

# BRANDFACE<sup>®</sup>

CLIENT SPOTLIGHT

Exponentially  
Increase Your

**FOCUS**  
**FORTUNE**  
**FREEDOM**

**Group Coaching  
& Masterminds**  
for Advanced  
Business Experts

**CHRIS WILLIAMS**

Founder, Group Coach Nation  
AUTHOR | SPEAKER | PODCASTER



# WHY CHRIS BECAME A BRANDFACE®

“It provides a a simple plug & play. We know what to do and how to be consistent in every situation now.”



## CHALLENGES / GOALS:

- Their branding had been “pieced together” over a decade and was disconnected
- Their brand had “evolved into a monster instead of a unicorn”
- Needed simplicity and uniformity throughout
- Needed their prospects to know exactly who we were and what they were about by simply looking at their online presence
- Needed a consistent brand message and image for conversion

## OUTCOME:

- “I was so impressed by the fact that the process didn’t take a lot of my time. That was important.”
- “It provided clarity for our larger market *and* our team to easily understand why we’re here, what we’re doing, and what we are *not* doing.”
- “We have a book coming out soon, and we’ve been able to run everything through the brand filter to keep it aligned.”
- “It provides a a simple plug and play. We know what to do and how to be consistent in every situation”
- “It is so much simpler to be known for *one thing* than to list out everything we ‘can’ do.”

THE JOURNEY



# CHRIS'S HIGHLIGHTS



Helping advanced business experts exponentially increase their focus, fortune, and freedom through group coaching and masterminds

- Leading authority in group coaching strategies that provide exponential focus, fortune and freedom
- Specializes in helping top experts achieve rapid clarity and create scalable group coaching programs
- Empowers high-level business coaches to learn and grow in a cohesive and collaborative setting
- Committed to a whole human approach by providing a confidential, supportive, and judgment-free space
- Operates in the trenches with face-to-face sessions and real time adjustments for actionable results
- Believes in purpose-driven, exponential freedom and helping others win so they can help others win
- Adventure enthusiast, ultra marathoner, and gentle spirit who seeks genuine prosperity for those he serves





# CHRIS'S STORY

“We are all failures - at least the best of us are.” This quote from J.M. Barrie resonates with Chris Williams in an almost prophetic way. Chris grew up in a strict, disciplinarian home, and while that upbringing made him withdrawn in some ways, it made him more ambitious in others. When he was just eleven, he started a landscape business, hiring his first employee at age 14. By the time he was 21, he sold that business, complete with three crews and several trucks. That’s the early success portion of his story. However, when he started his own family and began to transition to a professional career, all of a sudden, he began to fail...over and over. In fact, they lived below the poverty level for several years, borrowing cars from friends and barely getting by. Utter exhaustion is what brought the wake up call to step out of the darkness and focus on facts, not fears. The fact was, he was a powerful communicator and effective coach, so he began to study that path. He became enamored with Tim Ferriss’ book, *The 4 Hour Work Week*, and decided to join a high ticket mastermind to learn how to sell knowledge instead of a service. In just 7 weeks, he built a group coaching program that finally provided him with freedom and scalability that turned his business and life around.

Today, Chris is the Founder of Group Coach Nation, a leading authority in group coaching and mastermind strategies for business experts across the globe. They specialize in helping them achieve rapid clarity and create scalable programs. Their mission is to empower high level business coaches to learn and grow in a cohesive and collaborative setting, while Chris and his team operate in the trenches with face to face sessions and real time adjustments for actionable results. Their team is committed to a whole human approach by providing a confidential, supportive, and judgment free space. Above all, they believe in purpose-driven, exponential freedom and helping others win so they can help others win. On a personal note, Chris is an adventure enthusiast with experience in shark diving, ice climbing, running ultra marathons, and riding electric skateboards. His unique personality and gentle spirit allows him to coach his clients to take the right risks, accelerate their growth, and scale their way to freedom.





# CONTACT CHRIS



[Visit the Website](#)



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## Join Chris' 90 Minute Game Plan Call

Explore building or scaling a high-ticket group coaching or mastermind program to grow your business



 group  
 coach  
 nation





# WHO WE ARE

COACHES, CONSULTANTS & EXPERTS HIRE US TO BUILD A PROFITABLE PERSONAL BRAND  
SO THEY CAN 'CHANGE HOW THEY'RE SEEN & CHARGE WHAT THEY'RE WORTH'

BRANDFACE

## Tonya Eberhart (Founder) & Michael Carr (COO)

- Creators of the most comprehensive personal brand building system across the globe
- Known for packaging and presenting authentic brands that turn purpose into profit
- Specializing in Coaches, Consultants & Experts who deserve to charge what they're worth
- Bestselling authors on personal branding and hosts of the Be BOLD Branding podcast
- Appeared 250+ times as expert guests and authorities on the subject of personal branding
- Recognized for their Define, Develop & Display formula for profitable personal branding

LEARN MORE >



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