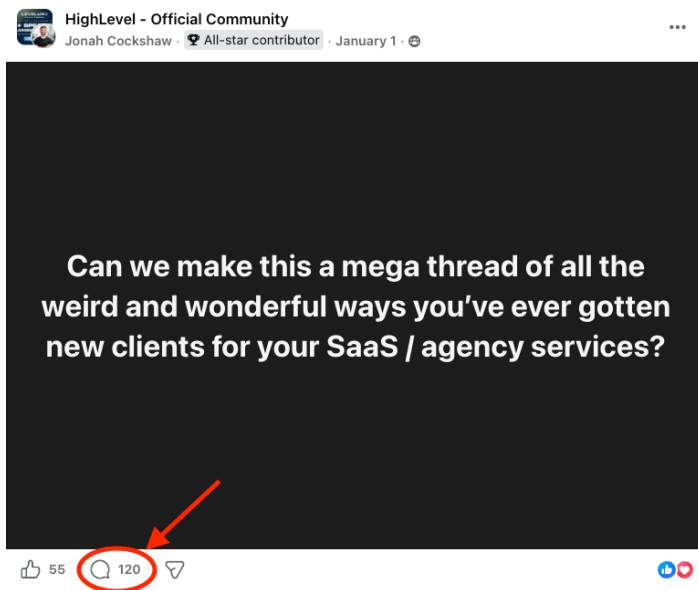


I analyzed 120 comments from the biggest thread on “*how people got their first GoHighLevel SaaS & Agency clients*” so you don’t have to
...here’s how you can get your first client



where to start

Here’s what most of ya’ll are doing...

Learn GHL → build a website → create an offer → post about GHL → send cold DMs → hope someone buys.

SHOULD be doing

Find people → identify a problem → help them with the problem → become known/trusted → create an opportunity to work together.

Stop selling GHL

“Hey, I sell HighLevel.” ← very few successful GHL agencies are doing this

- fixing a specific business problem
- improving someone's marketing
- answering a question
- building an automation
- improving lead follow-up
- helping launch something
- auditing a system
- talking to business owners
- providing a service
- solving a problem they encountered in real life

solving **very specific CRM/automation problems**, showing screenshots or Looms, and using a simple:

problem → setup → result

Why you should care about this

A business owner generally doesn't wake up thinking:

“I need a HighLevel agency.”

They think:

“We're losing leads.”

“Nobody follows up with our estimates.”

“Our receptionist isn't answering the phone.”

“People aren't booking appointments.”

“Our leads aren't being nurtured.”

“Our reviews suck.”

“Our Facebook leads aren't converting.”

GHL is the mechanism. It isn't necessarily the product.

For YOU, this changes YOUR offer.

Instead of:

“I build HighLevel automations.”

Try:

“I help HVAC companies automatically follow up with every missed call and web lead until they book.”

[grade your ghl](#)



facebook Group strategy

1. Find a group.
2. Post your offer.
3. Drop a link.
4. Say “DM me.”
5. Repeat in 30 groups.

DON”T DO THIS^^^^^

★ groups work because they force you to focus on **contributing value rather than promoting.**

- answer questions without promoting
- share experiences
- help people without asking for something
- get on calls to help people
- allow people to discover your expertise naturally

This is what you end up creating, you need to stop thinking about it as getting the lead from the person you respond to

Don't use Facebook groups as an advertising channel.

Use them as a **public demonstration of competence**.

Imagine you're targeting dentists.

Instead of posting:

"I help dentists automate their businesses. DM me!"

Spend 30 days answering questions like:

"How are you currently following up with missed calls?"

"Here's why your Google lead form isn't converting."

"Here's a simple appointment reminder sequence I'd use."

"Here's how I'd handle someone who submits a form but doesn't book."

Now your profile becomes a **portfolio of expertise**.

Your comments become evergreen content that indexes on search

Someone searches the group six months later for:

"How do I follow up with missed calls?"

They see your answer.

That's an asset you didn't have to pay for other than time.

You are building a library for people to scroll through and spend time doing the selling FOR YOU

Become the person who answers the questions the best

The people who consistently:

answer → help → explain → demonstrate

eventually become the people others ask:

“Can you do this for me?”

easier sales conversation.

Use this transition:

Question → Helpful Answer → Trust → Conversation → Client

rather than:

Cold Pitch → Objection → Follow-up → Pitch → Rejection

specific content beats generic GHL content

creating content around **very niche questions pertaining to your customer base.**

Don't create:

“10 Amazing HighLevel Features You Need to Know!”

Create:

“How I would automatically text a roofing lead 60 seconds after they request an estimate.”

Or:

“How to automatically follow up with a missed call at a dental office.”

Or:

“The 5-text sequence I'd use when a med spa lead doesn't book.”

Or:

“How I'd recover leads that requested a quote but disappeared.”

Why?

Because generic GHL content attracts **GHL people**.

Specific problem content attracts **potential buyers**.

[Example resource I built](#)



physical prospecting

plastic cards + NFC chips + Badgy

put the **prospect's own face/logo/information on the card**, while placing your information on the back.

