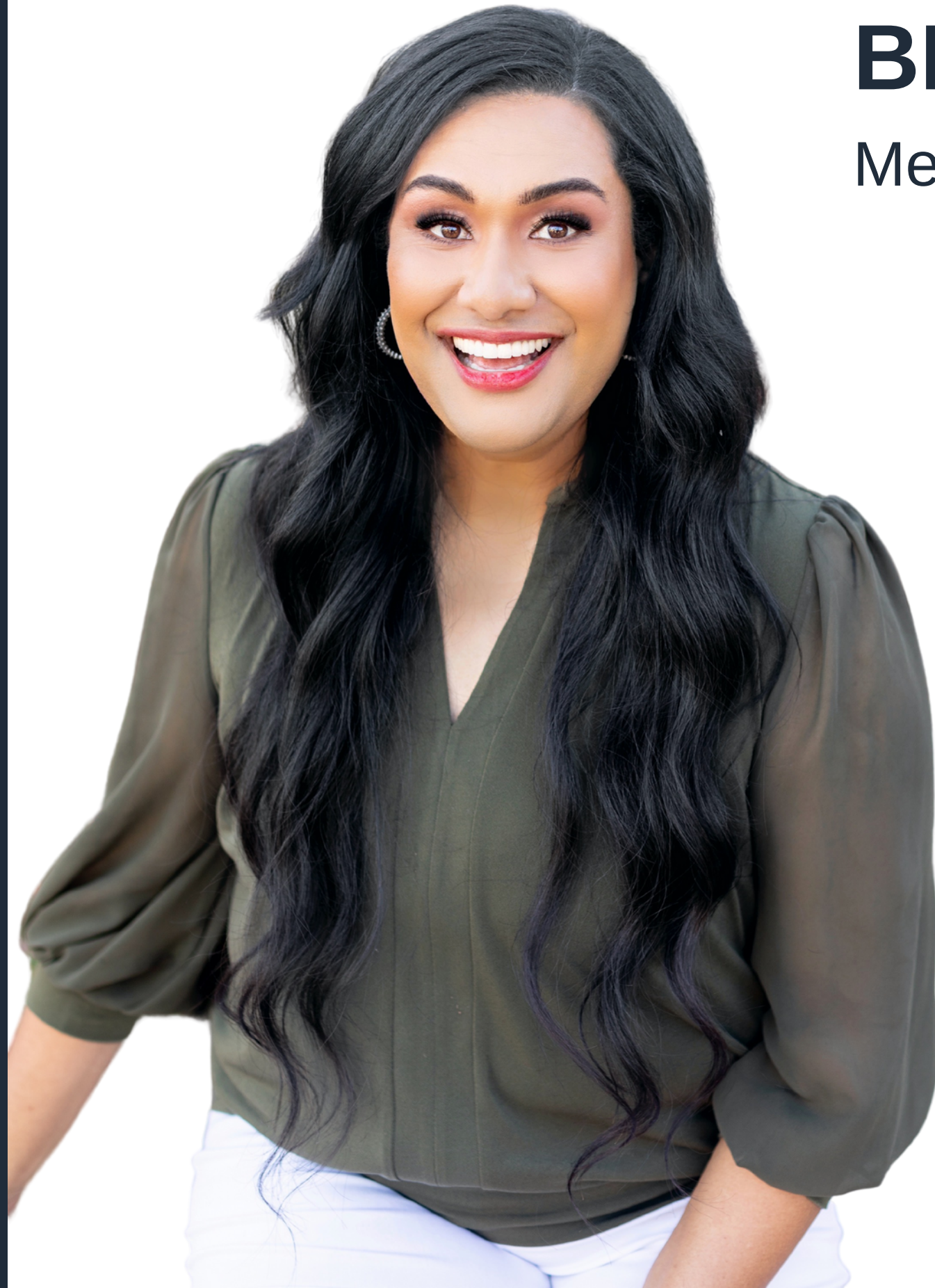




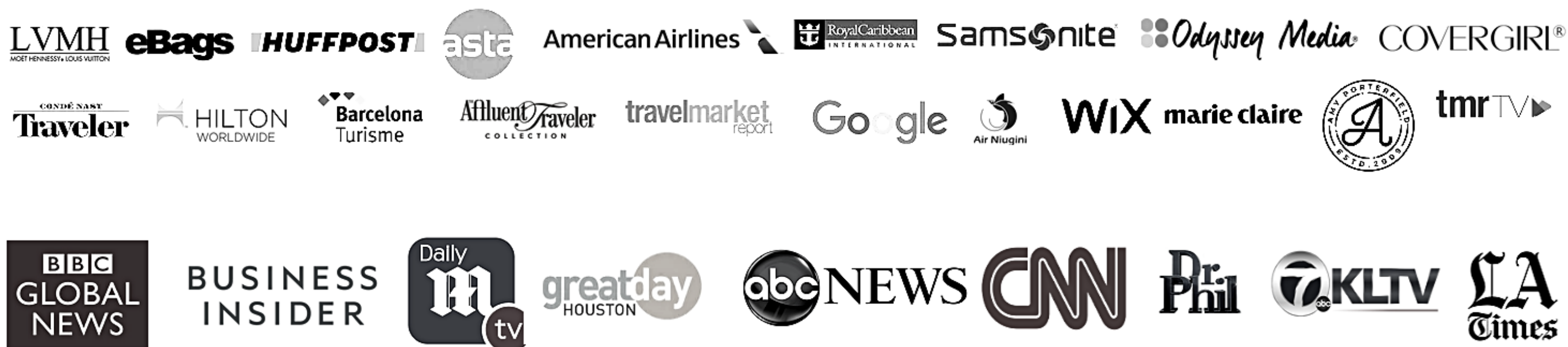
HOW TO GET A CONSISTENT STREAM OF NEW CLIENTS



BEFORE WE START

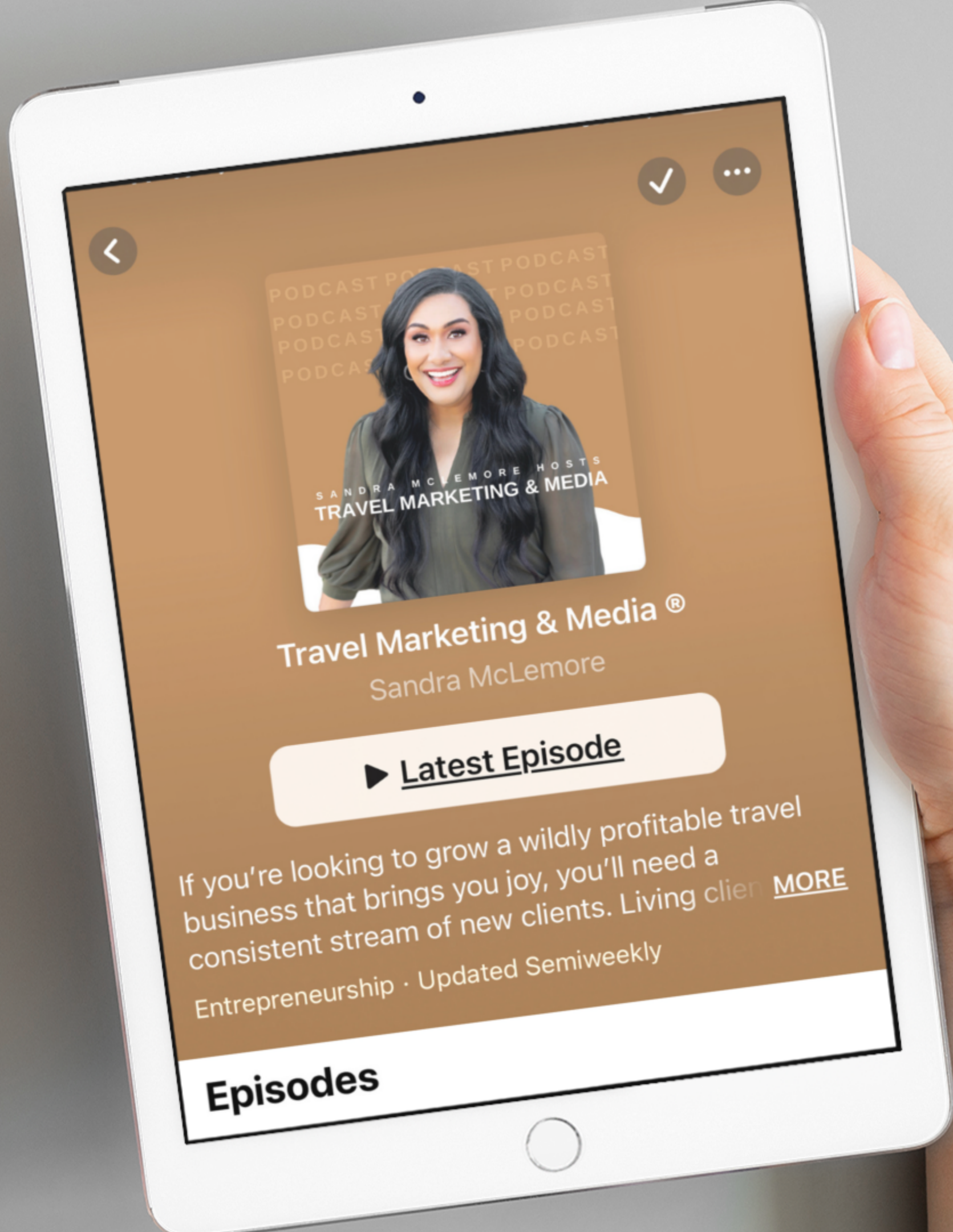
Meet your travel business coach and mentor

- Over 25 years of experience working in (not for) the travel industry
- Former travel advisor (for STA Travel)
- Travel TV Host
- Travel marketer for the biggest travel brands in the world up to VP level
- Only ASTA recommended partner for marketing
- Requested monthly to speak on the world's biggest stages next to airline and cruise line CEOs
- Media go-to for all things travel for CBS, ABC, morning shows
- Built her own business from zero subscribers and \$40 by doing what I teach you.



