

CASE STUDY – MASTERMIND GROUP 2

Bob (did not want us to use his name)

How a mastermind group helped him share his knowledge.

Bob was a member of my private elite mastermind group. He owned 2 auto dealerships that were continually growing, grossing around \$33 million a year in revenue, and were very profitable. The main reason he decided to join the mastermind group was that he was always on the lookout for new marketing strategies to use. The auto dealership industry is highly competitive, and he needs to stand apart from his competition, since they are all within a mile radius.

Bob did his commercials. He was an ex-professional ball player and looked the part. Very personable and always willing to help any out.

He was very active in all the discussions, but his greatest contribution to the group was sharing. He shared lots of information and perspective on media marketing. Why not? His media budget was close to \$10 million a year. Even if fellow mastermind members' advertising budget was not at the level of his, he detailed out many different strategies that have worked for him and those within his industry and shared them with the group.

The group continually mentioned to me that they always learn something new about advertising and marketing from Bob. Bob stated he learns something new from everyone in the group, and that has allowed him to be a better owner, leader, and understand that smaller businesses have the same issues and struggles as his business.

He mentioned many times, out of all the meetings and events he HAS to go to, he looks forward to attending the mastermind because he continually grows as a person, a community leader, and a business owner.

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 continually learned something new from the other members on how to keep my business growing. Steve always asked deep questions that got us all thinking differently."