Then you hand them directly to business owners/employees.

putting their pictures on it makes them less likely to throw it away.

Make your marketing useful to the prospect.

Don't give someone:

■ "Here's my business card."

Give them:

"I made something for your business." solves a problem

it creates a natural reason to talk.

your GHL skills to create something BEFORE asking for the sale

Audits are a perfect example.

- websites
- ads
- social media
- systems
- email marketing
- basically anything you can evaluate.

Not about the "free audit."

Step 1 — Identify a problem

Step 2 — Explain why the problem matters

Step 3 — Show them what could be improved

Step 4 — Demonstrate that you know how to fix it

Step 5 — Offer to implement it

We are creating a **sales conversation disguised as diagnosis.**

you don't need to be an elite salesperson.

You need to be able to look at a business and say:

“Here's what's happening.”

“Here's why it's costing you money.”

“Here's what I'd change.”

It will create a conversation for you

audit doesn't need to be impressive

audits don't need to be wildly complex or fancy.

A Loom + Google Doc is enough.

suggested structure was essentially:

What I see → Problems → Impact → Recommendation

YOU could make

“3-Minute Lead Follow-Up Audit for ABC Roofing”

Problem #1

You have a contact form but there is no immediate SMS response.

Impact

A lead can submit the form and then hear nothing while they're contacting your competitors.

Recommendation

Send an immediate confirmation SMS and route the lead into a 7-day follow-up sequence.

Implementation

“I can build this for you.”

find people who already have the problem

One person got a client after receiving a flyer in the mail from a local junk hauler. He called and asked if the owner had considered Facebook ads.

Another was getting tires installed across the street from a personal training gym, walked in, started talking marketing, and got the client.

Another commenter literally met a potential client at a farmers market.

Another got a client because a business owner was trying to get something printed at Staples that Staples couldn't provide.

THIS is not the lesson

“Go to Staples.”

It's:

Pay attention to commercial problems happening around you.

[Example audit tool](#) I built



existing life is a lead-generation channel

One person had been training for 20 years and naturally knew lots of established business owners. A conversation about what someone did for a living eventually turned into an insurance client, then a software relationship, then a CRM opportunity, which led to more clients.

Another person got a client while getting a Brazilian wax.

Another got clients through their local community.

Another got their first client from someone they hadn't spoken to in ten years.

Beginner mistake:

“I don't have a network.”

You probably do.

You have:

- former coworkers
- family friends
- gym members
- vendors
- contractors
- business owners
- parents at activities
- old clients
- friends
- people you went to school with
- people you meet regularly

You don't need to pitch them

Just start conversations

referral strategy

One of the best comments says that most clients came from:

referrals + partnerships with other businesses.

They specifically mention affiliate partnerships and referral bonuses.

You don't necessarily need existing clients to benefit from referrals.

You can partner with businesses that serve the **same audience but provide a different service.**

This is huge for YOU.

Suppose you want to work with chiropractors.

You partner with:

- chiropractic coaches
- website designers
- SEO companies
- photographers
- accountants
- business coaches

- signage companies
- medical billing companies

They already have relationships with chiropractors.

You don't need to find 100 chiropractors.

You could find **5 people who already serve 100 chiropractors.**

“Be their customer first”

hiring businesses and eventually turning them into clients.

they hired a painter to do work at their shop and eventually sold him the CRM + GMB SEO.

This gives you an interesting prospecting method:

Buy from the people you want to sell to.

Want HVAC clients?

Call an HVAC company when you need HVAC work.

Want landscapers?

Hire a landscaper.

Want photographers?

Book a photographer.

Want a cleaning company?

Hire a cleaning company.

You're their customer.

You can ask:

“How are you currently following up with people who request an estimate?”

Don't underestimate speaking

Teach → demonstrate expertise → audience trusts you → audience wants more help

you don't necessarily need to speak at a giant conference.

For a beginner, think:

- local chamber
- networking group
- industry association
- business meetup
- Facebook group Zoom
- local business workshop
- lunch-and-learn
- partner webinar

A topic like:

“5 Ways Local Businesses Are Losing Leads Without Realizing It”

is far more compelling than:

“Introduction to GoHighLevel.”

free work isn't necessarily a bad thing

There are several examples of people doing work for free.

important distinction.

Bad free work:

“I'll build your entire CRM for free because I need experience.”

Smart free work:

“I’ll audit your lead follow-up and show you exactly what I’d change.”

Or:

“I’ll build this one automation for you.”

Or:

“I’ll set up your missed-call text-back.”

Or:

“I’ll build the demo system for your gym.”

Then you say:

“If this works, let’s talk about implementing the rest.”

“weird” stuff works because it creates conversation

- plastic cards
- NFC
- chocolate feet
- biscuits mailed to prospects
- Brazilian wax conversations
- farmers markets
- Staples
- jiu jitsu
- local restaurants
- networking
- answering random Facebook questions

They’re all different.

but....

They create an excuse to have a conversation.

Most beginners think client acquisition means:

“How do I convince this person to buy?”

