

*The Ultimate Coach's Guide*

# **The 5 Steps To Get More Clients With Your Facebook Group**



**Growing With Groups Membership**

# **The Ultimate Coach's Guide: The 5 Steps To Get More Clients With Your Facebook Group**

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# The Dream

## Building a client-generating machine

Imagine the day comes when you know you have a reliable source of new coaching clients whenever you want them. Just imagine, it would be awesome! Great for business, great for paying the bills, and most importantly great for peace of mind and letting you actually do the thing you love to do. However, like most good things in life things don't just happen. You're going to have to make it happen, you're going to have to build what I like to call a "client-generating machine". That's where this guide comes in. This guide is going to walk you through how to turn your Facebook group into a client-generating machine in 5 steps so you too can create your own reliable source of new coaching clients. I think you're going to love it! Best of luck.

## Step 1

### Understanding your market, message, and offer

The first thing you're going to want to do is **make sure you build your brand new client-generating Facebook group on a strong foundation**. There is nothing worse than putting a ton of time into something and it failing because the basics we're never set up correctly to begin with. You are going to want to master these three foundational basics:

1. *Have a clear understanding of who your ideal client is.* What industry do they work in? Do you work with men, women, or both? What age?
2. *Have a clear understanding of what your message is?* What problem do you solve? What result do you promise? What is your process of achieving this promise?
3. *Have a clear understanding of your offer.* What are the features, benefits,

price of what you sell?

## Step 2

### **Establishing a reliable way to consistently grow your group**

The next critical thing you are going to want to master is **the art of consistently growing your group every single day**. Think of new group members like oxygen for your business. Without them, your business will start to stagnate and eventually start to die and no one wants that.

There are two main ways to grow your group. They both cost something different. The first and most common way right now is to grow your group organically. This approach involves going out and inviting people to join your group through a variety of different methods. Normally this route doesn't cost any money but you do pay for it in time spent. The other more scalable way of growing your group is through paid Facebook and Instagram ads. This approach is a little less common these days but works great if you can afford the ads and don't have a lot of time. As you might imagine, depending on where you are in your business one or both of these methods might make more sense than the other. **The most important point here is making sure you choose at least one of these strategies and mastering it so you're adding new members to your group every day.**

## Step 3

### **Develop strategic content that gets people ready to buy**

Now that you have a steady flow of new members joining your group every day it's time to get them ready to buy with your group content. A lot of people mess this part up. Most people will either try to start selling too fast (before people even know who you are, what you do, and why) or they never hardly sell at all.

The key is balance, 80% of the time you're going to want to be getting people ready to buy and 20% of the time you are going to want to be selling. Here are 3 key principles to getting people ready to buy:

1. *Make sure all of your content is aligned with your offer.* All of your content should be designed to help people to get to know who you are, what you do, and why they need what you offer. Doing content this way makes it easy to know what to do next and helps people not get confused with your message.
2. *You should be spending 20% of your time on content creation and 80% of your time on content promotion.* Most people spend a lot of time creating content and very little time promoting it. If you don't promote your content now one will know it even exists and you will simply be wasting your time. Spend your time developing high-quality pieces of content and promoting it wherever you can.
3. *Don't overwhelm people with too much content.* If you give people too much free content not only will they feel overwhelmed but they won't want to buy because they feel like they already have you whenever they need you.

## Step 4

### Getting people to consistently pull the trigger and hire you.

Once people have consumed your strategic content and feel like they have an idea of who you are, what you do, and how you can be part of their solution it's time to close the deal. There are several ways to do this but **one of the most effective methods is to launch some type of one-time special offer** that takes full advantage of powerful sales psychology elements like anticipation, urgency, and scarcity. In addition to launching promotions, it will become critical that you demonstrate through testimonials and stories the power of your process and your work.

## Step 5

### **Growing the business.**

Now that you have a highly effective marketing and sales process in place it's time to start building out a team and delegating tasks. This last step will depend on how big you would like to grow your coaching business. Do you want to stay a solopreneur or build out a larger team of VA's, setters, and salespeople? Whatever you decide, you now have a client-generating machine that gives you a reliable source of new coaching clients whenever you want them.

## What's Next

### **Join the community...**

Now that you've seen the basic outline of a client-generating Facebook group it's time to take things to the next level and join the free private [Facebook group](#) where hundreds of coaches are learning this exact same process together.

In the group, I talk all about how to grow, engage, and monetize your own Facebook group through weekly live training and value posts. So if you're interested in taking your group to the next level and meeting a bunch of awesome and friendly coaches in the process head over to the free private group to join the party. Go to <https://www.facebook.com/groups/growyourcoachingbusinesswithfbgroups> to join.

See you there,

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