



# How to Create a LiveWell Consulting Go-RED Mastermind Group (Go Gold, Ruby, Emerald & Diamond)

The GO-RED Group (Go Gold, Ruby, Emerald, Diamond) has been developed with the understanding that leaders need a forum to continually learn, grow, share and stay connected.

This Mastermind group is designed to bring together and develop leaders who are highly motivated and committed to taking themselves and their business to the next level.

LiveWell Consulting suggests that you and your top leaders meet for a 30 min conference call once a week. Topics include announcements, marketing, business and personal development, training specific to coaches and leaders, sharing what is working and brainstorming any challenges.

As each of the LWC leaders' teams grow, they are encouraged to start their own Go-RED Group, duplicating the same system. Because this business is all about developing leaders, your income will grow as your leaders do.

So how do you create a Go-RED Master Mind Group?

1. Choose one to two leaders in each leg
2. Call & invite
  - a. Each leader can invite two of their own leaders as well
3. Set up your Go-Red Conference Call Number with [www.freeconferencecall.com](http://www.freeconferencecall.com)
4. Send an email to chosen leaders explaining Purpose of Group & Rules of Engagement
5. The night before your weekly Go-RED Call, email the Go-RED Call reminder email which includes the Weekly Action Plan
  - a. All leaders are expected to "reply to all" with their own Weekly Action Plan for accountability and sharing of ideas
6. Have FUN with your Mastermind group as you advance, share successes, brainstorm and look forward to call every week.

## **Purpose of Group & Rules of Engagement**

### 1. Purpose

- a. To focus you and efforts on advancing to Silver, Gold, Ruby, Emerald or Diamond (you choose) by March 200\_, June 200\_, August 200\_, Dec 200\_
- b. To clearly define your personal Goals and your “Why”
- c. To work to 90 Day Goals and USANA SLC International Convention Goals – with Weekly Action Plans for efficient activity and accountability to yourself and the group
- d. To set and send out your Weekly Action Plans every Sunday night to entire group OR to your mentor – to get you focused for the week ahead
- e. To be part of a POSITIVE, like-minded, mastermind group – for mutual support, learning, brain-storming, accountability and motivation
- f. To grow personally, business wise, and as a group

### 2. Rules of Engagement (Commitments & Accountability)

- a. Send Weekly Action Plan to Mastermind Group the prior to the call
- b. Leader’s Commit to Attending
  - i. Weekly Go-Red Call (i.e. Mon at 4pm for 30 min)
  - ii. Weekly Team Training
  - iii. Local H&F’s, Super Saturdays & International Convention
- c. Leader’s to Commit to Taking Action
  - i. Minimum 2 presentations-interviews/wk
- d. Leaders Commit to having a positive Mental Outlook
  - i. Positive, empowering, & creative (be a challenge solver)!
- e. Leaders Commit to Ongoing Personal Development
  - i. Reading, Life Masters, Trainings

### **Weekly Action Plan** – email to Go-RED the night prior to call

1. My Why:
2. What am I most proud of doing last week?
3. What did I learn last week that I can apply to this week?
4. This Week’s Check (or Increase) Goal \_\_\_\_\_
5. End of Month Weekly Check (or Increase) Goal \_\_\_\_\_
6. Affirmation: Every week I focus on
  - a. Finding and Developing Leaders
  - b. Doing the things that Bring in NEW Volume every week and increase my weekly check
  - c. Teaching my team to do the same thing
    - i. *BE, DO, HAVE: I AM the leader I need to be, DOING the things I need to do, in order to HAVE the life that I*

*truly want.*

7. This Week's Action

- a. Initiate
- b. Present
- c. Enroll
- d. Follow Up
- e. Training of Team
- f. Personal Development
- g. Time Management (Critical 6<sub>1</sub>)

*What is your Critical 6? Every night, write down the 6 most critical things you need to do the next day (in connection with your intentions and values) in order of priority. The next day, complete in order of priority. Roll any uncompleted actions to the top of next day's list. The only exception to the rollover is if something more high leveraged arises for the next day. Activity does not equal accomplishment, therefore stay focused on your Critical 6 every day.*

<sub>1</sub> From "Harmonious Wealth" by James Arthur Ray

**Discussion Topics for Go-Red Calls** (Keep the call interactive as possible)

1. Announcements
2. Successes – What is working
3. Brain Storming Challenges
4. Topics that come up throughout the week
5. Personal Development
6. Recognizing Leaders

Results

1. Develops Strong Leadership
  2. Celebrates Success
  3. Sharing of Great Ideas
  4. Creates Connection
  5. Duplication & Strength in your Organization
- a. Each leader will start their own GO-RED in time

**The following is a sample email to invite leaders to your Go-RED Group:**

Go-RED (Go Gold, Ruby, Emerald Diamond) Leadership Team/Mastermind Group!

