

Niching for Hippies – Week Seven - Hubs

Welcome to week seven of the six week series. It's so great to have you here. I'm really excited, your projects are coming along so well. I'm so inspired with what I'm seeing. I'm also inspired to see some of you totally scrapping whatever you had and being brave enough to start fresh, which is really brave because it's easy to keep going with something that's sort of right but not totally inspiring. I'm really inspired by you all.

There's such clarity coming out, such great ideas. I'm really excited. In this call, we're going to be moving into still refining some of those niche projects because I know not everyone has one up yet, refining those but also moving into how do we promote them. That's going to be the main focus of this call. How do you actually get people to find out about it?

It's one thing to put it out into the world, and another for there to actually be a response to it. We're going to really be focusing on this notion of hubs as a key idea. Before we get into all of the nuts and bolts of that, let's do a little shout out on the group page and see what the wins were. You can comment below, any wins, ah-ha moments, success stories you want to share.

Let's take a couple minutes for people to share what's working with well with them, if you've gotten great feedback on any projects, any of that. Yvonne says she's really excited to be able to rewrite her big circle and get a 10 on it for herself. That is so exciting.

It's so amazing how these things can feel almost right and then, sometimes we just have to go back and make some significant changes. It's worth it to get it to where we're really inspired about it. Alex is saying she's really gotten much clearer about where her little circles are fitting in her big circle thanks to Yvonne. Nice work, Yvonne.

Dabney is getting very excited about some big picture things that needed to move one step at a time. I totally get it. I'm so glad to hear things are going so well. Paula says she attempted a niche project where the niche was everybody. That was an ah-ha. Can you share? I'd be curious if you could type up what your experience was like. That actually might be very educational for people.

When you go to an event and the target market is everybody versus when you go to an event that's perfect for somebody like you, I'm curious Paula, if you could share what the difference was for you or what it was like for you to go some more.

Beth says, "I've decided to let out my wound in the most positive aspect of my life. I'm living by this new philosophy and it's completely transforming my life." I would love for you to write more about that and share how that's showing up for you or where that came from. That sounds amazingly powerful. Petra just got off an amazing job, the most popular health food shop in the city. You're amazing, that's so great.

The next question is where we are we struggling? What's keeping you stuck? Where are you struggling? Maud is saying how she can't look at an ad without thinking of ways they could niche better. Yes, welcome to my life, everybody. That's my constant experience looking at ads and realizing I have no idea who it's for. I want to see one that works.

Mike was saying something interesting too, "I found that this affects how I interact with everyone. There's a curiosity in what their niche actually is, what their calling is in some ways, and how to support them, and how I fit or not, so exciting. It reduces the perception of competition and increases collaboration 1000 times as we integrate and connect everyone else's niches."

That's funny, we have a project in Edmonton we run called LocalBiz.ca. It's trying to connect with and celebrate the progressive, sustainable things here in town. I just met with a friend who has another project that started off that seemed like it was pretty similar. Part of me, I could notice, "Oh no, they're taking a piece of the pie," but pretty quickly, I got really curious.

"What are you doing? What is the niche that you want to be taking, that you're operating in? Here's our niche. Maybe this could help us both clarify what's different about us and that could help us actually get even clearer."

It is interesting when you come across something that seems so similar to what you want to do. One way to look at it is as a thread. Another way to look at it is as a chance for clarifying what you really want to do. Now there's somebody else who is doing something similar. In a way, that can be a release. It can free you up in a really powerful way.

Dabney lifts up a really great question. She said, "Now that I've defined my niche, I see they have so many problems, so many island A's. I'm back to the question of where on their journey do I come in? Which island A/B journey will they pay me for?" That's such an important question.

This question of where do we come in and how do we come in for people on their journey is so huge. Most people never ask that. They never think about it because they're so busy saying that the boat is perfect for ever. The fact that you're asking is amazing.

I would say consider your niche project might be something that could help you figure that out. If that's where you're at, if you're stuck, I would suggest having a niche project that could help you figure that out in some way, that could help you figure out where you most want to come in, and which is the one that they're most likely going to pay you for and will be the most valuable.

Joy was saying, "Still struggling with how to translate the big circle to the Web site. I think it will just take me some writing and rewriting." Probably so. A beautiful thing about the Web site is you get to keep tinkering with it and keep improving it. You'll get to a point where it feels just right.

It just takes time but what I like about Web sites is you have time. It doesn't have to be perfect immediately, like maybe a sales letter for a program that is only up for a limited period of time. You have time to sit with it and keep tweaking it over time. It really will get there if you keep doing it in my experience.

