



5. What do my people spend their money on right after they buy from me?
  
  
  
  
  
  
  
  
  
  
6. If they resonated with your approach, what other authors or books might they enjoy?
  
  
  
  
  
  
  
  
  
  
7. What podcasts might they listen to?
  
  
  
  
  
  
  
  
  
  
8. What documentaries might they currently love or do you think they would if they knew about them?
  
  
  
  
  
  
  
  
  
  
9. Whose blogs would they follow?
  
  
  
  
  
  
  
  
  
  
10. What hashtags might they use?
  
  
  
  
  
  
  
  
  
  
11. What events do they go to?





26. Who else is aligned with your message?

27. Who else is reaching the people you want to reach?

28. Who else shares your bigger *why*?

**Step Two: Put this information into a Hubs Database:**

Create a spreadsheet with the following columns or something like them:

- **Priority.** What priority are they to you? How good a hub? Try to give everyone on it a 1, 2 or a 3 – 1 being a super good hub and 3 as just okay. Eventually, it may get so big that you have to divide it up into different tabs by the type of hubs or different tabs by the priority.
- **Type.** In my case there are holistic schools as one type. Then there are groups, holistic centres, people, retail and online listing type hubs. In the beginning, I had this as a column but eventually, in major cities I toured to a lot, I created different pages in my spreadsheet for each.
- **Group/Business Name.**
- **Contact Name.** Who is the best person for you to talk with there to make things happen?
- **City/Province.** Where are they? If you're limiting your reach to a city, you might make it neighbourhood-based. If you're international, you might make it country-based. Again, because I've toured, I've got touring hubs databases so I have a different spreadsheet for each city.
- **Email.**
- **Website.**
- **Who Referred Them.** This is great to keep track of. Then when you call them or email, you can remember to say, "I was talking with \_\_\_\_\_ and they said to call you."
- **Notes.** Just a place to type in any notes you have about them.

**Step Three: Prioritize. Mark each of your hubs in your database as a 1, 2 or 3.**

**Step Four: Select Your Top Five hubs**

**Step Five: Approach One Per Day Next Monday through Friday (repeat as needed).**

### Ways to Gather Hubs:

**A Facebook Call Out:** If you feel really stuck in coming up with hubs on your own, and your niche is clear, then consider posting on Facebook, “Hey, what do you think are some hubs?” Tag people whose opinions and feedback you want. You might even hone in more to a specific kind of hub and ask, “What are the events that these people tend to go to?” or, “What are the locations they tend to go to, etc.?” The more clear you are about who you’re trying to find, the better a list of hubs you’re likely to get.

**Hubs Brainstorm Call:** You could also host for yourself a hubs brainstorm where you just get a bunch of people online and say, “Hey, for half an hour, can we do a call? I’m trying to brainstorm some hubs,” and you get a bunch of your most trusted friends and colleagues to give you even 15 minutes of time, at 1 p.m. on this day to come together on Facebook or in some online forum to brainstorm hubs.

**Ask Someone In Your Niche:** If you know someone who’s your ideal kind of client or a solid hub, why not ask them about hubs? You could sit down with them over coffee with the list of questions above and dig in. You could ask them, “Who are the hubs in this scene? Who else should I talk to?” Always ask people who else you should talk to.