

CASE STUDY – MASTERMIND GROUP 1

Keith L

How a mastermind group helped him double his revenue.

Keith was part of a private elite mastermind group. His manufacturing business was doing around \$8.5 million a year in revenue, healthy profit margin, 35 employees. They owned their building and most of the equipment. They print bills, flyers, ballots, and then mail them out for medium and large companies as well as local governments. They have 2 smaller companies; one is a design firm and the other creates comic books. Both smaller companies are profitable and feed business into the main printing business.

Keith attended every mastermind meeting. Always the first to show up and the last to leave. Took copious notes, but very rarely took part in any of the discussions. Eight months into the meetings, it was his turn to be in the hot seat.

He started by not telling us of any issues he had in his business, but what his business has done in the last 8 months – it has almost doubled in revenue! He was currently on pace to finish the year out at \$16 million. As the group tried to wrap their heads around this unbelievable revelation, he told them how he did it. He said after every mastermind meeting, he had a 2-hour meeting with all the employees and told them what he learned at the mastermind meeting and held a brainstorming session with them to figure out how to implement a new strategy/tactic/process to grow the business.

The morale of the company instantly shot up. By the second meeting, he said almost every employee was contributing something to help grow the business. Everyone was on the same page on where to take the business and how to grow the business. Everyone became a salesperson and promoted the business through their own social media channels. Keith instilled profit-sharing programs that were created through these brainstorming sessions. His turnover was minimal before this began, but he noticed people were knocking on his door to work for him. His workload lightened up, and he was able to think of bigger and long-term strategies, which helped the company. The costs dropped while the revenue climbed.

His company was doing very well before he joined the mastermind group. The group helped him open up other possibilities within his own business that amounted to much success. He directly attributed his company's powerful growth to what he learned at the mastermind group.

Would you like to be part of a high-powered Mastermind group filled with like-minded individuals who enjoy getting positive results in their business?

Then set up a time to talk with Steve Feld, <https://calendly.com/sfeld/30min>

QUOTE: "I never missed a meeting and learned so much about ways to grow my business. I always thought I was unique in my business problems, but being in a high-powered group of fellow business owners, I realized we all have or had those problems. The hot seats were beneficial for everyone in the group. Steve was a fantastic facilitator."