Megan, I hear you about being stuck on the niche project. It sounds like you're in a big transition. I don't know your situation but I know sometimes when we're in a big transition, it's hard to start a project when everything is changing and there's so much going on.

Sometimes, we just have enough energy to maintain and get through the day with things. It may be that this isn't the best moment to start a niche project but it might be a good time to keep thinking about it even if you're not delving into it. It's where you're at.

Petra was saying the idea of the stall, doing massages at the farmer's market but the farmer's market said no stalls to non-agriculture stuff so he's been thinking where he should do it which is great because that's something we can talk about in this call.

Ah, you got some negative feedback from somebody about your niche. That's discouraging to hear that. It may just hear from one person. I would consider the feedback of a lot of people. Sometimes it's just great information to help us clarify. It seems to simple sometimes then we realize it's not always that easy.

Richard is feeling pretty good it sounds like the big circle but not the little circle yet. I'm curious, do you feel stuck around the wound thing related to you, if that made sense? Do you feel like you have a really clear big circle? Have you considered looking at it from the standpoint of what you want to give and who might be interested in that?

I'm curious how the calls with your buddies have been going, what kind of support you're getting. I encourage you in this group to ask for whatever support you're needing. If you're needing a few more buddies, if you're needing some more calls to dig into things, I really encourage you to ask for that, if you're feeling stuck.

My big question for you is what do you feel would make the biggest difference about helping you get clear about the little circle? What kind of support do you need that would make the biggest different for you? Ask for it and let's see if we can help you out.

Edward said, "Naming the people is a challenge because it's more like I'm naming a place people come to in their lives than a particular niche of people, as in a certain field or expertise. Narrowing down a big picture perspective."

Yeah, remember a certain field or expertise is the demographics. That's the external things. It sounds like you're naming a place people come to in their lives, naming the problem. There are those three elements of a niche. There's the problem, the most important, the psychographics, and the demographics. The demographics are not usually the most important.

Naming that place people come to in their lives, I think that's totally fine as a niche. Coming up with a name for it is sometimes tricky because there isn't always a simple name for it. Sometimes, we have to invent one. I wouldn't be scared to invent terms or invent a new label for a group of people. I'd say the naming of it is less important than the clarity around it. If you're feeling clear about it, it's just a matter of coming up with some workable name.

Beth was wondering, "How do you tag?" You do the @ symbol, and then you start typing somebody's name and it will show up.

Paula says, "I'm having trouble finding time to do the work." Yes, I get it. Debbie says, "Finding clear language that's specific but not jargon-y." Totally, that's so much of the work. Part of the key of this is to remember, when we say finding clear language, it's where we tend to get jargon-y is where we're talking about the boat more so than when we're talking about them and their experience.

It's good to keep focused on their experience and looking at it through their eyes and the words that they might use. It's a process. This is why copywriters get paid so much money. It's so funny, they get paid so much money so they can write at a grade seven level. They get paid so they can actually write at a very simple level that people can understand and get.

Frances was saying, "I started writing my story and got stuck on how much to tell." Totally. My bio on my Web site is huge, and it's not all of it. I'm still doing it short. I think it really will depend on where you're telling your story. If you think about it, a lot of books that you've read and loved really tell a lot about somebody's story in a lot of detail.

In a book or eBook, telling a lot of the story might actually be really healing for people. It might be useful and clarifying whereas on their bio page, there's going to be a certain amount, and on your homepage, probably much less; on a brochure, less. It's kind of a scalable thing but it's sometimes hard to know what to put where.

I wouldn't in general be worried about, "How much of my story should I tell?" There is a place where it can work well. In the blog versus Web site, or both, here's something that might be useful for everyone. There's this question of do we just have a blog, do we have a Web site, do we have both?

My feeling about this is if you're going to have a blog, you might as well have a Web site with a blog attached to it. Certainly, I would never have the blog as separate from your Web site because the blog has so much new content going on it. That is really good for search engine optimization.

You'll rank higher in Google but if it's not connected to your Web site, your Web site won't get the benefit of it. Having your blog with something like WordPress be a part of your Web site is huge.

Even if it's just mostly a blog, there's got to be something on the banner that makes it so clear what the blog is about or a homepage that really articulates what the blog is about. I've seen so many blogs where I hit them. It's got some weird, funny name, and I actually have no idea what the blog is about because there's nothing that makes it clear.

If you're going to have a blog solo, make sure the banner is extremely clear, island A, island B, who it's for. I also think it's great to have a homepage that does a loveable homepage thing that Carrie Klassen talks about where that really names the person and directs them to the blog posts.

