

Niching for Hippies

Week Six Transcript

Recap

Hey everybody, it's Tad Hargrave. Welcome to week six, the final week. I hope everyone is doing well. Here we are in the final week. Just to recap where we've been and what we're going to focus on this week, we started off with this whole idea of the seed, figuring out this whole wound and niche connection.

We looked at this idea of the big circle, generally who we want to work with. We honed in on a little circle. Then this idea of niche projects came out of it. We started exploring and experimenting with the idea of the little circle.

This week's call is about how we make sure that that little circle is successful. I'm actually not going to go into it a ton in the call because there's a resource I'm going to send you from one of my past calls about all the different paths and marketing tactics. I'm going to be giving that to you as a bonus. It's pretty substantial. It's the fifth and the sixth week transcript from my Marketing 101 for Holistic Practitioners call.

I wanted to give that to you because it's so much. We can't actually cover it in one call but I'd rather use this call for some more practical stuff. First of all, what I'd like everyone to do is to write on the wall, put on a comment. I want to see if you can sum up your little circle into a sentence or two, something brief.

Before you do it, let me give context. If you remember last week during our call, we did the four examples where we had people brainstorm niche project potential ideas. Then we all commented on them. One of them, Bob's was about kids dropping out of college looking for a career. I think you remembered the example that we use.

I'm going to have you write them up on the wall. See if you can really distill it down to the most basic form, "I work with women struggling to be social after divorce, I work with single dads who are devastated by their divorce, I work with artists who are struggling to make money," etc. In a sentence or two, give us the most simple possible distillation of who that is.

We don't need to know about the project right now. What we're going to be talking about is hubs, which is the most important thing in marketing. When we look at this idea of all the paths or ways that we can market, I'll be sending you a list of a bunch of those, a bunch of my thoughts about the best ways to use those.

The thing that makes any of those paths work better are hubs. For example, you can write blog posts. You can put those blog posts on your Web site. People may stumble across them, find them through Google but it's not going to be half as powerful as putting those same blog posts or articles on Web sites where people are already looking and already using a hub, where those people are already congregating.

Going to a networking event and trying to network for clients and individuals who might hire you is not half as effective as networking and trying to connect with hubs who are connected to a ton of people who might be your clients. That's far more powerful.

This idea of hubs, it usually almost always gets down to a person, people who are well connected and well respected within your scene. That's the magic bullet that makes any marketing approach work better and faster.

Mark is asking, "Distill the big circle or distil the small circle?" The small circle. Pick the small circle you have. Deborah has a great example, "I work with whole foods and natural medicine oriented women with painful menstrual cramps and uncomfortable menopausal hot flashes."

Examples of Small Circles

Leslie Singer says, "I work with professional women who suffer under abusive bosses." Elyse said, "I work with women feeling overwhelmed and help them nurture their body and soul." Heidi said, "People who suffer migraine headaches, who are open to natural treatment."

These are all great examples. What I'm going to invite you to do, I'll take them one by one so we're all working on the same one so we can get some momentum going. Kathy said, "I work with sleepwalkers." I'm not sure if that means they're actually sleepwalking or if that's a metaphorical, they're sleepwalkers and walk around in a trance all day, or if that actually means they walk in their sleep and make themselves sandwiches.

Lonny said, "Divorcee homeowners who need income and time to heal and rethink their life to be better this time." Carmen said, "Women who are done with restrictive diets and want to find a way to eat whole food, easy, fun meals that won't make them gain weight."

Mary said, "I work with people who struggle with the conflict between what they think they should be doing and what they want in their heart of hearts." Mary, I would actually say that's a big circle. I would say that's one of those things that's true of every human being. I think every human being probably struggles with that so I would say that's actually not a great small circle for this particular exercise. That's one of those things that sounds really specific but actually probably everyone could relate to that in some way.

Colleen said, "I work with single women over 40 who are experiencing anxiety about getting their social life on track to help them get over Mr. Wrong and focus to having a balanced life on track to meeting Mr. Right." Colleen, that was really good. That was a really nice summary. I think that's actually the clearest I've seen that.

Kellen Stapleton said, "People who are interested in cooking, eating healthier." I would refine that. Again, I think it's one of those things that a lot of people could say they're interested in, at least eating healthier and cooking. I might refine that in terms who what type of cooking, what type of diet, maybe what kind of philosophy do they have about that, what type of people. If you could refine that a bit, that would help.

Eileen said, "I work with public service managers who are taking responsibility for problem areas." You might put a little bit more there. I seem to recall they're the ones who get dumped one, though it's a great distillation.

Pamela Rosen said, "Eggshell walkers, family trauma survivors who've overlooked self care." These are great by the way, everybody. It can be really tricky to try to sum it up. The great thing is when you know when you can sum it up this simply, you have something.

Larry Taylor said, "I work with middle aged women who want to do something meaningful and inspiring with their lives, and turn it into an income producing business." Lorraine, "I work with career women in their 30s and 40s who don't want to leave their job but long to find their true purpose and make a difference in the world."

Donald said, "I work with remote energy healers who want to build a viable business on the Internet and need help doing it." Bob Ogilvy said, "I work with young people trying to establish themselves in their career." Kathy said, "I work with women over 50 who are stressed, dragging, sleep deprived to get relief from their anxiety and get really deep restorative sleep."

Mark said, "I work with aging athletes who want to enjoy their recreational activities pain less in their later years." That's great. Susan Putman said, "I work with moms to help them come fully into their mommy power and teach them how to connect with their intuition and show/find out their child's divine purpose, what is inside their baby." Susan, you might want to reword that.

Tomar said, "I work with midlife women who want to make a difference in the world but don't know how." Magritte said, "I work with talented teens who suffer from low self esteem." Sylvia, "I work with people over 40 who experience physical and spiritual burnout as they are in the midlife crisis and help them move from the old phase into the new phase of their lives."

Figuring Out Your Hubs Brainstorm Instructions:

This is pretty good. I'm going to start picking a few. I'm going to have us do a brainstorm underneath it like we did in the last call. Before any jumps in to doing this, I'm going to pick some that I think might be easiest for us to do as an activity but I'm going to invite everyone to keep doing it even after the call. This is going to be most of the call. I'd rather we learn from doing, and then I can comment on what we're doing in that additional thought. Then you're going to get a bunch of materials that you can read later that will help to reinforce this.

I thought actually doing this and helping each other might be a lot more useful and practical than just more theory and information that you can read later if you want to. What we're going to do in a second is I'll pick one. I'll probably repost it at the top so we can all find it easily. We're going to have everyone brainstorm hubs for that.

The question here, and you might want to right this down, is you want to think of where do these people that they've just named, where are they already spending their time, money, and

attention? There are a lot of different things within these hubs. Ultimately it's going to get down to a person.

It could be media, online media, blogs, places where there are articles, discussion forums, but it could also be offline media, radio, magazines, TV, and all of that. It could be an event. There are certainly events happening where these people congregate. A lot of hippies would go to the folk fest.

There are certain locations, cafes, restaurants, grocery stores, or yoga studios. There are businesses that are complimentary where they are going to spend their money while they're thinking about and working through that issue. If they're doing a renovation, there might be a number of different stores that are all complimentary to each other, different service providers that they're going to hire that are complimentary.

It could be groups that they're a part of, nonprofit groups, meet-up groups, or associations. There are a number of things. I want you to just sit with it. A good question to ask yourself, whenever you're trying to think of hubs for yourself or somebody else is where are they spending their money. What are they doing before they would work with you and what are they doing after?

