

The Ultimate Guide to

**GROW
YOUR
GROUP**

FOR COACHES & COURSE CREATORS

Grow Your Group Guide

How To Build A Wildly Profitable Client-Getting Facebook Group

by Landon Stewart & Chris Stapleton



\$559,391.53.

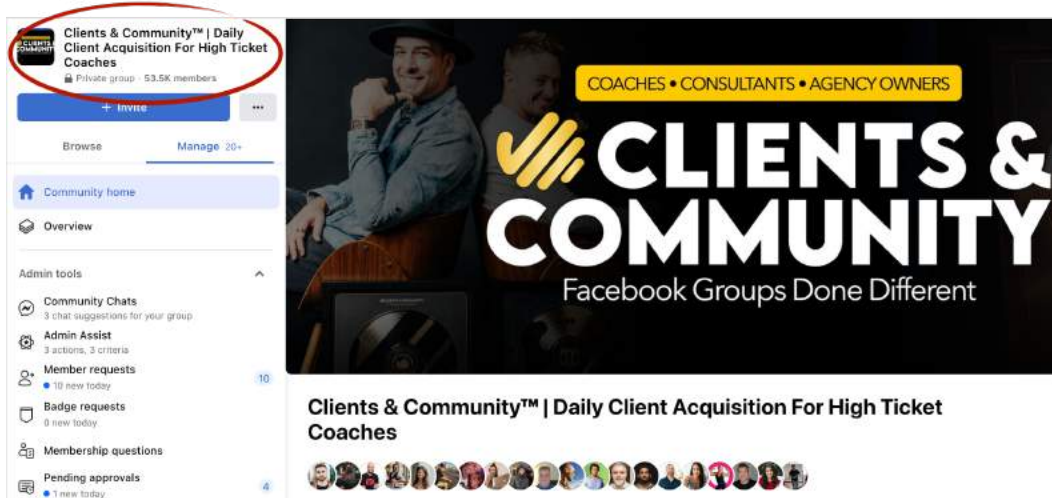
^^^ That's how much we made from our Facebook™ group last *month*.

Mia Oropeza 9:05 AM
Good Morning @channel ! Sharing EOM numbers. 😊

END OF MONTH TOTAL:
New Revenue MTD: 802,385
New Cash MTD: 398,301.30
Cash MTD (Prom, Scale, PP, New Cash, MDGM & GK): **\$559,391.53**

PRODUCT SALES:

Hey there, it's Landon Stewart, co-founder of Clients & Community, one of the largest Facebook™ groups in the world for coaches with over 50,000 active & engaged members...



Over the past 3 years, that very group has made us \$15 million+, making us 216th fastest growing company in the U.S. according to Inc Magazine:



But – this guide isn't about us. It's about you and what you can accomplish with your Facebook™ group (even if you haven't created one yet).

It hasn't always been this way for us.

Rewind to Christmas 2019.

We were on the brink of throwing in the towel on our coaching business.

We were a year deep and had almost nothing to show for it.

We spent our first year trying to crack our offer & generate a few qualified leads.

We launched ads. They didn't work.

We hit up strangers on messenger. They left us on *read*.

We hosted webinars. Nobody attended.

We had a good month here & there (mostly fueled by referrals). Which gave us hope.

But they were typically followed by a month or two where we made zero. Which crushed our souls.

By December of 2019, we were at the end of our rope.

Then, heading into Christmas, two potential clients told me... "The only time I'm free to chat is on Christmas Day".

So there I am. On Christmas Day. On a sales call.

While my fiancé (now wife) celebrated Christmas - alone - in the next room over.

(God bless her beautiful soul)

That almost broke me.

We knew there had to be a better way.

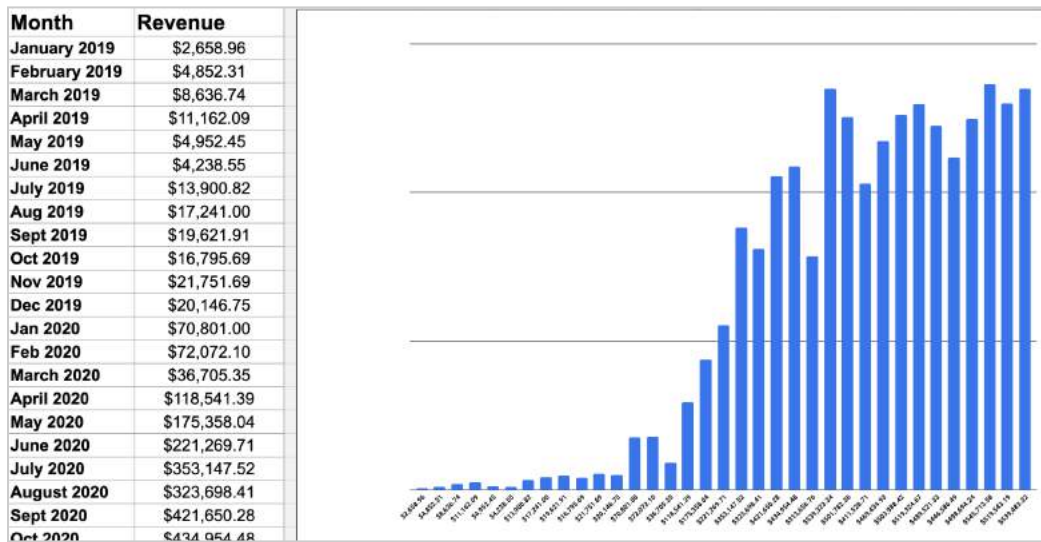
In January of 2020, we launched our Facebook™ group.