Mike says, "I'm struggling with the language, whether to name based on island A, B, or C, and focus on the ideal people in the name or what they crave. I think maybe a big brainstorm with a few folks, making a mind map with all kinds of ideas." Yes, I would recommend that. I would avoid probably having a name based on the island C just because I don't think people connect with it.

It's better to have island A or B, although if you're offering island C and you're really clear what that is, you want to speak to what's most real to people. That's naming something based on something they have no familiarity with is probably not going to help. I could be wrong. If I saw an example, I might change my mind.

Megan says, "I'm struggling with limiting beliefs about what's practically possible and needing to go to a whole new level." Two things I'd say here, number one is you have a group full of people who are bad asses at helping people with their limiting beliefs. I know Helena does an amazing job with that. That's one thing.

Also, I just want to give you some props for actually being willing to consider what's practically possible. Some people just jump into things and never slow down and think, "Is this practical? Does this make sense?" They burn themselves out. I give you huge props for considering what's practically possible.

It's this constant balance in life and business of being open minded about what's possible and not limiting ourselves, and also not pushing so far past the limits that are natural that it hurts us. We feel disappointed and beat ourselves up, "Why can't I achieve what everyone else is achieving when other people aren't necessarily doing that?"

Somebody made a comment about how they had a talk with some clients. Somebody was a six figure coach helping people with six figures, and they put in testimonials but when she met these people giving these amazing testimonials, they really weren't in any better shape than she was. It's disappointing to feel like, "Oh, this thing I thought was possible maybe isn't as possible as I thought it was."

Good for you for considering that. Petra says, "This lady says she didn't like the niche of office workers struggling with pain. She said that localizing to people with pain goes against the holistic nature that drew her to me and the technique in the first place."

I would say that's her opinion. I'm going to speak very candidly here. She's not an office worker in pain. I guess that she's drawn to that whole philosophy of holistic stuff. I think that philosophy still plays in but I promise you, if she was an office worker, and her arms were hurting her so much that she hated typing and her back was killing her, etc., and yet she had to work that job and had to keep typing to pay the bills, she would be whistling a really different tune.

It doesn't mean, this is the difference between island A and B, and our point of view. The journey we speak to is their experience but once they get in the door, we can open up about our perspective on this. Then we can talk about the holistic thing.

Can you imagine how terrible you would feel if you were an office worker and your arms hurt, and somebody sat down and said, "Well, you're just not holistically healing yourself. Let me tell you all about holistic healing and why it's so important," how insulting and irrelevant it would feel to you versus, "Oh, gosh, your arms really hurt. Let me see if I can help,"

How grateful you would be. It's so interesting. We've got to be careful about whose insights we listen to. Who it matters most from is the people that we're wanting to serve. I see people getting up and talking about their, "Oh, let me tell you about holistic this and holistic that, energy this." They talk about their point of view and their map.

What they have not done is given any relevance to why somebody should listen. Once somebody gets it, it's like, "Oh, this could help my arms? This could help me type more and be more effective at work? Great." Then they're very open to hear your point of view which has to do with more a holistic nature of healing and how that can help them in their life.

Once people see how something is relevant to them and how they can help them, why should they pay attention? There's something very arrogant about the philosophy that people should – what we think people need and what we think they should do.

For those people, it would be very meaningful to have some empathy for their situation and have an offer for their specific situation. Most people in life don't go to a holistic practitioner for prevention. Very few people go to somebody saying, "Hey, I just want a tune-up." It's pretty rare.

Mary says, "I'm not happy with the title of the niche. I'm wondering whether I should focus more on the aspect of freeing themselves from childhood abuse or seeking to free themselves from self sabotage and reconnect with their hearts. I want to sound positive and uplifting but also acknowledge where these people are coming from."

I love that balance. I think you nailed it. Try to figure out that balance between something positive and uplifting for them but also really acknowledging where they're coming from. If all we do is say, "Oh, poor you," and we don't speak to an island B of what is possible, we're commiserating. It's not always actually that helpful for people.

But if all we do is try to sound positive and uplifting and we don't acknowledge where these people are coming from, it's so painful to not have that empathy, to feel so dismissive. Keep

sitting with that. Keep reaching out for help in terms of articulating it. You're dealing with such a sensitive thing. I think when you find it, it will be very powerful. I think you're on track in your line of questioning.

Lola wants to brainstorm around her new niche. That will be happening in a bit in this call. Certainly, I encourage you to invite it. Chelsea says she's stuck between working and implementing some of it. She's tried before, could have put more work into it, starting from scratch.