You have been invited to join our Leadership Team (Mastermind Group) because you have shown commitment, motivation, action and desire to grow your business and help others achieve the same. Our leadership team is group of individuals who are committed to the growth of their business, their team and themselves. We have set the bar high purposely for our hand-selected group because we have found the following commitments create strong leaders and teams. We are excited to have you part of our team and look forward to your contributions and to working with you!

Purpose:

To focus your efforts on advancing to Silver, Gold, Ruby, Emerald or

Diamond (you choose) March 200\_, June 200\_, August 200\_, Dec 200\_

- To clearly define your personal Goals and your “Why”
- To work to 90 Day and USANA SLC International Convention Goals – with Weekly Action Plans for efficient activity and accountability to yourself and the group
- To set and send out your Weekly Action Plans every Sunday night to entire group OR to your mentor – to set you up properly for the week
- To be part of a POSITIVE, like-minded, mastermind group – for mutual support, learning, brain-storming, accountability and motivation
- To grow personally, business wise, and as a group

Your Commitment to the Group – Requirements every week:

Read and complete the attached LiveWell Consulting **Goal Setting Document**. From this document you will design your Million Dollar Paragraph and your Weekly Action Plan. Email your Million Dollar Paragraph to your mentor.

My Weekly Action Plan – plan your week & email every Sunday night to the group (or your mentor) for accountability. Weekly check level goal or increase – you can include or keep for yourself and mentor, either way is fine.

Attend LIVEWELL Consulting’s GO-RED Call at \_\_\_\_\_ am for 30 min - \_\_\_\_\_ – \_\_\_\_\_ # (if you miss, listen to recording). This is the where you and fellow leaders get to brainstorm with each other, hear all announcements before we announce to our entire organization, make suggestions, grow in leadership skills, coaching, marketing and business development. This is the one place where (main leader’s name) can talk to and help everyone in the leadership once a week.

Attend weekly trainings

Attend at least one local Live Training & Health & Freedom every month, all Super Saturdays and International Convention.

Do a minimum of 2 presentations per week in whatever format you like (Choose from Wellness Seminars, Health & Freedom Presentation, Webcasts, one-on-ones, interviews etc).

Be Action Orientated – doing what you need to do to advance yourself and your team to the next level.

At all times seek to be positive in everything we say and do, be a leader, an empower of others, a challenge solver and an action taker!

Be committed to Personal Development – i.e., reading, listening to monthly USANA Life Master’s, Live Well International’s MUST READS (see below), weekly team calls or USANA calls to continually learn.

Identify 2-4 leaders in your team that you would like to join our Mastermind Group for leadership development and duplication.

Start a Go-RED group with your own team! It is suggested that you still attend your original Go-RED call even after forming your own Go-Red Group.

LiveWell Consulting's BEST READS - Top Personal Development Books/Audios and DVD's

1. "The Secret" DVD – www.theseecret.tv
2. "The Slight Edge" CD Audios – Jeff Olsen
3. "The Luck Factor" CD Audios – Brian Tracey
4. "The Passion Test" – Janet & Chris Attwood
5. "The Power of Intention" – Wayne Dyer
6. "Harmonious Wealth" – James Arthur Ray (Creator of the Critical
7. "Healthy for Life" – Dr. Strand
8. "You Were Born Rich" – Bob Proctor
9. The Big Leap-Gay
10. Create the Body your Soul Desires-DRs. Deb Kern and Karen Wolfe

**My Weekly Action Plan – send out to Go-Red Group every Sunday night:**

My Why:

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What am I most proud of doing last week?

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What did I learn last week that I can apply to this week?

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This week ending Fri, \_\_\_\_\_

This Week's Check Goal \_\_\_\_\_

End of Month Weekly Check Goal \_\_\_\_\_

I always focus on these THREE things every week as they each increase my weekly checks, create a strong, stable business and focus my efforts on helping others do the same.

1. Finding and Developing Leaders
2. Bringing in NEW Volume every week and increasing my weekly check
3. Teaching my team to do the same thing

*BE, DO, HAVE: I AM the leader I need to be, DOING the things I need to do, in order to HAVE the life that I truly want.*

APPROACH:

PRESENT:

ENROLL:

FOLLOW UP:

TRAINING OF TEAM:

PERSONAL DEVELOPMENT:

TIME MANAGEMENT (Critical 6):