

## 5 Key Strategies in Setting Up Your Local Marketing Mastermind Collaborative

So you've made a decision to start a local marketing mastermind collaborative with the goal of increasing leads to your firm and slashing marketing costs.

Now what?

Well for starters, you'll need to invite the top professionals in town that serve the same target market as you. As quite a few lawyers discovered on my no-charge call last week, you'll need to go outside the box (and way outside the list you probably have in mind) to truly unearth the referral potential that starting a collaborative can bring! (you can grab a complimentary download of that call here if you missed it).

Then once you've gathered 4-12 key professionals to join your local marketing mastermind collaborative, there's still 5 more key things you must do to ensure the group is set up properly, stays on track and moves forward week to week (rather than becoming yet another drain on your time).

They are as follows:

1. Select a location- This will be the set location that your group will meet each week or month for meetings. While meeting at your office is an obvious and doable choice, you may also want to consider meeting at a restaurant for breakfast or lunch. Your group needs to eat anyway and this allows everyone to maximize their day and kill two birds with one stone.
2. Set up a system for reminding group members of the meetings- Let's face it...we're all super busy and sending reminders are key to making sure everyone shows up week after week. Ideally, you'll want to get a system in place where everyone gets 1 email and 1 phone call at least 24-48 hours before your regularly scheduled get together.
3. Create a list-serv to keep in touch - You'll want to have a forum so your group can talk openly about marketing ideas and other concerns, rather than playing email tag or having to wait until the next meeting to present ideas (which of course by the time that happens, they often forget). Google groups or yahoo groups are great and free resources to get started with this.
4. Create an agenda for each meeting- Again, the people in your group are busy and so are you. There's no time to flounder around trying to decide what you should, and should not cover next. Instead have an agenda prepared in advance and go into the meeting prepared to take massive action in marketing your businesses to the public.
5. Leave time for open communication- Although it's critical your team sticks to the agenda, you'll also want to leave time in each meeting for the members to voice their questions, concerns or areas their struggling with. You can't then work through these issues as a group and tweak your marketing strategy as different issues come to light.

Finally, and most importantly, don't get too attached to your first group of local marketing mastermind collaborative members! I've received quite a few emails from attorneys who are afraid to start a collaborative simply because someone else may not be a good fit or not hold up their end of the bargain.

Honestly, things like ARE going to happen, but it's no big deal! As I explained in my mastermind call and I'll further teach at our virtual event, if you start with small campaigns, you'll naturally learn who is, and who isn't a good fit for the group. You can then make adjustments as necessary until you form that cohesive marketing collaborative that will ultimately bring you the most success in your law firm.