The Success Alliance™



DESIGNING YOUR MEMBER SUCCESS SYSTEM

WORKBOOK

Karyn Greenstreet

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Workshop Agenda

We cover these topics across four video lesson:

Video 1

- Eight facilitator roles, during and between meetings
- What is a mastermind group success system?
- Definition of the 8 components of your success system design

Video 2

- Practical success system components:
  - Knowledge/skills
  - Goal Setting
  - Action Planning
  - Taking Action
  - Holding members accountable

Video 3

- Psychological success system components:
  - Dealing with problems and uncovering the true problem
  - Making better decisions

Video 4

- Psychological success system components:
  - Handling mindset issues
  - Managing change, resistance, and developing new habits

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Practical Components

What Knowledge and Skills tools will you include?

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Sample Learning Plan

This is an example of a Learning Plan I created for myself several years ago. I decided I wanted to take a year to deep dive studying of marketing topics, so I created this plan to get me to my studying goal by focusing on one or two topics a month. I included the "intended result" in each month, so I knew what I was studying...and why.

This is a great exercise to do with your mastermind group, either annually or quarterly. They can share information about the resources they used to learn each topic.

MONTH	***Topic***	***Resources***
January	Copywriting. **Intended result:** to come up with a checklist for every marketing campaign I do (or have to re-design), based on good copywriting principles; create a "test" plan to monitor results; to apply these copywriting techniques to the upcoming DEWT class and MGFT class pages.	• Copywriting lesson from Henneke Duistermaat's online course • Book – Letting Go of the Words • Book – Copywriters Handbook • Brian Clark's "Viral Copy" ebook
February	Using video to teach and market; video production and lighting; using video editing software; creating online videos and distributing them**. Intended result:** create and post six short videos on my site and YouTube for marketing purposes (using "education marketing" strategy")	• Online videos from Web Video University, TechSmith/Camtasia's site, etc.
March	Personal Branding; what makes a brand; why brand yourself; how to make a brand with impact. **Intended result:** April 18 speech at conference, future class design	• Book:A Brand Called You • Book: POP!

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April	Using free webinars to promote a class/information product. **Intended result:** create a script/checklist for using free teleseminars to market my paid products; create a marketing campaign calendar to implement free teleseminars as part of my overall marketing strategy.	• Product Launch Formula notes
May	Psychology of marketing**.** **Intended result:** a simplified resource document that reminds me of people's triggers and how to use them in my own marketing; to re-design my marketing pieces to take advantage of these triggers.	• Book – Influence • Book – Triggers

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What Goal Setting tools will you include?

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What Action Planning tools will you include?

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8-Step Checklist for Creating Your 30-Day Challenge

1. Pick the **30-day time frame with a start/end date**. Everyone in the group should be working on their challenge at the same time, so vote on the 30-day period that everyone will use. Don't give people a lot of time to "think about it," or it will never happen.

2. Have each mastermind group member choose **what goal they'll accomplish in 30 days**. Will you all work on the *same* challenge? For instance, everyone in the group everyone tries to lose 6 pounds in 30 days or everyone tries to write a three chapters of a book in 30 days, or everyone implements a 30-day marketing campaign. Or will each member get to design their own unique 30-day challenge? If yes, what specific goal are they reaching for in 30 days?

3. Set the parameters for **the definition of success**. Ask each mastermind group member to write down specific tasks they will have accomplished at the end of the 30 day period. Make sure the tasks are specific, reasonable, do-able, and measurable.

4. If it's appropriate, have each member also **list smaller milestones**, the date when they'll complete the milestone task, and how that milestone task will lead to the bigger goal. It's so easy to get off-tangent in 30 days and breaking down the big goal into smaller chunks will ensure that people have created a 30 day plan that's actually possible to do.

5. Have mastermind group members list **what resources they'll need to accomplish the 30 day goal.** Will they need to hire a specific sub-contractor? Find financing? Signup for a class? Read a book? Buy workout equipment? Talk with a partner?

6. Each group member should also list **what might get in their way of accomplishing their 30 day goal**. Will their family and friends support them or sabotage them? What will they do if they self-sabotage this 90 day challenge through procrastination, distraction or rebellion? It pays to think ahead about what could detour you and make a plan to circumvent the problem before it crops up.

7. Decide on **how often you'll check in with each other**. This type of challenge takes a lot of support and encouragement. It's easy to get off track,

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even for one or two days, and decide to dump the whole 30 day challenge project. Checking in often will ensure that small setbacks don't become a threat to your overall success in the Challenge.

8. Decide on **how the check-ins will occur**. Will you check-in as a group, either face-to-face or virtually via video conferencing? Will you check-in via an online message forum or a private Facebook group? Ask the mastermind group to vote on the best, most convenient way to do check-ins. If it's not convenient, people won't use it.

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What Accountability tools will you include?

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Psychological Components

What Problem Solving tools will you include?

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What Tracking tools will you include?

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What Decision Making tools will you include?