Hub Brainstorm #1: Deborah Epstein

Before they would come to you, they might be seeing this kind of person, and after, they might go to this kind of person. I hope that makes sense. Let me take a second and pick one that I think is fairly common, Deborah Epstein's. I'm going to post it on top. We'll take four minutes. I want you to brainstorm as many different hubs as you can think of.

Feel free to ask clarifying questions of Deborah. I invite you to follow along and see if you can answer any of those questions as we go. We're going to take four minutes. I want everyone to pile on and brainstorm as many hubs. "I work with whole foods, natural medicine oriented women with painful menstrual cramps, or uncomfortable menopausal hot flashes."

That's the thing. You have four minutes. Notice how easy it is when it's a really clear small circle, especially when it's something we're all more familiar with.

- natural food stores
- Do a talk at local Whole Food stores, food cooperatives, green grocery stores, health food stores
- yoga studios
- vitamin, supplement stores
- Yoga studio attendees
- gynecologists
- acupuncture clinics
- go to doctors, naturopaths and other types of natural health practitioners
- yoga teachers, and my CSA farmer ladies (and maybe other CSA farms) medical clinic education groups - online or off pharmacy / drug store 'cause their at their wits end
- naturopaths alliances
- women's health clinics
- family doctor offices
- natural foodie blogs
- online women's experts-christiansen for example
- homeopaths
- massage therapists
- local gyms for women
- natural supplement stores
- health education services, anything with teen girls?
- body healers (i.e. reiki...),
- natural food stores & co-ops, Yoga Studio's various women groups in the community
- chiropractors, osteopaths
- Health food stores, yoga studios, gyms, spas, doctors offices (gyn), health clinics... women's groups.... support groups.
- read science newsletters
- chiropractors
- college health clinics for young women
- yoga groups
- women's empowerment groups, sex positive stores, sexologists, marriage and relationship counsellors, women's bookstores, women's studies programs
- community pharmacies (we have a great one in Madison!), work with herbalists, homeopathic providers and remedies, acupuncture and Chinese medicine, Whole Foods ...
- planned parenthood
- hairdressers
- massage therapists
- farmers markets
- ymca
- tai chi
- farmers markets
- network through women's friendships-- where do women socialize. because women talk about these woes with each other
- yoga classes for women
- online women's health hubs
- pilates
- at the gym
- la leche league
- chinese medicine clinics, health food stores, doctor's offices, dieticians, pharmacies, menopause groups
- related trade shows, like natural healing, etc.
- alternate book stores

- beauty-related hubs- natural beauty salons, natural beauty product stores
- through male co-workers and/or partners/spouses who notice the changes/ impact
- Fertility Awareness Groups, people who help you get pregnant, discussion boards where women discuss their concerns with 'the pill' and other forms of birth control red hat society women
- SPORTS - women in sports, women's sport shops, gyms school groups if they have
- kids at school age
- university women's centre wholistic dentists
- online chat groups for women
- women's empowerment workshops
- H e a l t h y H o m e Economist's site/blog
- high-end spas and resorts that offer personal services oprah's website / online forum, other menopause forums online
- maybe local pharmacy by the tampon section
- Radio shows, Internet radio (blogtalk radio, etc.) hosts.... Other Internet-based health and natural living mentors swimming clubs
- Health food stores,book stores, women's resource centres, women's full moon circles
- business networking meetings
- women's health magazines
- Ywca, natural food magazines
- Fertility Clinics definitely
- herbal centers, medicine circles
- walking groups
- Fertility Chicks Groups.
- counselors for women, anxiety groups, school pta's, parents connected with kids sports groups
- clothing stores? maybe consignment -- is your sweater on/off/on/off..... acupuncture clinics
- local fashion designer or organic fashion designer there's an organic hair salon in my neighborhood.
- Health and alternative broadcasters - like Gary Null
- In addition to writing articles, can write a tips book and publish as Kindle book with right key words. And have a call to action at end of book.

It's pretty easy to come up with hubs. When it's really difficult to do this exercise if you were to go back to some of the big circle things you've written, to tie this back to the second week. That's where people will stop sometimes. They'll say, "I want to work with people who are open to change, going through transitions in their life or stress." Imagine trying to come up with hubs for that, people who are stressed, going through transitions, people who are open to change. It's very difficult.

But when it's a small circle, it's actually pretty easy. People will struggle for years with their marketing. They think there's something wrong with them. They think, "Why can't I figure this out? Why can't I get my marketing on track?" They put in so much effort but that's not the issue. The issue isn't that they're not working hard enough. It's that there's such a lack of clarity that it's actually very difficult to think of hubs.

Hubs are so central to marketing. Let me go through these. There are so many super great ideas. Natural food stores, the whole food stores, food cooperatives, green grocery stores. This actually

raises an interesting thing. There's a colleague of mine who is a doula. She doesn't live in Canmore, Alberta but used to.

There's one natural, organic grocery store in Canmore called Nutters. Nutters is where people are going to go. It's the main holistic, organic hub. Angie would go there all the time because that was the kind of food she ate. She would get to know the staff there. She just got to know them by name. She's pretty sociable.

She particularly got to know the staff in the supplement section. You'd have women coming in. There are certain supplements that are designed around the whole pregnancy time, fertility, and all this. Women would be in there shopping for stuff. They might talk with one of the staff. The staff would say, "What are you looking for?"

"Oh, I'm thinking of having a baby. We want to get some vitamins." The staff might say, "Are you thinking about having a hospital birth, a home birth?" "We're thinking about a home birth but we can't find a doula or midwife." "You should talk to Angie Evans."

It wasn't like a strategically laid out thing but she knew that a lot of those conversations were going to happen at Nutters and specifically with those staff members. Those staff members knew her. She was a member of the community so it was really easy to refer.

When we're talking about these food stores, yes, you can put up posters there, but really consider where in the store might those conversations happen and with whom? Can you be building a relationship with those people?

It might make sense to invite them to a workshop for free or to offer them a session for free to find a way to build a relationship that feels authentic for you where they can know who you are. It's not what you know, it's who you know but it's not just who you know. It's who knows what you know, particularly if those who are hubs.

A yoga studio could be a great example. I saw a yoga studio in there a few times. Yoga studios are great. With yoga studios, let's say Deborah would decide she wanted to do a workshop at a yoga studio. It depends on the business model. If she decides, "I just want to do a \$25 to \$50 three-hour workshop focused on this," and there's not really a backend, no treatments, she might just want to keep all the money. It might make sense for her to just rent the studio and try to fill it up.

But consider this. Imagine you're a yoga studio owner. It's stressful. Ironically, these people who are doing all this work about inner peace have the craziest overhead dealing with staff, dealing with money. It's a lot. Money is going to be a constant thing for a yoga studio owner.

The Three Wins of Working With Hubs

When we're working with a hub, I think I talked about this with a previous call. Maybe I didn't. There are three wins that a hub is going to be looking for. Number one, is this a win for you,

meaning do you get something out of it? People are going to be suspicious if you show up and say, “Hey, just let me help you. There’s nothing in it for me, I just want to help you.”

People get suspicious of that, don’t trust it, and back off. They want to know there’s something in it for you, especially long term. They might accept a favor once but after awhile, that can start to feel imbalanced.

