five ways, this investment may be one of the best you make in your business all year.

You’ll also find more information on Master Mind groups and how to grow your small business at the Working Solo Web site, at www.workingsolo.com. Here’s to your Master Mind success! ❖

Terri Lonier is President of Working Solo, Inc. and one of the nation’s most trusted experts on solo business. A pioneer of the SOHO (small office/home office) movement, she is the author of five books, including the highly acclaimed Working Solo and Smart Strategies for Growing Your Business. Through her private and group business mentoring programs, she guides individuals in creating solo companies that are more profitable, and more fun.