I get the sense that the last few attempts failed and didn't work very well. I'm curious, the last attempts failed. Was it because not enough people signed up? Was it that it just didn't go well, the response wasn't good? I'm curious of the nature of the failure.

Autumn says, "Feeling torn about helping medicine women, women called to be healers versus helping all women. This typical niching fear that comes up, should I focus on that now or later?" This is super difficult. I can't tell you what to do but I would say I get the temptation to help all women. Remember, you can be explicit without being exclusive.

You might say everything you're marketing about this whole medicine women thing yet you'll get other women who don't necessarily fit into that who still might want to come, but if you try to reach everybody, there's that video you might have seen about the bull's-eye versus the circle. If you go to the free videos on my Web site under niching, you'll see it.

If I were to give advice, I would say focus. Pick something like medicine women. Focus on it now, and you can expand out later if you want but I would focus on that. You can still be open to other women. I just wouldn't try to go reaching them all because it's very difficult to do.

Petra was saying about this lady who was critical about the niche, it doesn't change your point of view. It doesn't change your map. All this is, it doesn't change what's in your house. It's just what color you're going to paint the door that's going to be most attractive to these people.

To me, the only feedback that matters really is from the niche. Do they respond to it? Part of what you could be known for is a holistic approach to dealing with arm pains, pain in the spine but the most important thing is that they see it's relevant.

Brian says, "I'm not stuck anymore with Stacy's help." Good job, Stacy. "What a fine group of folks, eh?" I agree. Richard says, "I think I'm getting stuck on feeling inspired. With the wound work, I feel like I work with people that are having similar struggles to what I've had but I'm not sure I'll really enjoy that." I totally get that. "I worry about it being too heavy yet I also feel drawn to it, so confusing!"

What comes to me just from the first bit I read is it sounds like the direction is actually clear. You feel inspired to work with them but it seems like you might need to find a way to work with them that is really uplifting and inspiring to you, or an agreement, or people who have gone through

that but are now at a certain point where it would actually be enjoyable to work with them. That's something I would invite you to reflect on.

What's the moment you want to come in? It sounds like, there is a moment in the process that you come in where it would feel really heavy and brutal, and remind you of times, conversations you don't want to have with them, wouldn't play to your strength but there might also be a time to come in that would be perfect for them and it would feel really uplifting to you.

I would consider that. It may be that it's not the right who but it might be the right who, you just haven't figured out the right how and when to come into their life. The other thing that comes to my mind is when you think about working with them, and you think about your gifts, something you're really good at, how many of your gifts can you weave into it?

I think the more of your natural gifts you can weave into it, the better. There are three elements that we really sit with on this. One is the wound. I think the wound often defines the direction of our work. There are gifts. Our gifts inform the shape of our world, the structure.

If you have a gift of networking, that's what you love to do, it might be different than if your gift is public speaking or if your gift is administrative work, thinking about systems. That might actually shape the whole structure and the way that you work. Some people love public speaking, some people love one-on-one. It's a different kind of work.

There's your wound, which direction, the gifts, the form of it. Then there's your nature. That's the tone and the vibe of it, who you are. I think the more of that you can weave in and integrate the better.

Richard also says, "I have this question, I keep thinking I need to fit it in acupuncture, with what is possible with acupuncture but then that's an open question as well. So many problems could be helped with acupuncture."

Richard, something else I would lift up is especially as we all evolve into our own medicine in the world, ultimately, people may be coming for you, not just the acupuncture. You might be the medicine for them, and the acupuncture is just one of the means that you use. I hear you about there being a smaller population.

A question I would discuss with you, and really for everyone too, is are you committed to just working in that smaller population, which is beautiful, and God bless that, or are you also open to working globally or internationally? If you are, of course, you can niche more narrowly.

If not, you may need to have a bit of a broader niche and do little projects on different things from time to time. It may be a legitimate worry that there aren't enough people who would like what you do or any particular small niche. That's a good thing to think about.

Chelsea says, “The reason I struggled with the project was not enough people came, didn’t put enough work into getting people there.” Yes, it takes some hustle. There are some ways to speed it up. We’ll talk about it today with hubs.

Yes, Richard and Beth, I absolutely encourage you two to connect with each other because it sounds like you both had very heavy wounds. You might have something to share with each other about that.

Autumn, “If I go with medicine women, what am I going to tell my parents that I do?” I hear you. You’re at a stage where your connection with them is so precious, more than you’ve ever had. How do you balance that connection with your parents and being honest and true to yourself? At the most, telling them that you’re a witch is out of the question.

