Hub Starter Checklist

A practical way to set up a business hub you own.

A hub is a home you control: a site on your domain, a list you can email, clear recommendations, and a place people can come back to. Social platforms are useful for meeting people. They should not be the only place your business lives.

Work through this in order. The first four items give you a foundation. The last three help you keep it working. Results vary and are not guaranteed.

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1 Get a Clear Target

Before you pick tools or start posting, write down who you help and what you want the business to support.

- [ ] Write one sentence: "I help [who] with [problem]." If the who is "everyone," tighten it.
- [ ] Name the life you want this business to support, in plain terms (housing, time, work rhythm). Keep it private if you want.
- [ ] Give that month a rough number, including taxes and business costs, so you are not aiming at a round figure that sounds good.
- [ ] Do not start with "how." A clear target comes first. Tactics come after.

A Clear Target keeps you from building a pretty site for nobody in particular.

2 Choose one offer you can stand behind

You do not need a dozen programs. You need one recommendation you can explain honestly.

- [ ] Pick one product or program you have used, or researched well enough to stand behind.
- [ ] Write who it is for, and who it is not for, in a few lines.
- [ ] Check the basics: how you get paid, cookie or attribution window, support, and whether the program allows your traffic sources.
- [ ] Draft your disclosure now, in plain words, so it is ready when you add links.
- [ ] Skip offers you would not recommend to a friend.

A tight offer makes every later step easier: your lead magnet, your homepage, and your emails all point at the same next step.

3 Homepage essentials

Your homepage has one job: help a new visitor understand who you help and what to do next.

- [ ] Your domain is in your name, renewed, and pointed at a real homepage (not only a single sales page).
- [ ] Above the fold, say who you help and how, in plain language.
- [ ] Give one clear next step: grab a free resource, start here, or join your community.
- [ ] Add an About page (who you are, how you choose recommendations) and a Contact page.
- [ ] Put legal links in the footer (privacy, terms). Put a short affiliate disclosure near any recommendation, not only in the footer.
- [ ] Point every social bio and profile link to this homepage, or to one page on this domain.

If someone likes your work on a platform, this is the house they can actually walk into.

4 Lead magnet and email list

A lead magnet is a small, useful resource you give in exchange for an email. The list is how you stay in touch without asking an algorithm for permission.

- [ ] Choose one freebie that solves a problem one step before your offer (a checklist, template, or short guide).
- [ ] Put it on a page you control, with a short promise and a simple form. Do not only collect emails inside a social app.
- [ ] Deliver the resource in the first email, with one line on how to use it.
- [ ] Plan a short welcome series that helps first, then makes one honest recommendation, with a disclosure close to the link.
- [ ] Confirm you can export your list from your email tool, and that emails include an unsubscribe path and a valid postal address.

Keep the freebie short enough that someone can use it the same day. Relevance beats length.

5 Track clicks with UTMs

Before you buy more traffic, find out where visitors come from and which pages actually get clicks.

- [ ] Turn on outbound click tracking in your analytics (GA4 Enhanced Measurement is a common starting point).
- [ ] Tag links that point to your own pages with three UTMs: utm_source (the platform), utm_medium (usually social or email), and utm_campaign (the post or topic). Use lowercase and the same names every time.
- [ ] Do not put UTMs on affiliate links. Those report to the merchant. Use your program's sub-ID or tracking ID instead.
- [ ] Once a week, write down views, affiliate clicks, and click rate for each important page.
- [ ] If a page gets views but few clicks, fix the page before you pay for more traffic.

A simple weekly scorecard will tell you more than a gut feeling.

6 A simple content plan

You do not need a daily posting machine. You need a short list of real questions, published on your hub, then shared on platforms.

- [ ] List 8 to 10 questions your people already ask, from comments, Reddit, or conversations.
- [ ] Turn the best ones into posts or pages on your site, not only into social captions.
- [ ] Give each piece one next step: the lead magnet, a related post, or an honest recommendation with a disclosure.
- [ ] After you publish, share the piece on the platforms where you already meet people, and link back to your hub.
- [ ] Link related posts to each other so readers can keep going without going back to a feed.

Build the home first. Then use platforms to invite people into it.

7 A community people can belong to

A list lets you talk to people. A community gives them a place to belong, ask questions, and come back.

- [ ] Decide where the community lives: a space you run, not only a group inside a social network.
- [ ] Write a short welcome and a few clear rules.
- [ ] Add a visible invite from your homepage and from your emails.
- [ ] Show up regularly. A quiet community with a present host beats a big, abandoned group.
- [ ] Invite people from useful posts ("if you want a place to ask this, join us"), not only from a follow button.

Joining a community can be free. The point is a place people can return to when a feed changes.

Your first week

If you want a tight starting order: write your one-sentence target, pick one offer, fix your homepage and bio links, then add the lead magnet and form. Tracking, content, and community can follow as soon as the foundation is in place.

Results vary and are not guaranteed. This checklist is educational and is not financial, legal, or tax advice. Affiliate links, if you use them, should be disclosed clearly and close to the recommendation.

Want a place to ask questions while you work through this?

Join the free Affiliates Economy Community

community.affiliateseconomy.com