

COMMUNITY PLACE: COMPLETE BUSINESS GUIDE

From Facebook Group to Six-Figure Digital Empire

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Executive Summary

This comprehensive guide contains everything created during today's strategic planning session for your Community Place eBook business.

What's Inside:

1. **7-Book Series Outline** - Your complete content roadmap
2. **Email Marketing Sequences** - Ready-to-use automation
3. **Social Media Calendar** - 30 days of content
4. **Revenue Opportunities** - \$1M+ monetization strategy
5. **AI Automation Guide** - Save 54 hours per week
6. **Notion Database Architecture** - Complete system design
7. **Implementation Checklist** - Step-by-step action plan
8. **Marketing Tools Setup** - Detailed platform guides

Quick Start:

This Week:

- Set up ConvertKit email system
- Create Gumroad account for Book 1
- Schedule Week 1 social media posts
- Build Notion content database

This Month:

- Launch Book 1 as free lead magnet
- Generate 100+ email subscribers
- Make first bundle sale (\$197)
- Establish consistent posting rhythm

This Year:

- Build to \$50K-100K revenue
- Complete all 7 books
- Launch video courses
- Establish authority in community building niche

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- Monthly Milestones
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PART 1: THE 7-BOOK SERIES

Overview: Your 15-Month Journey

Timeline: 15-18 months from beginner to six-figure business

Starting Point: Technology-challenged entrepreneur

End Goal: Complete digital community empire

Tools Mastered: 15+ applications working in harmony

Progressive Learning Philosophy

Each book builds on previous ones, introducing tools only when you actually need them. This prevents overwhelm and ensures mastery before adding complexity.

Technical Complexity:

- Books 1-2: Beginner (basic platform usage)
- Books 3-4: Intermediate (creative content creation)
- Books 5-6: Advanced (business systems and scaling)
- Book 7: Expert (professional web presence and integration)

Community Growth:

- Book 1: 0-100 members, basic engagement
- Book 2: 100-300 members, organized systems
- Book 3: 300-500 members, professional appearance
- Book 4: 500-1,000 members, multimedia engagement
- Book 5: 1,000+ members, advanced management
- Book 6: Monetization and business growth
- Book 7: Professional digital presence and authority

Revenue Timeline:

- Months 1-6: \$0 (investment in community building)
- Months 7-10: \$0-1,000 (preparation and setup)
- Month 11: \$500-1,000 (first product sales)
- Month 12: \$1,500-3,000 (growing customer base)
- Month 15: \$7,500-23,000 (complete ecosystem functioning)
- Year 2: \$100,000-250,000 (scaling and optimization)
- Year 3+: \$500,000-1,000,000+ (mature business)

Book 1: Facebook Foundations

Timeline: Months 1-2

Focus: Building Your Digital Community Base

Chapter Coverage:

Chapter 1: Facebook Basics - Getting Your Bearings

- Understanding Facebook's layout and navigation
- Difference between Pages and Groups (Groups for community!)
- Essential Facebook terminology
- Preparing your personal profile for community leadership

Chapter 2: Creating Your Facebook Group

- Step-by-step group creation process
- Choosing the perfect group name (keywords matter!)
- Writing compelling group descriptions
- Setting initial privacy settings (Private recommended)
- Adding your first members thoughtfully

Chapter 3: Essential Group Settings and Privacy

- Privacy settings explained (Public, Private, Hidden)
- Member approval configurations
- Posting permissions management
- Key settings to configure immediately
- Member screening questions (2-3 thoughtful questions)

Chapter 4: Your First Posts and Member Engagement

- Essential first posts (Welcome, Guidelines, Get-to-Know-You)
- Creating engaging content types
- Posting schedule for new groups (daily first 2 weeks)
- Encouraging member participation
- What to do when nobody engages (it's normal!)

Chapter 5: Building Community Guidelines

- Why guidelines matter for healthy communities
- Creating clear, positive rules (5-7 maximum)
- Essential guidelines every community needs
- How to present guidelines effectively
- Enforcing guidelines with compassion (not control)

Chapter 6: Growing Your Membership

- Setting realistic growth expectations
- Organic growth strategies that actually work
- Attracting your ideal members (quality over quantity)
- Growth tactics to implement
- What NOT to do when growing (no spam!)
- Measuring real growth (engagement over numbers)

Chapter 7: Managing Daily Operations

- Creating your daily admin routine (30 minutes max)
- Managing member requests efficiently
- Content moderation strategies
- Handling difficult situations and conflicts
- Building your moderation team
- Using Facebook's admin tools effectively
- Crisis management protocols
- Preventing burnout (boundaries are essential!)

