

# Travel Geniuses **WORKBOOK**

**1 Page Marketing Plan**



We're so fortunate to be entrepreneurs today, with access to so many cheap, and sometimes free, ways to get the word out about what we do, and who we help.

There is a social media platform for everyone, free newsletters, blogs where we can publish our own content...

Before the internet, you had to have a massive budget to pay for advertising in the newspaper, or on TV or radio. Those were really the only ways to get the attention of potential customers.

But, while the internet has created a million new opportunities, it's also super overwhelming. Especially when most experts tell you you **HAVE** to be on Twitter, and Instagram, and Facebook, and you have to blog every week, make Youtube videos, and post on Pinterest.

And my guess is that you didn't get into the travel business because you wanted to be a marketer. You just want to help people have the most amazing vacations possible, right?

So even if you had time to do all these things...why? There are vacations to plan, and new destinations to learn about! Who wants to spend all their time marketing?

With this guide, I hope to help you quiet the noise and focus on just a few things that will help you move the needle in your business. I hope to help you feel confident in your choices, and more focused in your efforts.

This isn't a definitive guide to marketing, though. It's not a full strategy. It's just an outline, a plan.





## STEP ONE: KNOW WHO YOU WANT TO HELP

The very first thing you need to do before you do any marketing is get really clear about who you're helping.

Knowing who you want to help will help you:

- \* Write website content that really speaks to the people find you
- \* Know which businesses to partner with for joint ventures
- \* Focus your marketing efforts so they're targeting the right people
- \* Save time on research
- \* Take AMAZING care of your clients (so you get referrals)
- \* And SO MUCH MORE!

( If you want to learn more about my thoughts on this topic, check out Episode 3 of the Travel Geniuses Podcast. You can listen to it here: <https://travelgeniuses.com/episode3> )

This section is quite a bit longer than the others, because this is a VERY important step. Everything else depends on this, so take your time and get this right.

Sound good? Then let's get started!





## WHO ARE YOU?

One natural group of people to help, are people like you! You'll have something in common with them from the beginning, and will have additional insights into their travel needs.

So spend a few minutes brainstorming some ideas based on YOU.

1. What are your hobbies?

_____	_____
_____	_____
_____	_____

2. What clubs or special interest groups do you belong to? What is your profession?

_____	_____
_____	_____
_____	_____

3. What are your demographics? (age, family makeup...)

_____	_____
_____	_____
_____	_____

4. Do you have any special needs or travel considerations? (disability, dietary needs, etc.)

_____	_____
_____	_____
_____	_____





## WHO DO YOU LIKE OR WANT TO HELP?

Is there a group of people you're interested in? This could be a group someone you know is a part of, or just people you really have a heart for and want to help.

1. Professions or special interest groups (business owners, hobbyists, etc)

_____	_____
_____	_____
_____	_____

2. Demographics

_____	_____
_____	_____
_____	_____

3. Special Needs

_____	_____
_____	_____
_____	_____



## WHO DO YOU ALREADY ENJOY WORKING WITH?

Who do you get excited to work for? What trip requests do you get really excited about?

Think about your current clients. Who are your favorites? Who's calls do you never ignore? Who do you LOVE working with? Why is that? What do they all have in common?

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### CHOOSE YOUR TOP 3 - then ask yourself: Is this a profitable niche?

You need to make sure you've chosen a group of people who want help with their vacations, and are willing (and able) to pay for it. So for your favorite 3 ideas, ask yourself - is this a profitable niche?

- |    |       |             |   |   |
|----|-------|-------------|---|---|
| 1. | _____ | Profitable? | Y | N |
| 2. | _____ | Profitable? | Y | N |
| 3. | _____ | Profitable? | Y | N |





## NOW CHOOSE ONE

Alright, now for the hard part – choosing one.

If you're like most people you're going to struggle with this. That's OK. It's not so much that it's difficult to choose ONE, it's more that it's hard to let go of the others.

Know this, though – this doesn't have to be forever. It's just a start. After you gain some traction in one with one group you can always add another.

If you're really stuck try this – flip a coin. In that last second before it lands, what does the little voice in your head hope it will be?

Or, choose the one that will be the easiest – the group that tends to travel more, that has more disposable income, that you know more about, or know more people who are part of that group...

Remember - this will make such a huge difference in your business, so even though it's hard, just do it. Give it six months of REALLY focused effort. If you don't like it, you can quit or choose another group of people to focus on, but just give it a shot.

So, which is the ONE group that that you're going to focus on helping?