Number two, they want to know that it’s a win for them. Are they going to get something out of it? What’s in it for me if I’m going to help you? You want to come do a workshop at my yoga studio, sure. What’s in it for me?

There are a few things, number one, money. Is this going to help feed and sustain them financially? Number two, will it make them look good? Is it going to help their reputation? Number three, is it going to be easy? Is this going to be a lot of work? Those are the three big ones I tend to think of but there are a lot of things. Put yourself in their shoes. What’s in it for them?

The third win that they’re going to be looking for is if it’s a win for their clients. Is this genuinely going to help them? Beyond just making me look good, is this going to help them? Is this going to add value to their lives? That will also make the yoga studio owner look good. I get to contribute and know that I’m really helping my people.

Those are the three wins, it’s a win for you, it’s a win for them, and it’s a win for their people. Those need to be really thought out. With a yoga studio, part of the reason you want to do it at the yoga studio is so you can reach new people, not just the usual suspects, not just having your people come out.

A lot of you have probably discovered you do a workshop for your people. You might get a good response initially but then your people have all been through the workshop. It can trail off. You can burn out your own list trying to promote your own stuff. The easiest way is other people have their own lists, who have their own communities. Have them promote your stuff to their people. It’s much easier.

Deborah might go to a yoga studio. She could say, “Hey, I’d like to do a workshop.” There are three ways she could do it. One is she could say, “I’d like to do a workshop. I just want to rent the space. Please promote it as you can.” Depending on the yoga studio, they’ll have some agreement about how much effort they’re going to put into promoting it.

Another way, she might say, “I’d love to do a thing. I’m happy to rent it but what I’d really love is to split the profits.” Now there’s more of an incentive for the yoga studio. A third way, she might go in and say, “Look, I’m going to make most of my money on some of these people hiring me afterward, booking sessions.

“I’m going to be offering a package deal that’s hundreds of dollars and all that. What I’d love to do is let’s charge \$25, \$50, whatever it is for the workshop but you keep all the money. All that’s

yours. You keep the front end because I know from my experience there's a pretty good conversion in the short term but also long term in terms of those people becoming clients."

Does that make sense how that third one is going to be a lot more motivating for the yoga studio owner? They'll be like, "What, I can keep all the money? I just have to get 20 people there and I can make \$500? I'm in." The key thing is whenever you go to any of these hubs, you want to be asking yourself what's in it for them and what's in it for their people.

How can I make this easy for them? How can I have it sustain them in some way financially is the most obvious. What can I do that can also have them look good to their people? In general, how can this benefit them?

Let's say there are probably dozens of yoga studios in most major towns. Let's just say that the kind of people you are really attracted to tend to go to these three yoga studios. You think they're the best. They really have your people because there's the bikram. Maybe the bikram people aren't yours.

Maybe there's a yoga studio where it's also all about fitness, and getting tight yoga buns. Those aren't really your people but there's another one that is more your people. It would really make sense to do what you can to connect with those yoga studio owners. That can be offering them free treatments, free service, or just going to their classes, becoming a part of their community, connecting with them.

Anything you can do to be building that relationship with them is going to be useful. I think we all are of a different style with how we connect with people in a way that feels good and authentic to us but the more you can be connecting with them, the better.

I knew of a hypnotherapist in Edmonton. He made his whole career because he wanted to focus on the business community so he picked ten people who are business leaders and hubs. He put on a workshop specifically for them around I think hypnosis, confidence and sales and all this. He offered them all an individual coaching session or hypnotherapy session. They all loved it so much that they referred him a ton of people because they were big hubs.

Massage therapist, absolutely. It's the kind of thing for this type of a thing, I could see Deborah doing a workshop just for holistic practitioners, being like, "Hey, here's what I know about this stuff." They then leave smarter, able to help their clients a little better.

Then they say, "If you're really struggling with this, you know who the expert is? Deborah. She's amazing at helping women. I went to a workshop she led. It was really smart." There are so many of these. Fertility awareness groups and people who do work around fertility, there's a lot of focus on women's cycles there. Those would obviously be great people to connect with and could be great groups to go and present for.

I guess another option would be to go to the yoga studios and say, "We'll do it for free, we don't get paid, you don't get paid but it's a free thing for your people." Sometimes what happens is people

don't come if it's free. Some yoga studio owners won't even do things for free because they find they don't get a response because people don't perceive that there's a lot of value if it's free, just a drop-in thing.

Natural food magazines or health magazines, clearly if Deborah were to write articles for them, like the top ten tips to dramatically reduce your menstrual pain, in descending order or something like that, that could be a really powerful thing.

There are over 80 comments right now. All of these ideas, there's a lot of overlap but some of the ideas were so easy to come up with.

Hub Brainstorm: Larry Taylor

Let's do another one. Larry Taylor, I think this is a fairly clear one or we'll find out how clear it is. This is the great thing about starting to fiddle with hubs. You'll figure out pretty soon how clear what you're doing is.

"I work with middle aged women who want to do something meaningful and inspiring with their lives and turn it into an income producing business."

- coffee shops
- what kind of business might lead to more hubs- SCORE meetings
- craft store
- Senior center administrators
- women's gyms
- online forums
- Local small biz development groups
- women's business groups and associations
- Tad :)
- mums & kids playgroups
- how bout where they commute-- catch their attention as they're on the way to the day job
- "Curves" gyms
- are these women corporate or stay-at-home?
- hair dressers
- the gym
- Gardening meetup groups
- artisan market
- how to write a biz plan classes
- New Thought Church groups
- any particular business field? This may help in finding hubs for your work
- cultural events, theatre, kids sporting or other events
- AARP (people as "young" as 50 or so join...)
- Local or community colleges where they might be doing short courses for fun
- New age/ inspirational book stores
- SBA = Small Business Administration.
- small business centers
- mani/pedi places
- Are these women who already have careers? Do these women have some things in their life that are already meaningful?
- Craft and Art show organizers
- women leadership groups, women church groups,
- are these women re-entering the workforce? working, but want to start their own business?
- Contact HR with local businesses, might be able to pitch to executives ... the YMCA, Women's
- Groups, notices on bulletin boards at public libraries, health food stores, perhaps women's groups with local universities ... local schools ... teachers' unions ... um ...
- Church groups
- self help groups for women, depending on the theme of the group
- what subset of mid-ages women interests/excites you most? e.g.
- transitioning from state jobs, or career jobs?
- creative writing classes, extension colleges
- any public event where there are lots of women attending...hand out brochures
- local business development groups
- Grocery stores, hair salons are they experienced in a field or new to self-employment? biz consultants as affiliates
- women's empowerment groups, women's entrepreneur groups, career coaches,
- escapefromcubiclenation.com
- holistic practitioners focused on middle age women,
- Curves and other women centered gyms, fitness trainers, yoga classes
- The Four Hour Workweek
- travel agents