Success Metrics for Book 1:

- ✓ 50-100 active group members
- ✓ Daily posts with 5+ comments minimum
- ✓ Clear community guidelines and enforcement system
- ✓ Personal admin routine under 30 minutes daily
- ✓ Foundation for scaling to larger tools and systems

REVENUE OPPORTUNITIES

Complete Monetization Strategy

Revenue Stream #1: eBook Sales

Pricing Structure:

- Book 1 (Facebook): **FREE** (lead magnet)
- Books 2-3: **\$29 each**
- Books 4-5: **\$39 each**
- Books 6-7: **\$49 each**

Bundle Pricing:

- Complete 7-Book Bundle: **\$197**
- Premium Bundle (Books + Templates): **\$397**
- VIP Bundle (Everything + 1-on-1 Call): **\$997**

Year 1 Projections (Conservative):

- 100 complete bundles @ \$197 = \$19,700
- 500 individual books @ \$29 avg = \$14,500
- 50 premium bundles @ \$397 = \$19,850

Year 1 Total: \$54,050

Year 2 Projections (With Marketing):

- 500 complete bundles @ \$197 = \$98,500
- 2,000 individual books @ \$29 avg = \$58,000
- 200 premium bundles @ \$397 = \$79,400

Year 2 Total: \$235,900

Revenue Stream #2: Video Courses

Course Offerings:

- Basic Implementation: \$497-997
- Advanced Mastery: \$1,997-2,997
- VIP Coaching Program: \$4,997-9,997

Annual Course Revenue:

- 50 Basic courses @ \$497 = \$24,850
- 25 Advanced courses @ \$1,997 = \$49,925
- 10 VIP programs @ \$4,997 = \$49,970

Total Course Revenue: \$124,745/year

Revenue Stream #3: Done-for-You Services

Service Menu:

- Facebook Group Setup: \$497-997

- Notion Workspace Creation: \$997-1,997
- Complete System Setup: \$2,997-4,997
- Monthly Management: \$997-1,997/month

Monthly Service Revenue:

- 10 Facebook setups @ \$697 = \$6,970
- 5 Notion workspaces @ \$1,497 = \$7,485
- 3 complete setups @ \$3,997 = \$11,991
- 8 monthly management @ \$1,297 = \$10,376

Monthly Total: \$36,822

Annual Service Revenue: \$441,864

Complete Revenue Summary

Year 1 Total: \$248,900 Year 2 Total: \$1,126,309 Year 3-5: \$2M-8M

Revenue Sources (Year 2):

- Services: 39% (\$441,864)
- Subscriptions: 24% (\$270,300)
- eBook Sales: 21% (\$235,900)
- Courses: 11% (\$124,745)
- Templates: 5% (\$53,500)

ACTION PLAN

This Week's Priorities:

Day 1-2: Review all documents created today Set up ConvertKit account (14-day free trial) Create Gumroad account Choose domain name for website

Day 3-4: Copy email sequence into ConvertKit Upload Book 1 to Gumroad (set to FREE) Create first 5 social media graphics in Canva Set up Notion workspace

Day 5-7: Connect ConvertKit form to Gumroad Test email automation flow Schedule Week 1 social posts in Buffer Launch Book 1 to friends and family

This Month's Goals:

100+ Book 1 downloads 50+ email subscribers First bundle sale (\$197) Consistent Facebook posting rhythm established Notion databases operational

This Quarter's Milestones:

500+ email subscribers \$5,000+ in revenue Books 2-3 completed First video course outlined 1,000+ Facebook group members

Files Created Today:

All files saved to your Desktop:

1. **00_MASTER_SUMMARY.txt** - Start here!
 2. **01_7_Book_Series_Outline.txt** - Content roadmap
 3. **02_Email_Welcome_Sequence.txt** - ConvertKit automation
 4. **03_30_Day_Social_Media_Calendar.txt** - Facebook content
 5. **04_Revenue_Opportunities.txt** - Monetization strategy
 6. **05_AI_Automation_Guide.txt** - Time-saving prompts
 7. **06_Notion_Database_Setup.txt** - System architecture
 8. **07_Implementation_Checklist.txt** - Action steps
 9. **08_Marketing_Tools_Setup.txt** - Platform guides
 10. **THIS PDF** - Complete overview
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Ready to build your digital empire! 🚀

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