Write it below:

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## STEP TWO: BECOME A SPECIALIST

Choosing a speciality will help you determine what to talk about in your marketing efforts. You can talk about when to go, what to do, what to pack, what to eat... It makes it ALLLL so much easier.

And BONUS - it will help you focus your learning, too. Instead of attending every single supplier webinar, you can just focus on the ones that are relevant to your speciality.

I have recorded a podcast about this as well. You can find that at <https://travelgeniuses.com/episode12>

First, brainstorm. What destination do you love to sell. What's easy? Where have you been? If you won a free round trip ticket to anywhere, where would you go? What destinations are popular with your niche?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Now, narrow it down. If you're just getting started, I do think you should START with one. But as you gain more confidence and experience, you can add additional specialties. If you're an experienced agent, you can start with more than one specialty.

List one to three favorites below:

_____	_____
_____	







## STEP THREE: HELP PEOPLE FIND YOU

There are 2 different things you want your marketing to do, and they each sometimes require different tools, platforms, and techniques.

The first one we'll cover is - getting found. This type of marketing helps you get you, and your agency, in front of new people.

### How will you help people find you?

There are many, MANY ways to do this.

**Social media** - Facebook, Instagram, Twitter, Snapchat

\*\*a note about social media and getting found - I'm not talking about posting to social media, here. No one is just going to magically find your great posts on Facebook! If you choose social media as one of your "getting found" marketing platforms, you need to use it as a way to get you and your business in front of people in your niche.

**Creating content that will get found when people search for help and answers** - Pinterest posts, Youtube videos, Blog posts, Podcast

**Off-line** - joint ventures with businesses that work with people in your niche (see Step One), local meetups, public speaking and presentations, supplier events, bridal shows or other consumer events, networking groups and other networking opportunities

**Paid advertising** - on social media platforms, local newspapers and magazines, radio

Try to come up with a few ideas from each section. List them on the next page.





Social Media:

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Content:

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Off-line:

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Paid Advertising:

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Next, choose ONE that you're going to start out with. I'm guessing this will be fairly new to you, so it's best to start with one, and then work hard to learn as much as you can about making it work.

Write it below:

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And then DO IT!

Limit you're learning and research to a week, and then start trying things out. Start contacting other businesses about working together, spend a few dollars on a Facebook ad, start being strategic about your hashtags on Instagram...

You may have to learn some new technology, and play around with what types of content works best for your niche...

There will be some trying and tweaking! That's OK. That's how you learn

If you try to do two at once, chances are you'll get overwhelmed, and won't ever learn how to do either of them well, so stick with one, *for now*. You can start with a new one after you have this one figured out.



## STEP FOUR: KEEP THEIR ATTENTION

This is marketing, too! Travel isn't something people purchase every day, and it's not something people research every day. So if you get on someone's radar - you want to STAY there!

So you have to have a strategy for that, too.

My two favorite tools for this are:

Newsletters (physical or email) and social media

If you're just getting started with all of this, I recommend starting with a physical or email newsletter. Your customer's email or physical address are often the only ways to reach your customer that you are in complete control of.

Social media is a great tool! And has been working really well for a lot of people. But, you don't own your social media account. If you're on Facebook or Instagram - Mark Zuckerberg does.

And I've seen many people lose contact with their customers because of an algorithm change, or worse, getting locked out of their accounts completely for no obvious reason.

So if you only have the time or energy for one right now, pick a newsletter.

Email newsletters are easy, and fairly low tech. All you have to do is choose an email marketing automation platform (ConvertKit is my favorite, and the one I use) and they'll take care of all of the heavy lifting.

You don't have to design a fancy template. In fact, studies have shown that emails without fancy headers and background images resonate more with





readers, because it feels more like it's coming from a friend. So plain text is best here!

You don't have to be a great writer, either. Just write like you're sharing something useful or interesting with a friend. Did you hear about a new shore excursion program that the people in your niche will love? Or a new way to speed through airport security? Share that in your newsletter! Be helpful and entertaining and your people will look forward to your newsletter.

AND you don't have to spend all your time writing. I honestly believe that less is more when it comes to email newsletters. I don't know about you, but my inbox is **OVERFLOWING** with stuff that I don't even care about. So if you email every day, or every week, you're likely going to end up in that category for me.

Shoot for once a month, or every 2 weeks, if you have something really good to share.