- local bookstore
- we have lots of QUILTERS in NEW ENGLAND...one meets at the community center..
- would their kids' sports events/teams be hubs? Linked in groups for women, or entrepreneurs; transition classes; holistic classes because they are searching
- biznik.com
- there might be entrepreneurial meetup groups
- Create your own meetup
- Contact local tv stations and radio for announcement ...
- women's health and wellness shows
- unitarian congregations
- state employment career services
- alternative health practioner, healers, body-workers
- Mind Body Spirit festivals or the equivalent
- indulging in shopping therapy
- Yoga classes and other modalities that cater to middle aged women
- Are they somewhat financially stable?
- maybe chamber of commerce; but that could be more oriented for people who are further along in their process...
- women's biz networking event
- Professional certificate programs for that particular type of biz
- Womens business networking groups
- people like deborah who focus on menopausal issues.
- divorce lawyers! divorce coaches, relationship coaches, empowerment workshops in general (ones that fit the tone of what you do and offer)
- various community service organizations with access for women
- high school PTA
- juice bar hub
- travel agency or something around travel
- colleges and universities as someone might be taking courses there in hopes of finding out how to do business
- kid's schools, activities, hockey arenas,
- Hiking and Walking meet up groups
- wine appreciation or cooking classes
- specific women's support groups
- small biz startup support organizations (chambers of commerce)
- Free open house night for different professional program certificates- where people are looking to see if its a fit.
- meet-up groups focussing on women
- What kind of meaningful?
- If that were narrowed down, would be easier to find them
- Crafters...not uncommon for mid life women to have a second income, they would be found at Farmer's markets, a women's exchange hobby sites and stores, volunteer groups, job fairs career coaches...refer for business development
- tupperware parties :-p through friend hubs, and throwing "invention parties"
- crafts stores for the makers- crafts people
- Local small papers . . . people read those!

To me, it's one of the most immediate finds that a circle is fuzzy when nobody can think of any hubs or when that's a real struggle. That's either a sign that it's fuzzy or it's a sign that there's not much a community around it, which means you may need to create the hubs.

When I was younger, I used to do workshops for student councils in high school. Of course, the student council advisor is a teacher who ran the student council, the people I need to talk to but there was no hub in Alberta at that time for the student council advisors. They actually didn't hang out anywhere. They brought their kids to conferences but there weren't even sessions for the advisors. It was just a big party for the students, which was awesome but there weren't any hubs.

In that case, I would have needed to create the hub if I really wanted to make that go but when we start to brainstorm hubs, we figure out how clear it is. I think this one is pretty clear but we also may find out that more clarity would help us figure out hubs for particular kind of people.

In round two, we're going to come up with the hubs but also if there are any clarifying questions that you're like, "You know, it's hard to think of a hub but if I knew this, like what type of person would do this, it would really help. Are they this kind of person or that kind of person? Are they into this? Are they more into that?"

The flavor of the people might help you suddenly unlock a bunch of hubs. Larry, I'm going to invite you to follow along. Once again, four minutes. Let's all go crazy and brainstorm hubs for Larry. Let's look through some of these.

Coffee shops, women's gyms, yes I think that's a great one, yeah, women's gyms, middle aged women getting in shape, they're clearly already motivated about their life, already trying to make some positive changes in their life. That could be a super great thing.

Online forums, small business development groups. This is an interesting question that somebody asked, "Where are they in their journey towards entrepreneurship? Is that something they've even looked at yet or not?" I think clarifying that would help figure out hubs. If we know that they're already small business owners, that's one thing. If they're totally employed nine-to-five working for the man or if they're stay-at-home moms, or empty nesters, those are all different things that might help refine who the hubs would be.

Notice how these small little wrinkles that might seem insignificant to you in the little circle might actually open up another entire world of hubs. The Curves gym, hair dressers, fitness trainers, artisan markets, new thought church groups. That's interesting. It could be, and it again, this really depends, this is where the psychographics come in.

When we start to look at what values they have, what groups and communities are they a part of, maybe Larry doesn't want to work with new thought people. Maybe he does. If he couldn't really get that across, the clearest sense we get about who this person is, the more we know if new thought church groups would be a fit or not.

My guess is in his case they probably would be but it can be interesting how we make assumptions of, "My version of a middle aged woman in this would be into this." That might be

different than what he's wanting. The clearer he is about who it is, the easier it is about where to find them or where not to find them.

Women's leadership groups, women's church groups, totally. Again, Larry might have a thing against churches. That might not be his thing or it might be. The more we know about the person, the easier it is to find. We're doing a very thumbnail version of this.

Bookstores, grocery stores, fitness trainers, yoga classes. You can also think about books. Sometimes an interesting way to look at hubs, you can think of the books they might be into. These kind of women might be really into the Four Hour Workweek as a book, or they might be into EscapeFromCubicleNation.com, a blog that would be something that resonates with them.

That's the kind of thing where then it's like who in my town or area, if you're looking geographically and locally, who does that kind of work? Who resonates with that? Who is the local rep of that worldview? You might be able to find a really great hub, or the Web site itself might be a really great hub. It's a big enough player, it might take awhile to build the relationship but there is the potential of that.

Travel agents, middle aged women might just want to get out of town and start new. Holistic practitioners that are focused on middle aged women, people like Deborah who focus on middle aged women and menopausal stuff would be a perfect way to be connecting with these women.

That's great, you're all awesome. What I'm noticing is there are a lot of the same ones. Some of these are pretty broad and vague. I think part of that is we don't totally have a super clear sense of who they are. Again, we're doing a thumbnail version of this. The clearer sense we have, the better.

Hub Brainstorm: Tim Emerson

The next one is Tim Emerson, “I work with healers who struggle with their own self doubt, who long to feel the intuition and connection they see other healers demonstrate.” Knowing Tim, my guess is it’s kind of energy healer types. Before you start typing, I want you all to reflect. These particular kinds of people, where would you find them?

These are healers but they’ve maybe been working for a little while. That’s also another question. They’re starting to doubt themselves. “Is what I’m doing even real?” All this feels subtle to them but they see other healers, “Man, they have it all together. They really seem to help people. I would love to be able to do that or feel that way.”

Four minutes, brainstorm. Where would you find these people? Imagine you’re this holistic healer. You are at this point where you’re really struggling. You’re questioning, “Do I have the goods?” You’re feeling full of self doubt. Where do you go? What do you do? What’s the first thing you do? What’s the first thing you look for online?

What do you do when you’re feeling all that self doubt, looking at all these other healers, jealous and wondering what might you do. Feel free to read back through what other people have posted and see if that inspires any more ideas.

- Alternative health & wellness shows
- post-graduate courses/CPD workshops
- reiki or any alternative healing bloggers
- bodhi tree or other alternative bookstore where healers may gather, may even have groups professional associations
- yoga studio's etc
- holistic bookstores
- Online forums where they hang out
- massage school courses
- meetup group
- spiritual centers, buddist centers
- crystal shops, new age magazines,
- healer focused insurance companies
- the schools they got certified at - as part of the 'career support' aspect of their training
- libraries
- therapists
- life coaches
- Our local raw foods restaurant, has a bulletin board filled with biz cards of healers
- psychotherapists
- Events held by the 'other healers'
- Healing school / alumni groups?
- professional associations
- maybe connecting with raw food or holistic food people
- dance studios, especially 5 Rhythms dance
- massage associations: ABMP, etc
- Announcements in alternative market newsletters
- self-esteem workshops
- give a talk at a Whole Foods/natural health store that has facilities
- healer-related conferences and workshops, advanced classes
- Wellness Symposiums and local publications for same. New Age bookstores, and in flyers to offices of wellness providers who know of your work or have personally experienced same.
- conferences on energy psychology

