

The Ultimate Guide to

GROW

YOUR

GROUP

FOR COACHES & COURSE CREATORS

THE ULTIMATE GUIDE TO GROW YOUR GROUP

\$432,991.25

^^ That's the revenue we've generated from our Facebook™ group in the past 30 days.

What's up, it's Landon Stewart & Chris Stapleton, & 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 40-50 new high ticket coaching clients per month exclusively from our Facebook™ group and have an annual run rate of over \$5M per year.

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 sell a high ticket program or service & 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.

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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.

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 of our ads floating around.

Last month, we spent a little over \$80,000 on paid advertising - with each ad dollar pointing right at our Facebook™ group.

(This month, we'll spend \$90k. Next month, our goal is to spend \$100k+).

Some might think that's crazy.

Some might say:

"You spent \$80,000 marketing your Facebook™ group last month!? Haha! I will grow my group for free!"

Well, yeah.

We spent \$80,000 advertising our group last month...

... but that very same group generated us 46 new coaching clients & nearly \$440,000 in new monthly revenue.

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Which means for every dollar we spent advertising our group, we made an average of \$5 in return.

We put \$1 in and get \$5 out, every single month.

(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 EARN 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 work.

What if we were to tell you...

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

(because of the amount of time, creativity, and 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 incentivize & 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 strategically 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, it 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 differently.

In fact, inside of our group right now, there's not a single purchase 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 free 9 page guide, so if you're happy with what you're reading so far, here's your next step:

We just wrote our brand new 166 page book, 'The Million Dollar Group Method™', revealing exactly how you can implement this group system step-by-step.

It's a no-fluff, 14 Chapter book that reveals the repeatable proven system we use to get 100-200 group members per day and convert them into 40-60 high ticket clients each month.

All the lessons.
All the mistakes.
All the proven strategies.

And how you can implement this entire process into your business right away.

The best part?

The book is just \$4.95.

We include an audiobook and a slew of cool bonuses too.

And if you're truly serious about taking your group to the next level, you can also pick up our group ad templates, phone scripts, and any extra resources during checkout to activate the value of the book 100x more.

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Claim your copy of the Million Dollar Group Method today!

[Tap Here to get your Digital Copy now!](#)

Inside the book, you'll discover:

- ✓ How to use your group to fill your calendar with pre-qualified leads who are ready to spend money on your products & services by transforming your ordinary group into a client-getting machine *(Page 15)*.
- ✓ The 3 major problems we ran into that kept us stuck at 20k/month, & the small shift we made in our business that allowed us to scale our revenue rapidly - without scaling our workload *(Page 26)*.
- ✓ The new way to sell high ticket to sophisticated buyers that overcomes their skepticism, delivers results in advance, & pre-sells them on purchasing from you, before you speak on the phone *(Page 37)*.
- ✓ How to create your own group ecosystem that sets you up as the "Instant Authority" in your niche & wins the trust of your most ideal clients - so that they choose to work with you, instead of your competitors *(Page 41)*.
- ✓ Discover our proprietary "Group Ad Strategy" that's grown our group from zero to over 28,000 active & engaged members. With this strategy in place, you'll have the ability to grow your group by 50-100 highly qualified members each day *(Page 67)*.
- ✓ See how to turn your group members into name, email, & phone number leads that you can follow up with over & over again *(Page 77)*.
- ✓ Plug into our Strategic Content Formula for groups that allows you to deliver Results In Advance, shift beliefs in the hearts of your prospects, handle objections before they come up, & have your ideal buyers itching to get started *(Page 86)*.

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- ✓ How do you convert new group members into happy, high-paying clients in just 21 days or less without being weird or salesy? Our "Undercover Conversion Method". Which is now responsible for enrolling over 600 high ticket clients into our offers over the past 15 months. We'll walk you through it in Chapter 9 (*Page 114*).
- ✓ How to structure your group approval questions in a way that gets 50% or more of your new members instantly raising their hands to speak with you about what you have to offer. *Hint: this one strategy alone is worth the price of the book (*Page 134*).
- ✓ Use our fill-in-the blank templates to launch (or revive) your group & get a surge of new members, fast. Our clients have successfully used these templates to generate 10's of thousands of new group members over the past 15 months (*Page 154*).

Discover all this & more inside the book.

[Grab your Digital Copy today for just \\$4.95](#)

We poured our hearts out in this book & we promise to over deliver.

Plus you're backed by our 30-day money back guarantee (you'll love the book or we'll give you your money back AND let you keep your copy/bonuses on us, as our gift to you)

If you thought this free guide was good, we know you're absolutely going to love what's inside [this book](#).

See you inside. - Landon & Stapes

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

<https://clientsandcommunity.com/groupguide>

Cheers to growing your own profitable client-getting Facebook™ group!