\$70,000.

^^^ What we made our first month.

By April, we were pulling in over \$100,000 per month from our group.

Here's what our growth curve looked like:



From \$200,000 in 2019 to \$3.2 million in 2020.

We started bringing in so many clients that we had to start turning away almost 30% of the qualified prospects who applied to work with us.

We moved into our dream homes.

We bought our dream cars.

We started speaking on stages with legends.

December 2020, instead of taking sales calls on Christmas day, my wife & I spent the week skiing in Aspen:

Life became really cool. Really fast.

Have we slowed down since? Absolutely not.

Over the past 3 years, using a single Facebook™ group, we've acquired more than 2,000 clients at \$10,000-\$30,000 price points.

On average, 1 in 33 people who join our Facebook™ group purchase one of our coaching programs. And we've consistently grown our group by 50-100 new people per day, everyday, for the past 2 years straight.

Because of our group, our calendars are filled to the brim with qualified prospects who can't wait to work with us.

While our competitors waste their time with cold outreach, referrals, & 5-day challenges, we're enrolling our dream clients day in & day out with a simple Facebook™ group.

The question then becomes:

Can our group system work for you too?

Yes. Yes, I believe it can.

After growing one of the most profitable groups in the coaching industry, we began teaching our system to others.

A few close friends at first - to see if it would work for them.

Once we saw it working for our friends, we started installing our system into more & more coaching businesses.

And it started working for them too.

Altogether, we've now helped coaches - in 100+ niches (from business to relationships to fitness) - generate more than a million group members, acquire more than 50,000 high ticket clients, and make over \$150 million with their Facebook™ groups.

So I'm extremely confident our system can & will work for you too.

Ready to dive in?

The 3 pillars of cultivating a profitable Facebook™ group are as follows:

Pillar #1: Growth - You must have the ability to grow your group by 10, 30, 50 people each day. The more your group grows, the more hungry prospects you have to convert into clients.

Pillar #2: Content - You must have the ability to build a relationship with the group members you're generating. The better that relationship, the more likely they are to become a client. We build that relationship with 2-3 strategic pieces of content each week (which takes us about an hour or two a week).

Pillar #3: Conversions - You must have the ability to convert the group members you generate into high-paying clients.

Let's start with...

PILLAR #1: Growth

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 all day, instead of actually building your business.

For us, while organic growth is, of course, a *piece* of our overall marketing strategy... but 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 \$100,000 on paid advertising - with each ad dollar pointing right at our Facebook™ group.

Some might think that's crazy.

Some might say:

“You spent \$100,000 marketing your Facebook™ group last month!? Haha! I will grow my group for free!”

Well, yeah.

We spent \$100,000 advertising our group last month, but that very same group generated us 54 new coaching clients & nearly \$560,000 cash.

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.

And on top of the revenue generated, the most beautiful thing about this style of growth is:

IT'S PREDICTABLE.

Our group grows on its 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: Content

The mainstream advice when it comes to content is to "provide as much value as you possibly can."

And because of that advice, there's 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 A LOT OF WORK...

(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.

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.

At the end, you can [book a free 15-minute implementation call](#) with our team to help you with your content strategy, but first, let's talk about:

PILLAR #3: Conversions

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

One month, they'll run a promotion or host a challenge, which might land a few clients. But then next month, their group gives them no clients at all.

We do things differently.

Instead of launches and 5-day challenges, our group's Monetization Strategy is focused around one thing & one thing only:

GENERATING CONVERSATIONS WITH US.

Conversations are the currency of the coaching industry.

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...

Are they a good fit for what we have?

Would our programs 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.

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

There you have it.

Those are the 3 pillars that have allowed us to scale our group to \$100k+/month.

This system is working amazingly well for us & our clients too.

So what's next?

Well, there's only so much we can explain about growing profitable groups in a 13 page guide, so if you're happy with what you're reading so far, here's your next step:

[Claim your free 15-minute implementation call with our team.](#)

During your call, our team will help you refine your offer (to make sure it's "group ready"), take a look at your Facebook group (if you have one already), give you a personalized group growth plan, and help you create your daily client acquisition strategy.

Then, at the end of your call, our team will see if one of our paid programs is a good fit for you.

Our free products are better than most people's paid programs and our paid programs aren't too shabby either.

If you've gotten value out of this guide and you see a Facebook™ group as a core part of your marketing strategy, I highly recommend popping on a call with our team to take the next step.

Thanks for reading,

- Landon Stewart