Autumn is asking for support on that. How do you deal with that when you really value your connection with your parents but if you’ve really stepped out, came out of the closet as it were, they might freak out a bit? If anyone can give her some love on that, that would be great.

Thank you everybody. It’s really good to hear where you’re at. I want to talk a little bit about hub marketing and hub theory. When we talk about marketing, there are so many different ways to market. We can all name a bunch. There’s public speaking, networking, social media, PR, advertising, virtual promotion, text marketing now, billboards, brochures, ads. Those are all ways of marketing.

We can get lost in the minutiae of that. The first thing I’d say is they all work. Any form of marketing that I’ve seen, somebody has found a way to make it work really well. Obviously some are going to work better for you and your situation than others but the most important thing is, is it something you’re willing to do?

Public speaking is a great form unless you’re terrified of public speaking. The most important thing is, are you going to do it? Will you be excited to do it? That’s the first thing, to really identify what a way of promoting that’s going to feel best and easiest for you, similar with niche projects.

All the niche projects could be great, but which one actually excites you the most? Here’s the bigger thing that I notice around promoting things and marketing, and is the core of everything I know about marketing, this idea of hubs. The idea that there are three levels in marketing.

There’s a cold level, a warm level, and a hot level. The cold level is where you are a stranger. They don’t know you, there’s no relationship. That’s cold calling. It’s direct, junk mail that you get. That’s all cold. There’s no relationship. It’s random business mixers where people are meeting each other for the first time. There’s not much connection.

The warm level is where you start working with hubs. Instead of trying to fill up an event yourself, you partner with people who could help you fill it. I went to Ottawa, had never done a workshop there, and yet filled two day-long workshops with I think 50 people each.

I spent about three hours on that total because there was a local woman, Heather Garrod who ran a store called Planet Botanix which was a big hub in the holistic scene. She packed the event for me through her people and had a business arrangement around that.

If you are a realtor and you want to reach dog owners as a niche, then there are so many hubs for that. There are vets. There are trainers, groomers, breeders. There are newsletters, meet-up groups, Facebook groups, radio shows, dog shows, dog walkers, kennels, vets, dog parks. There are so many places you could find them.

This is the big question with hubs. Where do they already spend their time, money, and attention? If you work with hubs and partner with hubs, everything gets easier. No matter what tactic you use in marketing, if you combine it with hubs, it works better.

Let's say you write an article and put it up on your Web site. It sits there lonely and nobody ever sees it versus you take that same article and put it on a Web site that has millions of viewers. You get the difference.

Going networking, you try to go networking for clients totally cold versus you go to an event where you know a lot of your people will be, and instead of networking for clients, you go networking for hubs, so much different.

Try to fill up an event yourself versus getting other people who are hubs to help you fill it. Those are all examples. This idea of hubs is so profound. I hope you get the idea. Working in partnership with people is stronger than trying to do things alone.

Of course the hot level is where you become a hub. When you become a hub, you can still partner with other hubs but now also, people are going to approach you and say, "Hey, could you endorse me," and you have business relationships around that as well.

When you become a hub, you become known as the trusted advisor where people are like, "Oh, you're dealing with this issue? You go to see this person." You get to be known for something in the community. You have a lot of not just status but stature in the community. It's a really powerful place to be.

When we're talking about promoting your niche project, to me, this all gets down to hubs. This is why I'm being so hard with you about the little circles because it's hard to come up with hubs for the big circle. I think they all make sense. They're pretty broad but the little circles, it's usually really easy to come up with hubs for them.

Tanya, if you would be willing, I'd like to use yours. Could you write a comment on the top of the page? In a sentence or two, sum up your little circle, your niche about the yoganese. Post the distilled down, summarized version.

We're going to do a hub brainstorm around this niche because I think it's a pretty clear niche. Yoga is something we're all familiar with so I think it will be a good start to give some examples. I'm also going to post on the page the seven types of hubs.

There are a lot of different hubs. It can be easy to get stuck in one. You might want to take a look at that because it will give you some ideas of what we're talking about. I'll briefly review what a hub could be. A hub could be an event or a location, wherever your niche gathers, congregates, celebrates, hangs out.

It could be a business where they already spend their money. It could be a formal group they're a part of. It could be a resource, a group that exists to support them, not a group they're a part of but something that supports them like Alcoholics' Anonymous supports alcoholics and is a support system for them, governmental programs.

Sometimes, just doing a Web search can help you figure out hubs, thinking if you were your niche and you were to do a Google search for the problem, what would you type in and what might show up? It could be a publication online or offline, a blog, ezine, etc. It could just be individuals, certain key people.