- new age churches
- sites which act as healer databases
- seminar companies
massage supply cos
- who are the authors that these people would love?
are there meetup groups around those people's works? movie screenings of films they'd be aligned with, local mixers and networking events for holistic types, retreats, teacher trainings for energy healers
- maybe consider networking w leading healers in the industry who are mentors to these other healers to create a workshop or out reach
- hiking groups- being with nature organizations
- more about Amelie's comment, I've seen lots of meet-up and networking groups focused on holistic healers and wellness providers. my local chamber of commerce even has a particular subgroup for health/wellness types
- there are groups of healers working on specific techniques that get together regularly, for example, reiki people
- healer networking circles - meet up, linked in
- educational workshops in their discipline
- Someone who sells healing equipment - some healers are into... or places that

- sell crystals, etc... brick and mortar or online... could advertise on relate blogs.
- meditation classes, courses
- What kind of qualifications/training have they received? Are they lacking in training? Perhaps find them in healing teacher workshops, other similar modality workshops e.g. native healing medicine...
- magazines or periodicals devoted to a particular holistic therapy
- Health food stores, coops
- continuing ed courses for massage or other
- meditation centers
- retreat center : breitenbush, hollyhock etc...
- on retreats - close or away
- you could develop a hub, like your online community idea
- holistic healer conventions
- walking near a lake
- New Age spiritual blogs.... are their online support groups or forums for healers? (You will be starting one)
- possibly business coaches who work with alternative practitioners...their self-doubt may be partly driven by low client numbers...and they're seeking marketing/business help
- question whether they're in the right profession?
- through shamans
- health action magazine

- (not sure the equivalent in US)
- upgrading courses, holistic colleges, people who are putting ads in the new age and holistic magazines locally,
- I'd go to some other healer that I trust, but don't know if that would work in terms of finding a hub, because it may interfere with their hub
- holistic health fairs
healers who become sick with a serious disease...
- local alt-cinema house
- retreat centers, retreat catalogues, blogs, holistic healing centers with shared offices, alternate medicine groups, posts on energetic healing blogs. Sedona offerings
- have conversations with other healers in my trade, suppliers of products for my trade
- kirtan or chanting circles or medicine circles or full moon chants
- Alliances with other healers, support their work, find commonalities and best practices
- teachers of marketing for healers - could take the angle of "increase confidence"
- holistic health fairs, farmers markets
- solstice events
- individual practitioners that are well-connected with online social media groups particular to that

profession. there's a yahoo group and a facebook group for NDs to help each other out, that i'm on. YOU couldn't get on it b/c they're limited to NDs. But, the way I heard about Tad was by another ND posting about his seminar on the Facebook group.

Basically it turned into a testimonial from her, in a strategic place.

- Word of mouth to other healers
- churches
- Meet ups, yes most definitely
- Problem with particular healing schools is

territoriality. You use a different modality.

- gym
- meditation classes

Wow, awesome, everybody, almost 80 comments. When I look at one of the ones that popped up a number of times is meet-up groups. MeetUp.com if you don't know about it is so awesome. You take any topic that you can think of or imagine, any theme, any author, any whatever.

You do a search for that at MeetUp.com and you'll find it. There's probably some existing group that's already there that you can be connecting with. You have a few options. One, you can go and participate, and enjoy being a member of that kind of a group which is a lot of fun.

Also, you could start a group and host a group that's focused on something if that particular flavor of what you wanted to offer isn't there. You can create a hub, which can be great. You can also find those hubs and become a part of them, or say, "How can I support this? How can I help this thrive? How can I help this be an even better thing?"

They will be incredibly grateful for the support that they can get from you because they're probably totally overrun. Seminar companies to me are an obvious one. Workshops that teach healers how to do their stuff, a lot of them don't offer follow-up for their people. They do the course. Then they either leave town. Follow-up and mentoring isn't a part of the package.

You might be able to build a relationship with them and say, "Can I help organize for you? You don't have to pay me anything. I'll do it on my own or you can come up with a list. You'll endorse it, you'll get a cut of everything I make." You could do that kind of a thing and fill a practice really well.

It also had me think about a really interesting strategy one of my colleagues, PJ VanHoll came up with. One of her strategies was if you wanted to get a lot of clients, become a case study for somebody else. She would go to all these marketing workshops. She would apply what they did super hardcore.

They would then feature her on their stage saying, "PJ is a total case study and example of what I do. She's so wonderful. Look at what she's doing." She would get featured to this room full of people, getting props and big praise from this big name speaker. I thought that was a pretty smart approach and an interesting way of working with hubs.

Niche Brainstorm: Bob Ogilvy

Let's do another one. I'm trying to pick one that's maybe a little bit different because there's a lot of ones for middle aged women. I think a lot of that, the hubs would be the same. Let's go with Bob's because we're actually already familiar with that from last week. Bob's is, "I work with young people trying to establish themselves in their career."

The key here is to put yourselves in the shoes of this young person. You're just out of college. Remember what it was like when we were just out of college and you were looking to establish yourself in a new career. Where did you go? What kinds of things did you think about? What did you look at? What did you buy? Where did you spend your money? What did you read?

Who did you talk to? What did you even talk about? If you went on Google or were to go on Google, what would you be searching? What would you look for? What kinds of search terms would you use? Think about those things.

Go back over what people have put and see if there's anything else that you would add. See if there's anything new you can think of. Really put yourself in their shoes. Deborah asks a really important question, a great learning opportunity. She said, "I'm having a hard time with this one beyond career fair type things. Maybe more details about what types of students. Maybe they did a liberal arts degree and are struggling with the impracticalities despite their education. Are they business, engineering students? Are they mainstream, are they green, are they artists, etc.?"

The more we can know about those people the better. It's unfair because if we did a real thumbnail thing, but notice how the focus on who this person is can really, really help otherwise we're left with very broad hubs. As soon as we narrow in, we're going to get better ones. We're doing thumbnails because of the amount of time it would take I think for people to read the full little circle.

I hope you're getting the idea of how these hubs work. Here's an interesting one that is really lasered around a particular problem more than the type of person.

- | | | |
|---|---|--|
| • job fairs | do they have a job yet or looking for one? | might find many hubs within that profession |
| • school counsellor | • linked in | • Bars and coffee shops where they hang out |
| • facebook where they're talking | • gigs, festivals | • body art studios |
| • college career fairs | tennis clubs ... they're busy playing | • participate in web sites about careers |
| • local sports centres/teams | • job search sites..? | • Job placement offices with local higher ed institutes ... career centers ... |
| • local pub | • SBA | parents groups, for that matter ... LinkedIn ... the |
| • public library | • the unemployment office? :) | |
| • government employment centre | • if you narrow down to one profession at a time, you | |
| • golf organizations or other sports organization | | |

