

# BACEE

“The Key To Success For Any Mastermind Group.”

Version 1.03

**B**efore ~ Communicate before meeting.

**A**fter ~ Communicate after meeting.

**C**onsistent ~ Be a machine with BA & EE.

**E**xciting ~ Communicate in an exciting way.

**E**nlarge ~ Enlarge grow the group through participation.

Any type of group can grow in both quantity and quality of members by using BACEE. What is the most challenging with BACEE is that it requires consistency and discipline . . . which honestly very few people have. If someone knows they lack this, that's great and will grow and succeed with BACEE far faster than someone who believes they have consistency and discipline . . . when in fact they do not.

# BACEE

The B ~ Before the weekly meeting.

- We have not figured out the secret to this one?
- Should it be a day before, two days before, an hour before?
- Is it different with different types of groups?
- Is it different for different days and/or times in the day?
- Does it always have to be the same “Before” or is it better to vary it?
- We do not yet know the answers to the above questions which is why we need an ARRT Team to figure this out through trial and error.

# BACEE

The A ~ After the weekly meeting.

- We believe it works best actually if someone, in the meeting actually writes up email communications during the meeting and then sends it out at the end of the meeting.
- We believe it works best if the person who is writing this reads it to the group so the group is aware of what is being shared.
- It SHOULD NOT be delayed.
- Communicate the most exciting, the biggest wins, the most profitable things . . . help people to realize the GREAT LOSS they personally had by not attending.
- What great topic will be held next time?
- What amazing successes have those who attended had?
- Seek to engage people, draw people in, the people who are actively involved through commitment . . . are some of the best “selling points” for people to attend and impossible for people to gain benefit if they do not attend.

# BACCEE

The C ~ Consistent on . . . EVERYTHING.

- To grow a profitable mastermind group we must be consistent in the B, the A, the E and the E.
- Because it only takes a few minutes to do each of these things and we all have 10,080 minutes in a week . . . it would seem easy to be consistent in these small easy things . . . but it's not.
- Missing even one B, A, E or E even one time can cost us so very much AND we'll never get a bill for that loss and/or even know it happened.
- Time block these activities and NEVER allow yourself to say *"It's only once, it's not going to make that big of a deal."*

# BACEE

The E ~ Exciting & Entertaining for everything.

- This is often the hardest thing for people to do is to make whatever is sent out B or A is to make it exciting & entertaining. If we don't do that, people won't attend.
- What makes people laugh, cry, desire to engage, create curiosity, get people upset . . . etc?
- Think about the different personality / frequency types and what will cause them to be attracted to the group?

# BACE**E**

The **E** ~ **Enlarge** group ~ Grow Quantity & Quality of people who attend.

- Often 10% of the people do 90% of the work. Don't let that be the case with your mastermind group.
  - How do we get everyone to invite every business owner / leader they know to attend?
  - How do we make it easy for people to invite others to attend?
  - How do we make sure that people are giving more than they are taking from the group?
- How do we best partner with LMI / Legacy Partners and LEVERAGE their 4.1 million business database?

## Question #01 ~ Do different personalities get excited about different things?

Answer: Yes, for sure! Great question. What's interesting is that all four personalities could get excited about the same thing . . . BUT . . . would be excited for very different reasons.

This is important for us to know about ourselves so we can be self-motivated AND self-inspired.

It is also important obviously for the 1st E in to build a solid ARRT Tree, through BACEE, **Excite.**

What creates pleasure for one personality / frequency actually creates pain for another personality type.



Learning this helps us to understand how to create positive LEVERAGE for ourselves and others around us. Work with your **ActionVISION** certified consultant and/or your ARRT Mentor to build a tracking system which helps you to track everyone involved with your team.

When marketing to groups of people normally it's best to start from the highest frequency (4) Driver and hit the big picture, then move to the (3) Expressive and make it fun and exciting, and then move to the (2) Analytic which gives the details and then finish off with the (1) Amiable the people side, the connections.