Those are the seven general categories. A Web search leads you to the other six. I'm going to invite you to do a hub brainstorm under the post. Here it is, "You know how some yoganeses, despite all the time they spend on their mat, can't seem to attract a healthy relationship full of love, romance, and sex? Their younger yoganeses, 20s, 30s, more driven by their ovaries than they realize."

That's the niche, the little circle. Now let's brainstorm. What are all of the places, online, offline, that you would find them? What are all of the types of people? What are the events that they would be at? We can get very specific. You can name a specific event or just a type of event.

Let's do a brainstorm. I'm going to give us four minutes. Then we'll do another round with another tweak to it. Where are all the places where you might find these yoganeses? Wow, 56, that's pretty amazing.

Here's the next step that I want to do. I want you to imagine that you are this young yogani. I'd invite everyone to close your eyes if you're up for it. I want you to imagine that you are this young yogani. You're so committed to your spiritual practice yet you can't seem to attract a healthy relationship with love and romance that you want.

You've tried so hard. You begin to wonder if something is wrong with you. You feel like you want to give up. You feel that tear too, "I'm so committed to my spirituality but I really want this relationship," not even letting yourself necessarily want it because it doesn't feel like the yoga thing.

I want you to take a minute by yourself to really imagine what it would be like to be her. What would it be like to be in that situation? I want you take a minute and breathe into it. Really as

much as possible imagine that you are that young woman. I'm going to give you an exercise with that.

I'm going to post this. I want you to imagine that you are this yogani who despite all the time you spend on the mat can't attract that kind of a relationship. You feel discouraged, lonely. It's 3 AM. You feel this desperate longing for this kind of relationship.

You go to your laptop. You open it up and you type the following words into Google. What do you type into Google. You're on island A if you're in this pain. I want you to comment underneath this. What do you type into Google?

To clarify, not which Web sites do you go to but what do you search on Google. What are the search terms you type in? Do you type in "lonely yogani?" Do you type in "lonely yogani craving amazing relationship?" What do you type?

Here's the next step. You can keep brainstorming if you like but I'm going to invite you now to go back to the one where we were brainstorming the hubs. I'm going to have you comment there. I would invite you to go to Google right now and actually search one of the search terms.

Pick the search terms that you came up with that you like the most, the one that you feel like would be most true to that situation, that would be the most honest thing that somebody might type into Google. I want you to see what comes up.

I'm going to give us five minutes on this. You can go to another search term at the end of that one. I'd invite you to pick one search term and dig into that. See what hubs come up as a result of that. Then post them. I'll pin it back to the top. Post them under the hub brainstorm that we just did. We'll see what other hubs.

We did an initial brainstorm with what we knew off the top of our heads. Now we're trying to do some research and see what's actually out there in terms of hubs. Let's take five minutes. I want you to go to Google. See what you can find. If it seems like a good hub, let's be kind and not post junk.

If it seems like, "Wow, that could actually be a great hub for her on this," post it back under that and let's see what we get. Post real world locations and Web sites absolutely. Whatever you find in Google as a result of your search that you think could actually be a good hub, post that. Post it again under the comment on top, not as a separate thing.

To be clear, we're not necessarily looking for articles about this though the authors of said article might actually be a great hub. We're looking for the author of the article, a place where those people are already spending their time, money, or attention, a place where Maud is like, "I really want to reach these people and create something," that she can go to those places, talk to those people, and have a very good chance of being with them, one step of being connected to her very ideal customers.

I'm personally amazed at how many of these hubs that you guys are finding. It's incredible. I felt you should all know, there's a Web site called OrgasmicYoga.com that Dabney has just found, wow, and it has a getting started page, which I'm sure you're all curious to see, amazing. We have 109!

I want you to get this, within 20 minutes we have 109 specific hubs. The truth is, some of these we want to combine, and there are some repeats but my guess is there probably actually would be 100 solid either specific hubs or types of hubs here at the end of this. That's amazing. I hope that you get how much easier it has become for her now to promote her project than trying to just do it cold, randomly on the Internet.

She now has an incredible number of resources that you've all given her that have probably shaved months if not years off the promotional cycle on all of this. It's huge. It's really profound, the difference between trying to go cold, create a Web site, and do a project, spread it cold versus doing this warm approach of identifying the hubs.

What I want to do is give you three specific things that you can do around hubs that to me are the most effective things that you can do, the three, the 20% that makes the 80% of the different. Then we're just going to do a little bit of a work party on all of each other's little circles which will probably continue a bit into the next call.

I'd certainly encouraging you to be doing it between now and the next call. Here are the three ideas. The first one, most important, is to be creating a hubs database. I don't know why this doesn't get taught more. This seems like the most central thing for me.