- usual (coffee shops) ...
 book stores ... libraries ...
 um ... flyers stapled to
 posts (as they do on UW
 campus) ...
- occupy camps or rallies
 - unemployment office
concerts that attract this
age group
 - networking groups
 - bars, gyms, pub crawls,
party buses
 - Co-sponsor a concert or
party
 - comedy improv
 - write for job websites
(monster.com)
 - Post on the job wall of
universities
 - career counsellors
 - find young people who are
doing internships or even
volunteering as part of the
'finding who they are'
process
 - business section of
bookstores
 - concert halls, (that's really
weird,...)
 - Put on a workshop called
launching your career for
newbies
 - pizza places
 - silicon valley biz plan
wiring class?
 - skateboard parks
 - job find sites
 - places to create portfolios-
or resumes
 - travel agents that arrange
travel for younger people
 - I have parents contact me
sometimes to help with
their kid...where might the
parents be?
 - employees at coffee shops,
fast food outlets, computer
stores where they have
part-time jobs
 - video game forum...
 - craigslist?
 - school newsletter (if sent
to graduates)
 - friends who have made
money
 - those community programs
that teach people how to
write resumes and cover
letters
 - college and career
services, alumni groups,
parents of grads, gyms,
chat rooms, local hang
outs outside of colleges,
networking groups,
clothing stores selling
interview type clothes to
20 somethings,
 - Online forums, for sure.
LinkedIn groups.
Meetups are full of these
people. College Alumni
groups?
 - school employment/career
counselling centres
 - volunteer work programs
overseas, teach english
programs
 - gap year organizations
 - alumni weekends at
universities
 - What kind of careers are
they interested in? Is your
expertise going to help all
young people find careers
or is your expertise in a
certain type of career
building? Find them at
pubs, as waiters in
restaurants, career centers,
unemployment centers...
 - boy scouts/ girl scouts
 - Hip bars and coffee shops.
participate in comments re.
Chris Guillebeau's work
parent blogs about older
kids at home, HR forums
about what to do at an
interview
 - Chamber of commerce
post a flyer
 - Advertise on an app they
use
 - cafe's where their mums
hang out!
 - reddit
 - church groups, esp born-
again
 - create a facebook group-
looking for a career
 - Demographically targeted
display ads on google and
facebook
 - Kickstarter
 - Work with a musician to
offer a fresh alternative
 - Definitely Craigslist and
similar local clearing
places for info.
build an app they would
use (outsource coding)
 - offer programs or courses
through their parents'
companies
 - has someone said twitter
yet? you tube?
something really catchy
online. "Now What? - life
after college"
 - clubs, bars where they
hang at night?
 - professional job listings
inside a particular
profession
 - workshops for new grads.
pubs, travel clubs,
adventure clubs

- local parks, social/sport organizations --- tons of young people are involved
- i'm having a hard time with this one, beyond career-fair sorts of things. maybe more details about what TYPES of students? maybe they did liberal arts degrees and they're struggling with impracticality despite good education?
 - church, spiritual centers,
 - Maybe they are employees of Starbucks, etc.

- classifieds in local publications
- I think online and on phone is key
- Create a You Tube video clothing stores that feature work place attire
- AA meetings (maybe a parent is there?)
- music? maybe
- PODCAST?
- target arts students
- the people who come collecting student loans? :)
- career office at school
- housing rental agencies

- i think we want to describe their personality type too - these are maybe non-conformists, b/c they don't want to get just a "job." they want to make a difference.
- food bank?
- Yoga seems maybe redundant..but lots of young people practice...but studios would be a place they would gather

Hub Brainstorm: Heidi Wilson

I'm going to post Heidi Wilson's, "People who suffer from migraines, headaches who are open to natural treatment." Imagine you've suffered from migraines your whole life. They cripple you, knock you out, destroy your social life.

What might be the hubs for people who are struggling with migraines? You have four minutes. Go back over, see what comes up. See what other people have written. See if there's anything new you want to add. There are a few things that jumped out here. Somebody said YouTube. YouTube is an awesome hub. YouTube is the second most used search engine on the planet, next to Google and it's owned by Google.

If you go to YouTube right now and search "migraine headaches," you'll find a ton. If you Google "how to get rid of migraine headaches naturally," I guarantee you there are a bunch of videos with that title that are on that topic. Getting your own YouTube videos up can be huge. YouTube itself is the hub. This is where people look for answers. Google is a hub.

Being able to be found on those things easily is pretty important. Videos tend to rank highly. If you wanted to be found by these people, YouTube is a hub. If you put up a bunch of videos, "Here's some natural treatments, some pressure points dealing with migraines naturally. Here's my Web site if you want more information.

"If you want to really get rid of these migraines, I do a six week course on this that goes beyond these simple treatments, more in depth, into how you use migraines in fact not as something that's getting in the way of your life but as the doorway into changing your life because migraines are often a symptom of these other things. Here are the six underlying causes of migraines."

You can use the migraine itself as a canary in the mineshaft to tell you if you're on track in your life or not. Migraines can actually be your best friend. You can frame it as that, do a whole program around it, etc. Something like that could be really great.

Marriage counselors, yes, could be. It's interesting again because when we say "people who suffer from migraine headaches and are open to natural treatments," there's probably a lot more we could know about that kind of person that would again help us figure out hubs.

- migraine counsel centers- and support groups
- health food stores - supplement aisle
- doctors surgeries
- Naturopathic offices
- acupuncturists
- pain control aisle at stores
- Chiropractors
- food allergy meet ups
- natural therapy centres
- Hospitals sometimes have programs for migraines
- tai chi, qigong teachers/ groups
- eye doctors
- people who subscribe to medical periodicals
- pharmacies
- online women's resource blogs
- migraine websites, blogs

- workplace wellness fairs or seminars (reduce days off from work!)
- Reiki practitioners
- Online support groups and forums - I bet there's tons on migraines.
- big work agency, big box places, maybe the HR section
- insurance providers ... health insurance companies
- window covering salespeople for room darkening
- pharmacies
- in the workplace, places of stress-- breakrooms
- nuerologists, brain mapping clinitians
- or extended benefit hot line (we have one at work here, mental health support line)
- Health food stores
- Health magazines, women's magazines
- at the pharmacy
- yoga studios again
- H&B section of natural foods/co-ops
- hypnotherapists who focus on natural pain reduction, NLP practitioners,
- Forums for pain control, not just migraines.
- What is the cause of the migraines... would change need and what they are looking for (e.g. muscle tension vs. menopause vs. stress from work...)
- psychologists, doctors, etc
- do a YouTube video
- kitchens of work place
- pain relief blogs
- food counselors
- marriage counsellors
- pain clinics
- acupunturists
- Alternative healers
- health shows
- wellness coaches
- sports medicine clinics (lots of athletes suffer)
- Employee Assistance program providers...as a resource to them?
- MDs who work with natural healing therapies
- A website that tops migraine relief google search
- networking groups like green drinks
- people who longingly linger in the chocolate isle ;)
- cubical suffers
- large businesses where you could give lunch-time talks

The Holistic Hub Trap

Here's what happens in the holistic scene. We tend to just go for other holistic hubs. You've probably noticed the pattern. Yoga studios are showing up, other holistic practitioners. That's true. Those are definitely hubs but as we get to know the kind of person and the particular kind of problem, their point of view, their worldview, what's important to them, it will open up other hubs.

The reason of thinking of little circles too is that you might find a little circle that is totally underserved that is not holistic but is suffering from the problem and would be very open to your help. They just want relief but they're not in the holistic scene, so all the other holistic hubs might not work for them.

You might be like, "Truckers, they deal with back pain." Truckers aren't all necessarily going to be the most holistic people yet they have that issue. Suddenly now there are a whole bunch of different hubs because we picked a particular group of people. Corporate CEOs, or maybe they're not holistic but there are going to be a different set of hubs for corporate CEOs than there would be for just the general holistic scene.

I would be wary of just getting trapped in the holistic world where everyone is marketing to themselves and everyone is promoting to each other, to that limited group because there are a ton of people out there who need your support, who aren't even in the holistic scene, who aren't even aware of it, who you could still reach really easily with the right hub, in fact, to whom you might stand out because you're so different than what they've seen. It's just a thought.

Building Relationships With Hubs:

At this point, I want to open it up to any questions you have about these niche projects. I hope you get it that the hubs are the main thing. You want to find it. You want to make it really clear how it's a win for you, for them, and for their people. You want to be building a relationship with them.

