



How to organically scale and monetize your Facebook groups to \$50K per month

JOURNEY

He did sales for 2 years and hated his life, wasn't getting paid as much as he thought.

He quit his job, moved back into his parents' house in Cleveland.

He worked super hard to get out of his parents' house and started up his own agency by taking courses and finding mentors who were good at Facebook ads.

Got to \$10,000/month after the first two months of hard work.

From there he started his first Facebook group and as of November of 2017, he began his process of starting his agency.

His Facebook group grew from 0 to 1000 members in 35 days, all organic.

Created an agency and messenger bot course released to this group.

In February 2018 he had his first \$50,000 month from both his personal page and Facebook group all organically.

He did all this without running ads.

Instead, Andrew got people into the group and gave them all free stuff, until he made a premium program.

The people feel that Andrew has given them so much free stuff, that now they feel obligated to repay him in some way. (Rule of Reciprocity).

A year ago, he did not know any of this but now he's making \$50,000/month.

THE PROCESS

Started his group in November 2017.

He spent a lot of time talking with people in messenger, creating relationships with people, asking them how he can help out their agency.

He also gives away free strategies to grow an agency and gives them a link to the Facebook group.

He looks at Facebook and adding friends as leads where he tries to direct them to his Facebook group.

He added 5000 friends very quickly, then got a lot of followers after that.

He treated his personal Facebook page as a business page where he directs them to the Facebook group.

The followers add authority and positioning to your personal page, and the personal page serves as an entry level to the Facebook group (pushes people to the group).

The group was mainly for agency owners, to help people with their agencies and get the conversation started.

When he started his group, he was a new agency owner, and his strategy was to get all the agency owners into one group.

Growing a Facebook group opens up a lot of opportunities as you grow your audience and your relationships. Once you have those, you can monetize them.

Once he got 1000 people in his Facebook group, he posted a lot of engaging posts so his group and content would show up in the suggested side bar on Facebook.

ENGAGEMENT

When he was growing his Facebook group from 200-600 members, he was commenting and replying to everyone to show people that he cared and was not going away.

Then, he found out who were super engaged in his Facebook group and loved it. He asked them if they wanted to be moderators in his Facebook group.

CONTENT

He does a lot of interviews on Facebook because people who are interviewed give away a lot of good information. And it's fun.

He does training, because if you can help someone with their business or give some tips/pointers that work and brings them success, they will return and buy whatever you will sell.

When he's traveling or going out with family and friends, he will go live and show off his lifestyle.

He'll also share quick wins or pro tips through Facebook posts.

Ask and engage in questions related to the industry, like "What's the number one thing you're struggling with?" or "What's your number one goal?"





RE-ENGAGEMENT

Some ideas for re-engaging your customers:

Post a picture of your Instagram profile and say "follow train" - everyone has to follow on the follow train.

You post your Instagram handle, then everyone posts their Instagram handle below.

Everyone wants more followers on Instagram so everyone will follow each other.

Get a bunch of comments and followers, which leads to a lot more engagement.

Add everyone in the group as a friend.

Take a video of your screen with a new person you're working with and ask if people want the video. Say you'll give them the link if they want it.

A hack to get an interview - Andrew will ask on his personal Facebook page "who is best person in this field" or "who's the master at this?" And people will comment and tag other people to the post.

MONETIZATION

People are sold on testimonials.

He continuously collects testimonials from his students, and has been able to generate a lot of regular results from his programs.

He collects screen shots of this people's posts and puts the testimonials out there in his Facebook groups every day to show people that his program gets results for people.

This builds trust and people will reach out to him and ask to join his program.

Posting Launch posts - "comment if you want in" - with a killer headline that grabs people's attention.

Add some information on what the program is about.

On the sales page, talk about the value they will receive and at the end, say "I only take people who are action takers."

This establishes who you want in the course and then say "comment down below, drop a gif down below to learn more."

And then from there it depends on the price, so you can send them to the sales page in their Facebook messenger or get them on a phone call if it's a higher ticket program.

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TACTICS

He uses a scarcity tactic where the beta program is priced low.

He then increases the price over time - \$100 every other week or so.

He recommends that while you're building out a course or program, start with beta group and minimal products. This could be just a coaching call since you don't want to waste time building out all the videos and templates.

Start with a lower price and while you're building out the content you can increase the price \$100 every 2-3 weeks.

Send out a reminder via the Facebook group, email list or in the Messenger bot that the course or program is going up \$100 in a couple days.

THE CIRCLE

His current students post their results and wins from Andrew's programs and courses... and that makes people want them.

Andrew feeds new testimonials to his group every week. Every 2 weeks he'll make launch post increasing the price and doing other tactics to get more people into the program.

Facebook Groups allows you to get a bunch of people onto your Messenger Bot subscriber list and a lot of people on your email list by allowing you to ask them some questions to join the group.

Andrew uses his personal profile and Group funnels. He never uses a business page.