The better question is:

“How do I create a natural reason for this person and me to talk?”

Once you're talking, you can discover problems.

[My tools I use for lead gen](#)



automation addiction

raw leads → triple dialer → automated outreach → AI inbound sales agent → AI closes → payment → onboarding → setup.

On paper, this sounds incredible.

But there's an interesting contrast with almost every other successful story in the thread.

The overwhelming majority rely on:

human interaction + trust + expertise + relationships.

The automated system is essentially trying to scale the *opposite direction*.

And notably, when asked to report results, the person later says the project was delayed because of a medical issue and asks to check back later. The thread doesn't actually provide validated performance data.

Beginner lesson:

Don't build a 14-step AI sales machine before you've proven you can sell one thing to one person.

Manual → repeatable → automated → scalable.

Not:

Automated → complicated → expensive → hopefully works.

“\$9 offer → SaaS” model is interesting

selling a low-ticket product for roughly \$9–17 and then converting those buyers into a \$97–297/month SaaS offer.

Sell something easy to buy.

Then introduce the recurring solution.

For example:

\$17:

“Local Business Lead Follow-Up Playbook”

↓

\$97:

“Done-for-you lead follow-up setup”

↓

\$297/month:

“Managed CRM + automation”

That's a much easier customer journey than:

“Would you like to pay me \$297/month for my GHL SaaS?”

turn your expertise into a tiny product

- a checklist
- a template
- a workflow
- a mini audit
- a calculator

- a webinar
- a Loom
- a snapshot
- a small course
- a \$9–\$17 product

Then use it to identify people who have the exact problem you're solving.

because the product itself becomes a **qualification mechanism**.

If someone buys:

“Missed Call Recovery System for Roofers”

you know:

They are a roofer + they care about missed calls + they have some level of buying intent.

personality can actually be a filter

alternating between genuinely helpful content and wildly inappropriate/funny comments that their target demographic would enjoy.

Their point isn't simply “be funny.”

Use your personality to repel people you don't want and attract people you do want.

Beginners often try to appear:

- professional
- corporate
- polished
- perfect
- authoritative

DON't end up sounding like every other person trying to sell and pitch you.

If your ideal clients like sarcasm, humor, bluntness, weirdness, etc., let some of that personality show.

You aren't trying to appeal to everybody.

most powerful pattern: “Don't ask for the sale”

Look at how many stories contain some version of:

I helped them.

I answered their question.

I talked to them.

I gave advice.

I did something for them.

I was already their customer.

I met them naturally.

I shared something useful.

I gave them an audit.

I spoke at an event.

The business owner eventually becomes the person saying:

“How can I work with you?”

The formula

**ACCESS → RELEVANCE → VALUE → TRUST →
CONVERSATION → OPPORTUNITY → CLIENT**

Let's break that down.

1. ACCESS

Find yourself in proximity to the right people.

Facebook groups.

Gyms.

Networking.

Existing relationships.

Local businesses.

Partners.

Events.

Customers.

2. RELEVANCE

Have a reason to talk to them.

You noticed a problem.

They asked a question.

They hired you.

You're in the same community.

You have something useful for them.

3. VALUE

Give them something useful.

Answer.

Audit.

Advice.

Loom.

Template.

Card.

Automation.

Workshop.

Introduction.

4. TRUST

Do it consistently.

Don't immediately pitch.

Demonstrate competence.

Do what you said you'd do.

5. CONVERSATION

Eventually the interaction becomes:

“Tell me more.”

“Can you help me with this?”

“What would that cost?”

6. OPPORTUNITY

Now there's a legitimate business problem to solve.

7. CLIENT

You sell the solution.

NOT the steps to take

Don't copy the questionable freelancing tactic

Use a low-friction service to build reputation if necessary.

Not:

Break platform rules to get reviews.

Don't automate everything immediately

Don't copy the weirdness

The Brazilian-wax story is memorable.

It's not necessarily repeatable.

Be willing to talk about business wherever natural conversations happen.

Not:

Sell GHL during personal grooming appointments.

What next?

Week 1, Pick ONE problem

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Week 2, Find conversations

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Week 3, Create proof

████████

████████████████████

████████

████████████████████

████████████████████

████████████████████

████████████████████

████████████████████

Week 4, Start making offers

████████████████████

████████

████████████████████

████████

████████████████████

████████████████████

████████████████████

Your first client is not primarily a sales problem.

It's usually an **access + trust problem**.

You don't need:

- 10,000 followers
- a huge agency website

- 50 automations
- a massive SaaS platform
- an expensive CRM
- a sophisticated AI sales agent
- hundreds of cold leads

You need to get close enough to **one business owner with one painful problem** to demonstrate that you can solve it.

Get around people.

Notice problems.

Help without immediately asking.

Demonstrate competence.

Build relationships.

Let the sale become the natural next step.



- 100% Free -

"How I Built A SaaS That Keeps 87% of Clients For Over 3 Years Paying An Average \$147/m."

Only 1 Person In the World Can Offer This - And I'm Him

Get The Info →

100% Game On The Other Side of This Page