Sometimes, with hubs, the bigger the hub, the more time it may take to build a relationship. With a big enough hub, if you say, "How can I help you?" when you're in that place of service and helping them, being useful and supporting them, where that's authentic and you really resonate with what you do.

Finding Hubs:

A relationship will usually build over time. I'm curious what particular questions you all have. I think you all get the idea where these hubs can come from, how to brainstorm them, and how to identify them. I super encourage you to go on Facebook and post to your friends and say, "What do you think, where would I find these particular types of people?"

Do more than just the thumbnail. Give a decent description. See what feedback you can get. You can email your friends. I think you get a sense of how to find them. The question is then what do you do with them, and how do you promote and make your niche project successful.

Question and Answer:

Lorraine asked, **“Is it worth designing a project specific to a hub if it takes you out of the work you really want to be doing?”** It depends on what the back end of it is. If somehow that could then bring you back to the work you want to be doing ultimately, maybe, it’s hard to say without specifics.

It’s one of the downfalls I’ve seen in the nonprofit world is that people chase the money. They’re like, “Our mission is really X but there’s money for Y so let’s go do it. We’re really about environmental stuff but there’s this social justice thing that we could get money for so let’s just do this social justice project.” I’ve seen a lot of nonprofits go totally off message, go totally off mission because they were chasing the money. Generally, I would say no.

Tim asked, **“How to run a successful workshop or teleseminar?”** Wow, that’s a whole thing, a really good question. Maybe you should qualify when say how to run. Do you mean the facilitation side, the promotion side of it? I’m not sure the particular thing you’re wondering how to run.

Magritte, **“How to market to a niche that has mixed interests? For example, I want to work with teens but parents are paying. The teens need to say yes independent to the parents.”** Those are great questions, especially when you’re working with younger people, because of course the parents or the schools are going to be the ones that are paying.

You really do need a two-pronged approach. Sometimes, you need two different sets of marketing materials, one for the teens for them to read and one for the parents. If you just try to market to the teens, it’s great if the teens are excited but I think there still needs to be something for the parents, that speaks to the parents, and why they would pay.

I would say there needs to be some acknowledgement of the parent basically, that the parent would even want to share it with their kid. It depends on how you’re reaching them. Sometimes, you might get in through schools. A school promotes it and the kid comes home. They have the material.

The parent is like, “This looks great, yeah, I’d be happy to send them,” but if you’re going to be marketing to the parents directly, then you’re going to want something that’s speaking to the parents and something they can give to their kids. Of course the parent would ask you, “What can I show my kid that will get them excited about it?” You will need a two-prong approach with that.

Sylvia asks, **“What are ways to get feedback on whether or not my niche is of interest to people before I put too much energy into it?”**

That's relevant to this thing that my colleague Howie put together around how to use Google keywords to search how much interest there is in this. Keep your eye out for the thing from Howie because I think it will help. There's a way on Google you can see just how much interest there is, how many people are searching that term.

If you said "migraines" and looked globally, you'd probably find there are a lot of people searching that but let's say you live in a very small town and want to only work locally. You live in Leduc, Alberta. You could find out how many people are searching "migraines Leduc," "Leduc migraines," etc. and see what kind of actual interest there is and how many people seem to be suffering locally who are actively searching.

That is one way. The other way is to just talk to people. Talk to as many people as you can everywhere, all the time. Just be asking people, "What do you think about this? Are there a lot of people you think who would be interested in this?" Post it on Facebook. Post it as a comment on Facebook.

Say, "Hey everybody, what do you think? I have this idea. Do people think this is a good idea?" Email your list and ask, "I have this new idea. What do you think? Is this worthwhile? People reply and let me know."

You can also start talking to some of the hubs. These are people who are very tapped into the scene. There's a wording that I heard somebody say that I really liked, talking about it as an experiment. You can reach out to these hubs and say, "Hey, I have this experiment I've been thinking about doing with the kind of people who you work with around this. I'm wondering if you would be willing to go for a coffee to talk about it."

It depends who the hub is but oftentimes, if I reach out to a hub, I just say, "I would love to learn about you. I often need to refer out for things I don't do. I would love to learn more about you. Maybe we can go for coffee. There are some things I'd love to get your thoughts and reflections on."

Those can be different ways but it's a great question, to ask if there are enough people. Would they pay for this? That can be an interesting question. You can sit down with people too and say, "Is this of interest?" "Yeah, it is."

You could ask them, "What would need to be involved in this niche project for it to be really exciting? What would it have to do for you? What would you want to see included in it, not included in it?" Start asking people who are your ideal clients. They'll design it for you.

In the very beginning where I said not having conversations with your niche is a blunder, having these conversations can help so much because you can say, "What would you want? What would be most important for you if you were to do this?" Once you've designed it, "If it did all these things, that's something you would want. How much would you pay for that? I was thinking of charging this amount. Does that feel right? Is it too high? Is it too low?"

They can even help you with pricing. You're not trying to sell them on it. You're not trying to push them into buying it. You're just genuinely asking, "What do you think about this? Would this make sense? Would this work?" Unless you're getting a response like, "Oh my gosh, yes, that's amazing," it's either the niche probably isn't clear enough or what you're offering isn't that exciting. Keep focusing on it.

Telmar asked, **"Tad, is there a protocol for cultivating and approaching a big shot hub or should we look among our own peer group, not the mega stars?"** The basic advice I would say is to start with your own peer group. Start smaller, especially if it's a new niche project, and you're building yourself up.

By the time you reach up to the big shots, I think you really want to be ready to shine. You want to be solid so you can deliver, so they're going to look good and it's going to be useful for their people because that's what's going to have them want to support you in the future. I would really check your level of readiness before you approach a big shot because you don't get a lot of chances with somebody who is a bigger name.

A lot of what they're going to look at is, "What have you done already?" The way you get the experience, you can get some of the cred on the street is from the smaller hubs. I know somebody approached me and wanted to work with me. Let's say I went to England and somebody said, "I'd love to partner with you in some way."

I can guarantee you I would be asking everyone else I knew on the scene in England, "Do you know this person? What's their deal? Are they good? Are they solid? Do they do what they say they're going to do?" I'd be really listening to the feedback.

If somebody just approached me directly, there are a number of things I would do. I would check with their Web site. I would probably check them out on Facebook and see what kind of things they post. I'd do some vetting but mostly I'd be talking to their friends. It's like a spiraling upward, to start with who you know.

Build relationships there and keep building up. Another way to approach the hubs is let's say they lead workshops, and you become their case study. You become their poster child. You can build a relationship really quickly. You can also go to them and say, "I really love what you do. How can I help? How can I support?"

I've seen people who then ended up working for these big shots as an assistant or something. Then they ended up going off on their own and creating something. Of course the big shot hub was like, "This person is amazing. They worked with me. They were so helpful," and they endorsed them.

There are a lot of different approaches. That's my sense of it, to start with what you have and build those relationships. Keep connecting with people who are one level above you in terms of

however you would measure that. I've had people who were super young and inexperienced, came and asked, "Work with me! Partner with me!" Wow, no, you're not ready.

I'm not really looking at their container. I'm looking at if they could handle it if I sent them a bunch of business, if I promoted them. Would they be ready? Would my clients have a really good experience with them? That's probably the biggest thing I'm looking at with the hub is what is my experience with this person. If my experience with this person is they're needy and pushy about it, I imagine that's the experience my clients will have.