If you prefer, you can send physical newsletters, too. This might cost a little more, depending on how many are on your list. ConvertKit starts at \$30 per month. First class stamps are 50 cents. So if you have more than 60 people on your list, physical newsletters will cost more. **BUT** how excited do you get now when you receive something fun in the mail?

So, that might be a way to stand out a little bit.

If you are already sending out a newsletter, and feel like you have a good system going for it, then you can add social media to your strategy. Facebook and Instagram are the big ones, but there are still people out there who use Twitter, Snapchat, and probably others that I'm not as familiar with.

Don't worry about which one is more popular, or where everyone says your niche hangs out.





My number one tip for choosing a social media platform is - choose the one that you use the most. Because it doesn't matter if 99% of the people in your niche are on Facebook. If you HATE Facebook, it's going to be very hard for you to put together an effective campaign there. You might start strong, but chances are you'll start to dread it, and will eventually give up.

Just like with the tool you've chosen to use to help people find you, you'll have to do a bit of research to find the best way to make this work for you. And some trying and tweaking. But that's why we're focusing on just a few things here! Take it slow, and know that you can expand later.

OK - now it's time to choose - How will you stay top of mind with your audience?

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## STEP FIVE: WOW YOUR CLIENTS

Gosh, I have so much to say about this. This is one of my most favorite things ever. I LOVE planning little surprises and easy ways to really WOW my customers and make them feel like VIPs when they work with me.

If you take amazing care of your travelers, and demonstrate that you care, and have taken time to get to know them, vs just seeing them as client number 546, the they're more likely to return, and want to grow that relationship with you as their trusted advisor.

This will also really help you get referrals from your clients. If you do a few things to really WOW them, they won't be able to help but talk to people about what a wonderful experience it was working with you.

It's not a short game, and definitely takes time to build momentum, but I believe that if you do this part right, you won't ever really have to do any "get attention" marketing again.

The opportunities are ENDLESS! But for now I want you to just pick 3 ways to really WOW your clients, and then build them into your process.

Here are some ideas to get you started.

- Notify the manager at their hotel and ask them to take extra special care of them. This doesn't always work, but sometimes can result in a special gift in their room, or a free upgrade...
- Give a small gift that helps make travel easier - a gift card for coffee at the airport, an airplane "first aid" kit with hand sanitizer, a granola bar, gum, ear plugs, etc.
- Give a nicer client gift (see my episode about this here for some ideas: <https://travelgeniuses.com/episode2/>)
- Stalk them - NOT REALLY!! But see if any of their social media profiles are public. It may help you make recommendations that are really personal to them, or choose a gift that is a perfect fit.
- Ask questions so that you really understand what's important to them in a vacation. See episode 9 for more about this: <https://travelgeniuses.com/episode9/>
- Create a process and checklist so you don't miss any details, and minimize the opportunity for mistakes.





Brainstorm some of your own ideas here:

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Now narrow it down. What 3 will you build into your process right now?

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## PUT IT ALL TOGETHER

NOW - Transfer your answers from the workbook to the next page. Print it out, and post it near your desk so you will see it every day, and can keep this in mind as you're creating content. And will help you say NO when someone tells you you HAVE to start using Google+.

As I said before - this isn't an entire marketing strategy, but it is the plan you need in place, and the decisions you need to have made, before you plan out your full strategy.

Now you know what to need to learn more about, and what to focus your time on.

Find ways to learn more about your niche, and what special needs and dreams they have around travel.

Find ways to learn more about your specialty.

Learn how to use your chosen marketing channels better. Start using them!

Remember, just learning about them is NOT going to help you make progress. Learn some best practices, and start experimenting.

If even this feels like a bit too much right now - stop at step 3. Choose your niche, choose your specialty, and work on ways to help people find you. Work on that for 6 months until it feels like second nature, then move on to step 4. It'll be there waiting for you when you're ready. :-)

When you're creating content, think about the people you're helping, and your specialities. Think about the questions you're asked all the time, and the things you wish people knew about traveling. THIS is your source for content.

Make a list of 20 - 30 questions you think people in your niche have about travel in general, or about travel to the destination or type of travel you've decided to specialize in.

These are your first few blog topics, or topics you can speak about. Break them up into mini posts for your social media accounts and newsletters....





## MY ONE PAGE MARKETING PLAN

I help \_\_\_\_\_

\_\_\_\_\_

I specialize in \_\_\_\_\_

\_\_\_\_\_

I will help people find me and by business by \_\_\_\_\_

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I will keep their attention by \_\_\_\_\_

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I will WOW my clients by \_\_\_\_\_

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