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Example of a Weighted Decision-making Matrix

Sample Decision Matrix - Weighted Average

(the higher the number, the higher the value to the person making the decision)

Features/Benefits/Risks	Importance/ Weight	Job A - Score	Job A - Weighted	Job B - Score	Job B - Weighted
Commute time	2	1	2	3	6
Salary	3	2	6	3	9
Challenging work	3	3	9	2	6
Good boss	3	2	6	3	9
Good coworkers	2	3	6	2	4
Fitness center on premise	1	1	1	3	3
Benefits	2	3	6	1	2
TOTALS			**36**		**39**

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What Mindset tools will you include?

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Mindset Checklist

Self-Talk

Limiting Beliefs

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Motivation



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Fear

_____

_____

_____

_____

_____

_____

_____

Goals and Fears Exercise

Goal or Impossible Dream	What fears do you have about this?

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Self Confidence and Self -Worth

Environment

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Environment Plan Worksheet

If you could make one change in any of these areas which would create a more supportive environment for you, what changes would you make and when?

Area	Change to Make	Deadline
Home area		
Work area		
People/Relationships		
Finances		
Health and Wellness		
Time and Focus		

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Continual Improvement

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What Change Management/New Habit tools will you include?

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Resources

Mantras and Focus Phrases

Here are some things that my clients say to themselves when things get rough or they need to get focused. Perhaps your clients can use these? Or add ones of your own!

- Remember who you are.
- You got this!
- I refuse to suffer for something that hasn't happened yet.
- Just Breathe
- Breathe and focus on what's next.
- I am whole and complete, perfect with nothing missing.
- There's a reason for everything. (You just might not know it yet.)
- _____
- _____
- _____
- _____

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Blog Posts

3-Part Process to Help Members/Clients Discover and Solve Problems

https://www.thesuccessalliance.com/blog/root-solve-problems/

How to Frame a Hot Seat Topic

https://www.thesuccessalliance.com/blog/how-to-frame-a-hot-seat-topic/

How to Help a Floundering Member

https://www.thesuccessalliance.com/blog/member-floundering-mastermind-group/

How Fear Can Ruin Your Mastermind Group

https://www.thesuccessalliance.com/blog/how-fear-can-ruin-your-mastermind/

Let's Talk About Fear

https://www.passionforbusiness.com/blog/lets-talk-about-fear/

Eeek! Shiny Object Syndrome!

https://www.passionforbusiness.com/blog/eeek-shiny-object-syndrome/

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Software Tools/Apps

- Pomodoro Tracker - https://pomodoro-tracker.com/
- Slack - https://slack.com/
- Trello - https://trello.com/

YouTube Channels

TED Talks – you'll find many short talks on positive psychology and motivation

https://www.ted.com/talks

Dale Carnegie – many self-development topics

https://www.youtube.com/c/DaleCarnegieTrainingOffical/videos

Louise Hay – personal growth, spiritual awareness, self-talk, affirmations

https://www.youtube.com/channel/UCEcGxk2_r6e0aSV_60qwmaA/videos

Tony Robbins – both the practical and psychological components

https://www.youtube.com/user/TonyRobbinsLive/playlists

Brian Tracy – goal-setting, action planning, personal growth

https://www.youtube.com/c/BrianTracyOfficialPage/playlists

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Specific Videos

The Psychology of Self-motivation with Scott Geller

https://www.youtube.com/watch?v=7sxpKhIbr0E

Why Transformation Trumps Motivation for True Change with Jen Groover

https://www.youtube.com/watch?v=Pi5ypzVgJEI

Why We Do What We Do with Tony Robbins

https://www.ted.com/talks/tony_robbins_asks_why_we_do_what_we_do?language=en

Try Something New for 30 Days with Matt Cutts

https://www.ted.com/talks/matt_cutts_try_something_new_for_30_days?language=en

Self-esteem with Louise Hay

https://www.youtube.com/watch?v=0tu5ahknCa0

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Books

Decisive by Chip and Dan Heath

https://amzn.to/2X9Derl

Eat That Frog by Brian Tracy

https://amzn.to/2Xd4FR1

Getting Things Done by David Allen

https://amzn.to/2UmcxOE

One Action Now by Karyn Greenstreet

https://amzn.to/2IiH26h

The 7 Habits of Highly Effective People by Stephen R. Covey

https://amzn.to/3BS1qEz

The Power of Habit by Charles Duhigg

https://amzn.to/2VKJKES

Thinking Fast and Slow by Daniel Kahneman

https://amzn.to/2IhhIh3

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About Your Instructor

Karyn Greenstreet, founder of The Success Alliance



Karyn Greenstreet is an internationally-known self-employment expert, speaker, and author with over 30 years of small business and marketing experience.

She has personally taught ***over 290,000 people worldwide*** and is extraordinarily passionate about helping mastermind group facilitators create successful and thriving groups.

Karyn is the founder of The Success Alliance, a business devoted to helping people start and grow their own mastermind groups.

She has been creating and running mastermind groups since 1994 and teaches classes on starting and facilitating mastermind groups. She's helped numerous individuals, Chambers of Commerce, and professional associations to create powerful, valuable groups.

In 2015, she created the Synergy Mentoring Program to work closely with smart, enthusiastic business owners who wanted to tap their peak potential by offering mastermind groups to their own audiences.

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