Of course I'm not going to do it but if my experience was that I really enjoy being around the person, and it feels good, I'm more likely to do it. Loni was saying, **"It may be a good idea to get a brainstorming circle of folks to do this together. It's easier to do for others than myself."** Yes, absolutely.

The first thing is to really go back to that little circle. I hope you got it that some of those little circles, some of it was fuzzy enough that we could do some general brainstorming but it was really hard to get specific. Go back to the little circle workbook.

Really go back to that little circle workbook and work it through. Answer all of the questions in the back. Really hone it down. Refine it. Clarify it a bunch as you can. The clearer sense you can give to other people, the easier it will be for them.

Back to Tim's question about the promotion side. First of all, there are a bunch of workshops you may go to on how to lead workshops. There's RejuvenateTraining.com you can check out. That's my colleagues Jesse and Sharla. There's CallanRush.com. They have some workshops specifically on how to promote and fill workshops. Their take is it's one of the major things that can get a lot of holistic practitioners free from struggling, doing workshops and high end training programs. It's worth checking out.

My only pull back from their work, they do a lot of the accelerated learning stuff, which is like high five your neighbor. They ask you rhetorical questions and have you repeat it back. It's not the style of workshop I really enjoy myself. Some of it feels contrived so I'm not a fan. I'm not necessarily always a fan of the way that things get pitched and shared. It's not my style but it might be yours.

I would check them out because I do think they have some really smart content that's aligned with what I've been talking about. In fact, if you were to go to one of those workshops with a really well thought out small circle based on your big circle, that's really connected to your own wound and your own life experience, if you were to go with that and ask, "How would I make this work?" they would love you because they would say, "Oh my gosh, this is such a clear thing." You would get so much more out of the workshop having done this.

In fact, I want to put this out. Having done this workshop, the more you really keep working on it and refining it, the more you will get out of any marketing workshops you go to from this point forward, going in with a clearer niche. The clearer you have it, the easier everything else is.

I wish people would do this type of work and thinking, either with me or somebody else, before they ever went to a marketing course because every tactic will come back to this. Again, even with workshops, the general thing with workshops is a pretty standard model. There's a reason it works. You do the intro workshop. Then you do a bigger workshop.

It just makes sense to me. I think that's the gracious way to do it because it gives people a chance to meet you, get a sense of you in person, if it feels like a fit. With those intro workshops, you can do only so many to your own list but I really recommend getting them hosted by other people.

Something I've found also that's very successful if you really want to fill a workshop is do a bunch of intro workshops in a row. Do nine or ten of them. There will start to be a buzz about it. People will ask, "Are you going to this thing?" It gives people a chance to go to it. If they enjoyed it, they'll tell their friends. Their friends now have an opportunity to go to an intro instead of signing up for the weekend.

A mistake people will do is just one intro and be like, "Why didn't my weekend fill?" I'd rather see you take two months to do one every single week. Again, with each one, you can have that be hosted by somebody else and it's also open to the public but you get one yoga studio to host it, you get a life coach to host one, even in their living rooms, simple things.

It's much more likely, and/or you can just do one big one that you get a bunch of hubs to promote that one workshop. They all reach out to their own list. They all promote it. That can work too. Then there still can be the buzz and everybody is hearing about it.

When you hear about the same workshop from five people, that's great. Here's the distinction I would make too. If you're going to invite hubs to be promoting a workshop, I would pay them. I would do an affiliate thing. "You either keep 100% of the money from everyone who comes, and/or if your people sign up for the event, other workshops, you're going to get a cut of that."

If it's at the hub, I would definitely offer the financial deal just because they've spent their lifetime building up this reputation for themselves. I don't do that with just general participants. I know there are some workshops, "Hey, if you've gone to this workshop, if you send your friends, you'll get paid."

It becomes like a timeshare type of thing. I think that's gross when it's business to client. I don't appreciate that because I don't think that's genuine word of mouth. I think that's just bribery. But when it's another business, and it's business to business, another hub, I definitely would.

I hope that makes sense in terms of how to fill workshops. Have a really solid intro, get hosted by hubs, whether one event that a bunch of hubs sponsor or they each sponsor their own. If the

workshop focuses well, if it's lasered in and is really well thought out, and there are of course ways to share it.

One quick thought about when to share when you're doing your workshop, a lot of people wait until the very end to share the info about their workshop. I think that's a mistake because people get exhausted by the end and aren't necessarily ready to hear it. If you're doing an intro, let's say it's a three-hour intro. You go an hour and a half, take a break, people stretch, come back, do a fun exercise of some kind, something engaging.

Then share. Say, "I'm going to take five to ten minutes to talk about the next level things because I know some people are interested in it." Share it, then at the end, you can remind people about it, but you've already shared it in that space when they were still fresh.

For me, it feels more respectful at the end when it's like, "Thank you for coming, you can leave," as opposed to right at the very end, they start pushing you to sign up. Those are some thoughts. I hope that's useful.

John was saying, **"My main concern with all of this is that it will take a lot of time, which is all good, but I need to make money now. Currently, two niches within my big circle or groups, not including 85% of my current mailing list so I'm really starting over."**

Yeah, if you need to make money now, there's that post that I did, "Fast Marketing with George Wong." He did a blog post, "Five Simple Steps to Getting More Clients." Those would be the recommend approaches I would give.

Rachel is saying, **"What's the best way to make a relationship with doctors that don't know, that would feel genuine, not salesy?"** Here's what I can tell you. If you're talking about being a holistic practitioner, building a relationship with a medical doctor, that's extremely difficult. I've almost never, ever come across anyone who has done that successfully unless the doctor is already into that stuff.

It depends on the situation you're talking about. The best I could suggest coming from the holistic approach is to find some association of integrative doctors, some network association that is already a mix of east, west, and all of that. That would be my initial thought.

If it's not necessarily a holistic thing but something a doctor might find more immediately credible and palatable for their own worldview, how do you build relationships? I imagine there are doctors' conventions that happen. Sometimes, all you have to do is get in with one or two doctors and they'll spread the word.

You might also consider hosting a workshop distinctly targeted to medical doctors about whatever it is you do. The big question is if they're going to consider it credible. That's going to be the big thing.

Before I keep going with this, here's the good news. I'm going to be staying involved with this group for the next couple of weeks. In the past, I've just left the group but I want the case studies from you. I want to support you. I'm going to be staying involved in the group and staying in touch with you. Some of you will hopefully be featured on my blog at some point.

I'm going to be staying involved in this group, giving feedback as much as I can. We're just hitting Fringe Festival right now so everything is going to be a bit nuts for me but I'll be in touch as much as I can and support. I really love the progress a lot of you have made. It's been really fun.

Here's what would feel super great for me as we wrap up is if people could, on the wall, write what you have most appreciated about this group. What has been most useful for you from this whole process? I may be asking for more in depth feedback in terms of how to improve it later for the next time but I would love to hear any appreciations, any thoughts, things that have been most useful for you.

What's been most impactful? What's happened for you as a result of this time together? What's in a real world sense come out of this for you? That would be really interesting for me to hear what the impact of this six weeks has been.

Thanks everybody. This is it for the six weeks in terms of the calls. There won't be any more calls but I will be in touch. I've so enjoyed this. Thanks so much for being the guinea pig group on this and letting me explore, and have this chance to call up a lot of my own thoughts around niche marketing. We will definitely be in touch. Take care.