

ANNUAL MARKETING CONTENT PLANNING

WORKSHEET



WELCOME

In my opinion 99% of travel advisors get their content wrong before they even create it.

They fail to align even the ideas they have, with their sales goals.

Before they even start creating something gorgeous in Canva or fun on Instagram, it already has missed the marked.

This highly intelligent (and super basic) worksheet is going to FIX that problem forever.

Welcome to the TMM Marketing Methodology.

Sandra McLemore



Focused suppliers should be no more than 10. The less the better. They should perfectly serve your niche. They should pay you excellent commission, take amazing care of your clients, and treat you and your travel business well.

List no more than 10 of your "FOCUSED SUPPLIERS"



List out 3 destinations/regions that each of them focuses on.

SUPPLIERS	DESTINATION #1	DESTINATION #2	DESTINATION #3



Now think of 3 activities that you can do or experiences that you can have at each destination that you listed for each of the 30 destinations.

Destination	Experience	Destination	Experience

Destination	Experience	Destination	Experience

Destination	Experience	Destination	Experience

Destination	Experience	Destination	Experience

Destination	Experience	Destination	Experience



stories of Transformation



Leah Iudice

Leah is in the first year of her travel business and she is getting a booking every day this month...

21 days in a row and going strong.



I just started my company in June 2020. I have had bookings every single day in March 2021. Yesterday I reserved my largest single booking amount ever at \$50,000.

I am blown away at how much I love what I do.

Taking Travel Marketing Revolution changed everything and I haven't even implemented it all yet.

So. Darn. Grateful.

Update: Leah did a six-figure month and continues to be successful to this day!

stories of Transformation



Amy Baker Kirby

She put in the time, made an effort, was focused on her goals and the outcome is a WIN for her travel business.

Amy now has almost 300 ideal clients ready to book their next vacation. They gave her their email address because they want to work with her!



I had a goal to increase my email list by 300 in the first quarter of 2021. I am currently at 284 new subscribers!

I just started another Facebook ad for this last week of March so that
I can achieve that goal!
Thanks to Sandra for the tools to grow my business!