



Monthly Coaching Call Summary

8 Sep 2025

Ask-Me-Anything (AMA) on Money Mindset and Risk Taking with Vince Tan and Wendy Vaz

This document is exclusively intended for the education and benefit of members of the Vince Tan Mastermind only.

Overview:

This session adopted an Ask Me Anything format, driven by positive feedback from past discussions, and focused on money mindset, calculated risk-taking, and business scaling strategies. Vince reframed risk as an adaptive skill, encouraging entrepreneurs to chase excitement rather than fear. On financial resilience, he emphasized flexibility over rigid commitments, and a poll revealed participants felt confident they could survive major financial losses. The session also covered advertising strategy, introducing the 3x ROAS rule for sustainable scaling, and the need to balance organic and paid traffic efforts. Strict community boundaries were reiterated to protect group cohesion, advocating partnerships for acquiring specialized skills over traditional hiring. On personal development, Vince shared his goal of reading 100–200 books annually, blending intuition with data in decision-making, and offered psychology-based reading recommendations. He emphasized evolving leadership styles, deeper delegation, and transparent family conversations about business risks—all as part of becoming a better entrepreneur and leader.

Notes:

Major Announcement Teaser (02:36 - 03:59)

- Vince announced a major upcoming project launching on September 17, calling it the biggest project of his life.
- The launch will impact all participants and will be announced to the mastermind group first.

Session Format & Background (05:48 - 10:24)

- A new Ask Me Anything format was introduced, with Wendy hosting the discussion in a podcast-interview style.
- The session focused on money mindset, risk-taking, and scaling strategies for entrepreneurs.

Risk Assessment & Audience Profile (11:44 - 13:13)

- Participants rated their risk appetite from 1 to 10, with most scoring 6–7.
- Raymond stood out with a score of 10, showing wide variance in comfort levels with risk.

Risk-Taking Philosophy & Development (14:42 - 25:56)

- Vince described risk as a learned behavior, shaped by exposure and experience.
- He encouraged prioritizing excitement over fear when making bold business decisions.

Money Management & Survival Mindset (36:18 - 47:41)

- Emphasized the importance of financial flexibility over rigid commitments.
- A poll revealed participants felt confident they could survive losing everything and bounce back.

Business Scaling & Advertising Strategy (57:06 - 01:04:05)

- Introduced the 3x ROAS rule: only scale ad spend by 20–30% once you've achieved a 3x return.
- Balanced organic and paid traffic are critical—don't rely solely on one channel.

Community Management & Business Development (01:08:52 - 01:18:59)

- Reinforced no-splinter-group policy to protect the integrity of the mastermind.
- Suggested building teams through partnerships over traditional hiring when acquiring specialized skills.

Personal Development & Learning Philosophy (01:22:15 - 01:32:36)

- Vince reads 100–200 books per year, blending intuition with data for sharper decision-making.
- Warned against over-relying on tools like ChatGPT without critical thinking.

Book Recommendations & Learning Tools (01:41:38 - 01:44:55)

- Recommended books on psychology and influence for mindset and marketing strategy.
- Tools like Kindle, Blinkist, and Notebook LLM were suggested to speed up consumption and retention.

Leadership & Team Management (01:37:31 - 01:49:15)

- Vince acknowledged the need to delegate more and evolve as a leader.
- Advocated open communication with family members about business risk decisions.

Action items

All Participants

- Mark September 17 on your calendar for Vince's biggest-ever launch announcement (02:36)
- Share your top 3 learnings from the session (include personal stories) in the strategy chat room (01:53:33)

Mastermind Community Members

- Submit anonymous AMA questions to @titaniumcoach via Telegram private message for future sessions (01:20:29)
- Identify one exciting opportunity and take calculated action to stretch your risk-taking muscle (29:13)

Session Resources

Books Recommended by Vince (Founder Picks)

- **Human Action: A Treatise on Economics** – *Ludwig von Mises*
 - Vince referred to this as a deep read on how the world and economics work. A foundational book in Austrian economics and understanding human decision-making.
 - 🟡 888 pages – for serious thinkers!
- **The 48 Laws of Power** – *Robert Greene*
 - Vince showed this and joked some might judge him, but emphasized it's insightful for understanding influence and leadership dynamics. A modern classic on strategy and manipulation (if used ethically).
 - ✅ Very popular among entrepreneurs.
- **The Science of Storytelling** – *Will Storr*
 - Recommended as a powerful book for understanding human connection and how stories move people.

- **Predictably Irrational** – *Dan Ariely*
➤ Recommended to understand the “logic behind irrational decisions.” A behavioural economics favourite.
- **Influence: The Psychology of Persuasion** – *Robert B. Cialdini*
➤ A classic read for anyone in marketing, sales, or communication.
- **Buyology** – *Martin Lindstrom*
➤ An eye-opener on consumer psychology, branding, and subconscious decision-making.
- **Brand Sense** – *Martin Lindstrom*
➤ About how multi-sensory branding can influence consumer behaviour.
- **Yes!: 50 Scientifically Proven Ways to Be Persuasive** – *Noah J. Goldstein, Steve J. Martin, Robert B. Cialdini*
➤ Cialdini again, with a practical breakdown of persuasion backed by research.

✅ Masterminders' Book Recommendations

- **Atomic Habits** – *James Clear*
➤ Recommended by: Marianne Gn, also mentioned by Alice Ho
- **Who Moved My Cheese?** – *Spencer Johnson*
➤ Recommended by: Zhen Nee Gan
- **Conversation with the Devil** – *Napoleon Hill*
➤ Recommended by: Karen Tan
- **The Zone Diet** – *Barry Sears*
➤ Recommended by: Shamsul Azhar Ahmad Shamsuddin
- **Psycho-Cybernetics** – *Maxwell Maltz*
➤ Recommended by: Wendy Vaz, Marina Mrais
- **Awaken the Giant Within** – *Tony Robbins*
➤ Recommended by: Debs, Warren Chew
- **Way of the Wolf** – *Jordan Belfort*
➤ Recommended by: Alice Ho, Chris Phang
- **Same as Ever** – *Morgan Housel*
➤ Recommended by: Adeline Lim
- **\$100M Leads** – *Alex Hormozi*
➤ Recommended by: Tang Chee Yik
- **The Master Key System** – *Charles F. Haanel*
➤ Recommended by: Soo Wen Lee
- **The Law of Lifetime Growth** – *Dan Sullivan & Catherine Nomura*
➤ Recommended by: Chris Phang

- **What Got You Here Won't Get You There** – *Marshall Goldsmith*
➤ Recommended by: Sook Ching Ho
- **Thick Face, Black Heart** – *Chin-Ning Chu*
➤ Recommended by: Pris T
- **The Way of the Turtle** – *Curtis M. Faith*
➤ Recommended by: Shamsul Azhar Ahmad Shamsuddin
- **The Black Swan** – *Nassim Nicholas Taleb*
➤ Recommended by: Chik Hwee Teo
- **The Magic of Thinking Big** – *David J. Schwartz*
➤ Recommended by: Marina Mrais
- **Payback Time** – *Phil Town*
➤ Recommended by: Shamsul Azhar Ahmad Shamsuddin
- **Turnaround** (*Author not clearly specified*)
➤ Mentioned by: Xuan Lin