What we did with the brainstorm for the yogani hubs here, I would suggest taking all of those and putting them into a spreadsheet and starting to map it out. She might want to map it out by are they a virtual thing, like an online thing, or is it a local thing just to a certain area, male, female?

The size of their list, following, what specific little circle does it fit into? It might even be more refined things, etc. but map it out. Create a spreadsheet for it that allows her to organize it very fast to keep track of things. It may end up being more than one page in the spreadsheet but basically, create a spreadsheet.

That's homework piece number one. Do a brainstorm and create a spreadsheet. Here's the other benefit of having a spreadsheet. My brother does standup comedy. The difference between a professional and an amateur standup comedian, at least one of the big ones, is professionals write down all of the ideas that come to them.

When they have an idea for a joke, they write it down. The amateur just lets it slide. I feel the same way in business with hubs. The amateur hears ideas for hubs and doesn't write them down. The professional writes those hubs down, puts them in a database to come back to later but captures them in some way.

That's number one for everybody. Just create a database. What happens is you'll be in a conversation. Somebody will mention something. You can write it on a scrap piece of paper when you get home, throw it in the database, and forget about it. You might not use the database for months, a year, but you have it and a place to collect them.

You'll be shocked at how fast it builds up. I bet most of you didn't think we'd have 114 hubs. By the way, we now have maybe 50 specific hubs but there are other categories of hubs. Within each of them, there's dozens.

I bet you didn't think within 20 minutes, we'd get this many specific hubs for one little circle, one little circle, there are all these hubs. If you try to do this for a bigger circle, it's a lot harder. I think you can imagine why.

Step number one, create your hubs database. Step number two, this is so simple. Sometimes, I see people roll their eyes when I say this but this is the real deal. Once a week, go for coffee with a hub or have a Skype date with a hub. That's all you need to do once a week.

If you can do it once a day, amazing but once a week is fine. Imagine this, once a week, if you just connect with a hub either over 30 minute coffee or a 15 minute Skype date, or whatever, at the end of the year, that's 50 hubs. It's not 50 potential clients. It's 50 hubs, 50 people who could be the source of dozens of clients for you.

In those coffee and Skype dates, you will probably discover that some of them are not a fit. You don't like some of them and that's okay because you'll find some that are a perfect fit. In those sessions, I really suggest looking for where there's a fit, asking where can you help them and what can you do to help, and asking them who else you should talk to.

Most people who are hubs are pretty open to this I find. Especially for a short period of time, most of them are pretty open to taking the time to connect with somebody, especially if they see there are some ways it can benefit them.

The first thing is database. The second thing is weekly coffee or Skype date with a hub. Just do this. It seems so simple but it's really profound in its impact. If every hub, you ask them, "Who else should I talk to?" you will start building the most incredible, robust hub database. It's amazing.

Step number three is consider hosting a hubs gathering. This can be really powerful. This seems to work best locally but you could do a virtual version of it. It seems to work best locally. Consider inviting all of these people who are hubs to get together for an afternoon to just meet each other, to do a little go-around circle.

Everyone gets two minutes. You can lightly cater it, for \$300, add some delicious food but bring these people together. They get to all introduce themselves to each other. They will all remember you because you hosted it even if they don't remember each other.

Database, weekly calls, consider hosting a hubs gathering. If you do that, it just happens conversationally, naturally the fits will start to show up. With each type of hub, it's a very different approach in terms of what's going to work and what's not going to work, what they can offer and what they can't in terms of how they can help you. You'll figure it out. You really will in the conversation. There's no hard and fast rule that's there.

Chelsea asks, "By coffee and Skype dates, do you mean one-on-one or groups?" I mean one-on-one, specific focus, one-on-one conversation with you and the hub. Of course, if the hub is an event, you probably want to talk to one of the event organizers or the person within that institution, organization, or structure that would be most useful for you.

Are there any questions about hubs? This is a big topic. Autumn asks, "Do you have any ideas for online distance hub gathering formats?" I don't really have a ton there because I've never done it. I know you can use Google Hangouts it's called where you can do a video thing where everyone can introduce themselves and chat with each other.

You could do just a conference call where everyone gets a few minutes to introduce themselves to each other. That's definitely an option. Another thing you can do, a colleague of mine, Eric Brown came up with it. I think this is so simple and brilliant, to create an online directory, a secret online directory where you take the hubs or colleagues of yours that you refer to the most.

