

*The Ultimate Guide to*

**GROW**

**YOUR**

**GROUP**

**FOR COACHES & COURSE CREATORS**

# THE ULTIMATE GUIDE TO GROW YOUR GROUP

**\$182,689.76**

^^ That's the revenue we've generated from our Facebook™ group in the past 45 days.

What's up, it's Landon & Stapes, & we're the founders of the [Clients & Community Facebook™ group](#), which is currently one of the most active & engaged groups in the world (and one of the most profitable too...)

We're currently bringing in 30-40 new high ticket coaching clients per month exclusively from our Facebook™ group...

... and what's interesting about what we're accomplishing is:

We're breaking every rule that every mainstream "group guru" proclaims when it comes to growing profitable groups.

We do groups differently.

And more importantly, the way we do groups... works.

If you're a coach and/or course creator & you'd like to build a profitable Facebook™ group...

... that allows you to enroll new dream clients into your premium programs on a daily basis ...

... while building your audience & authority online...

... read every word of this guide, as it just might be the single most important "freebie" you've ever downloaded.

Let's get to it.

# THE ULTIMATE GUIDE TO GROW YOUR GROUP

Growing a wildly profitable Facebook™ group comes down to you having & implementing these 3 pillars:

**Pillar #1.)** Growth

**Pillar #2.)** Content

**Pillar #3.)** Monetization

When each of these 3 pillars are done right inside of your group, your group can become a powerful client acquisition machine.

You ready to dive in?

We'll start with...

## **PILLAR #1.**

### **Growing Your Group.**

The mainstream group advice is that you should grow your group “without spending money on paid advertising.”

Which we think is silly.

I suppose it's good advice if you're looking to spend the majority of your time & energy interacting in \*other\* people's groups (growing \*their\* engagement)...

... and slinging cold DM's (hoping the stranger you just spammed with your group is interested in joining... )

... instead of actually building your business.

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For us:

While organic growth is, of course, a \*piece\* of our overall marketing strategy...

... what we've found is that organic tends to be slow & unpredictable.

So what we do instead is:

**RUN ADS.**

And a lot of 'em.

Directing people right into our Facebook™ group.

You've probably seen one or two floating around.

Last month, we spent a little over \$9,000 on paid advertising - with each ad dollar pointing right at our Facebook™ group.

(This month, we'll spend \$15k. Next month, our goal is to spend \$30k+).

Some might think that's crazy.

Some might say:

"You spent \$9,000 marketing your Facebook™ group last month!?  
Ha! I grow my group for free!"

Well, yeah.

We spent \$9,000 advertising our group last month...

... but that very same group generated us 39 new coaching clients & nearly \$120,000 in 'cash-collected' revenue.

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Which means for every dollar we spent advertising our group, we made an average of \$13 in return.

(Not bad, eh?)

And on top of the revenue generated...

... the most beautiful thing about this style of growth is:

**IT'S PREDICTABLE.**

Our group grows on it's own day in & day out, whether we're "trying" to grow the group or not, so that we can focus on the pieces of our business that truly matter.

Now, of course, the question is: how?

Obviously, it's easy to SPEND money on advertising...

... but how do we predictably MAKE money in return?

We'll get to that in just a sec...

But first.

Let's discuss...

## **PILLAR #2.**

### **Providing Content to Your Group.**

The mainstream group advice when it comes to content is to...

... "provide as much value as you possibly can."

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And because of that advice, we've got group owners out there publishing 1, 2, sometimes even 3 posts per DAY inside their group.

That's A LOT of content.

What if we were to tell you...

Not only is providing content at that volume HARD to do...

(because of the amount of time & energy it takes)

... but publishing that much content, might actually \*hurt\* your chances of landing premium clients.

Lemme' explain:

If you publish \*too much\* content in your group; if you're \*too available\* inside your free group...

... why would your group members become paying clients?

When they've already got access to you right there in your group for free?

What we've found is:

Over-availability & providing too much value to your group creates friction in your ability to enroll paying clients.

Because they see less need in your paid programs.

Instead of high volume content, we create a high impact content.

We only publish a few posts per week, but the posts we do publish are designed to push the needle forward towards a purchase.

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We have a formula we follow that allows us to pump out a certain type of content to our free group that provides VALUE to the people inside...

... but at the same time, doesn't give up the farm.

We'll get into how that works shortly... but first, let's talk about:

## **PILLAR #3.**

### **Monetizing Your Group.**

Most group owners have no real strategy for turning their free group members into high-paying clients.

They kinda' just "hope" people will 'eventually' buy.

They'll drop their link all over their group (in the description, the welcome post, the pinned post, etc) & hope people will eventually click on their link & purchase.

We do things different.

In fact, inside of our group right now, there's not a single link.

People can't come into our group & buy on their own, without our permission to do so.

Instead, our group's Monetization Strategy is focused around one thing & one thing only:

#### **GENERATING CONVERSATIONS WITH US.**

Our group is designed to get people to raise their hands & say "hey, I'm interested in what you guys got, can I hear more?"

From there, we qualify THEM...

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Are they a good fit for what we have?

Would our stuff actually help them?

If we're 100% confident we can help, then & only then, will we present our offer.

And if they aren't a good fit, we direct them to someone else that can serve them better.

Most coaches/course creators put too much burden on the potential client to figure out if it's a fit for them or not.

The lead lands on a 'book a call' or sales page, & they then must determine, "is this for me?"...

... whereas with our process, we're becoming the consultant & we're helping our potential clients get clear on who it is & is not for.

We're taking on the creative burden for the potential client.

Here's why we love this process:

#1.) On our end, it converts higher because we're matching our leads with exactly what they need. On top of that, it also allows us to screen clients out who are not a good fit.

The only thing worse than struggling to get clients... is getting clients you don't even like.

(Read that again.)

We are the gatekeeper of our programs. A credit card doesn't get someone in the door with us; they must genuinely be a good match for what we have.

#2.) PLUS - it's a better experience for the client. Because they get a game plan specific to them before a purchase takes place.

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There you have it. Those are the 3 pillars that have allowed us to scale our group to \$100k+/month over the past few months.

They're working amazing for us & our clients too...we have plenty of clients using our exact methodology to make \$10k, \$30k, \$50k, even \$100k/month with their groups.

So what's next?

Well, there's only so much we can explain about growing profitable groups in a 10 page guide, so if you're happy with what you're reading so far, here's our next step:

[Join our free Facebook™ group](#) for coaches & course creators.

It's one of the most active & engaged groups in the world for folks looking to generate more clients & build a thriving community around their business.

Inside, we dive deeper into the 3 pillars of starting & growing wildly profitable, client-getting Facebook™ groups.

Plus - we host a free live stream every Monday @ 8pm EST...& we'd love to see you in there.

(You'll have the added bonus of being able to "spy" on our group's systems & processes. This is the exact group we made \$120k with last month.)

[Tap here to join.](#)

See you inside.  
- Landon & Stapes

P.S. If you got value out of this guide, feel free to share it with friends and/or colleagues who would benefit from it.

Copy & paste this link to share:

<https://clientsandcommunity.com/groupguide>