Say, "Hey, I've created a secret page on my Web site of the people who I refer to the most, who I respect the most, and you're on it. I wanted you to know. I know you don't all know each other but you can all trust each other. You're all super good people. If there's somebody you think I should add to this who fits in this little circle, who serves people in this little circle, I'm happy to add them to it but please refer and recommend colleagues sparingly because this is a circle of trust. We want to be careful about it."

You can do that kind of thing. You work as the mayor of the town. You're the host of that forum. That can work really well. There are a lot of questions about how do you actually ask for the meeting. How do you approach them?

I like what Mike is saying, "Do you have a good metaphor for what a hub is? Like the center of a spokes on a wheel?" Yes, exactly. They're this person, place, or thing that is the center of a community that is well connected and well respected I would say.

Let's talk about how to approach. I think it depends how you're doing it. If you're approaching them as more of a colleague, that's one approach. If you're approaching them as you're just starting out, and it's more of a mentoring thing, it may be a different approach.

Let's say if you're just starting out, and this is a big deal hub, or fairly big. Sometimes, the huge ones are very difficult to reach. Let's say you're younger. You could just say, "Hey, I'm just starting out. I'm reaching this kind of crowd of people you reach too. I'm looking for mentors. I

know you're so busy." With hubs, always acknowledge how busy they are. You can't acknowledge that enough. It feels good to hear because they are busy and they know it.

"I know how busy you are. There's no rush in responding but I'm wondering if you would be willing to mentor me on something. I had a few questions. I'm wondering if I can take 15 minutes of your time to get some guidance."

It can be like that. A lot of people are just so open to mentoring when somebody authentically, honestly approaches them, and that there's no pressure, no long term commitment. That's one thing I might suggest.

Another is if they're more of a colleague, my approach tends to be something like, "Hey, I just came across your work or I've heard about it for awhile. It seems like we're both reaching a similar crowd of people. I'm often needing to refer out in my business. I'm sure you're in the same situation. It just makes sense that we should connect with each and learn about what each other does, and see if there are any ways that it would make sense for us to help reach out.

"I was thinking we could have 30 minutes over coffee to just get to know each other and each other's work, and see where there may or may not be a fit," something like that, that basic idea, something very casual, and not even assuming there's a fit but, "I thought there might be. We seem to reach the same crowds. I thought it would be good to connect with each other."

Of course, you pay for the coffee. You're the one asking them on a date so you pay, just a simple little gracious gesture that they'll notice. In terms of questions to ask, first of all, really learn about what they do and understand it so you can understand genuinely who you might be able to refer to them if anybody.

Then they're going to ask you about your work. You don't need to worry about that. You can tell them. If they don't ask you anything about you, they're probably not that great of a fit. Then you can share about what you do.

A few questions I would ask, one is, "Who is an ideal client for you? If I was going to be referring clients to you, who is your perfect kind of client? Who do you hit homeruns with? Who is your favorite person to work with?" That can give you a lot.

Second is you might share a project that's coming out. I would ask them, "What's coming up next for you?" See if there might be a way you could help them with that specifically. You could share what's coming up next for you, your niche project.

Then I would ask them, "Who else do you think I should talk to about that?" and get their opinion on it. I hope that helps in terms of what you do or say when you get there. I see it as a chance to get to know somebody else in the field and learn about what they do, and they'll learn about what you do. You see in that conversation if there's a fit.

Here's the last part. Feel free to post more questions and I'll get to them after the call. Here's what I'd like everyone to do. In a new comment, we're about to break Facebook. This is about to go crazy. You're going to write a comment with your little circle just like Maud did, very simple, very short, a brief sentence or two about your little circle that you're working with or the one that you're most excited about, as clear as you can get it.

Once you've written it, you're going to see that there are maybe 20 or 30 other ones up there. I'm going to invite you to brainstorm hubs for each of those, as many of those as you can. We'll do perhaps some more of this in the next call. Do unto others as you would have them do unto you. Let's do some really amazing brainstorming.

You can write the hubs, you can write the search terms, and put those in quotes, Google search term. You can type some examples of what you think they might want to search on their own to look for hubs. That's the game right now.

We're going to do some hub brainstorming for each other. In the next call, we'll definitely be going into more of how do we use these specifically in answering any questions, hubs that you're stuck with.

Let's do documents. Here's the format I'm going to suggest. It's pretty simple. You can call it HUB BRAINSTORM: Little Circle Description. For creating a document, you click Files in the top side of it, then Create Document, then the title, put HUB BRAINSTORM: write out your little circle. I think that's it.

I just posted it so you can see it. Let's create some documents and comment the heck out of each other's things. Nice work. If you have any more questions about hubs, I'm here for that for awhile to answer those.