WE ARE VETTED, TRUSTED AND FEATURED BY THE BEST





Travel Marketing & Media®
Sandra McLemore

▶ **Latest Episode**

If you're looking to grow a wildly profitable travel business that brings you joy, you'll need a consistent stream of new clients. Living client [MORE](#)
Entrepreneurship · Updated Semiweekly

Episodes



MOVING THROUGH YOUR MARKETING FUNNEL
FROM A CLIENT'S PERSPECTIVE

STRANGER



EMAIL SUBSCRIBER



PAYING CLIENT



A stranger sees your lead magnet and signs up for it.



**STRANGER - EMAIL SUBSCRIBER
(TOP TO MIDDLE OF FUNNEL)**



You create inspiring content & email it out weekly keeping you top of mind and top of speed dial.



EMAIL SUBSCRIBER (MIDDLE OF FUNNEL)



You email out the travel opportunities you get from focused suppliers to either a segment or all of your subscribers.



An email subscriber responds to your email with an appointment, call or email.



**EMAIL SUBSCRIBER BECOMES A PAYING CLIENT
(MIDDLE TO BOTTOM OF FUNNEL)**

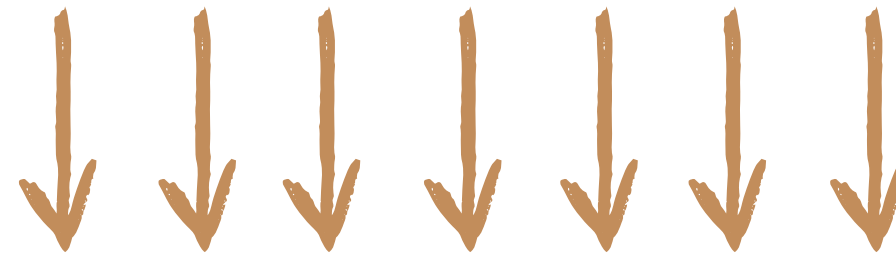


Charge your planning fee, research and book.



UNDERSTAND THE FUNNEL YOU NEED TO CREATE

YOUR TRAVEL BUSINESS MARKETING FUNNEL



TOP

Show off expertise & authority- this is where people decide if they will give you their money.

Turn strangers into subscribers with a strong lead magnet. Promote that lead magnet everywhere your ideal client will see it.

MIDDLE

We have a full strategy for you to follow. It works. It works for us and it works for every travel advisors.

Turn subscribers into paying clients when you share travel opportunities from your favorite suppliers by email with them.

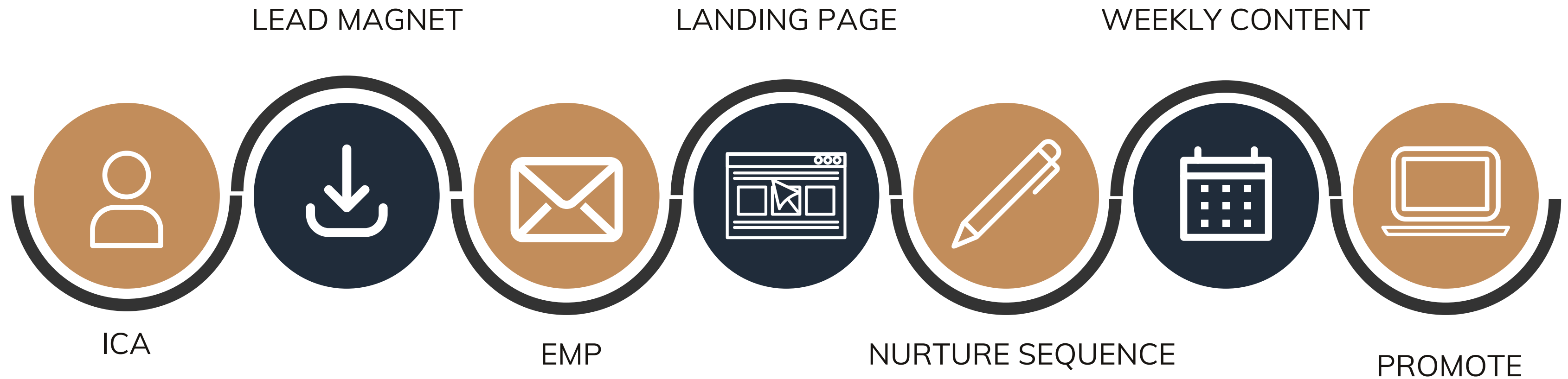
BOTTOM



FOLLOW
THE BLUEPRINT
AND THEN TACKLE
THE
IMPLEMENTATION
CHECKLIST

EMAIL LIST BUILDING ROADMAP

Here are the stages for building out a marketing funnel with an email list.



A person is sitting on a grey couch, using a silver laptop and a tablet. The person is wearing a grey t-shirt, blue jeans, and a white watch. Their right hand is on the laptop keyboard, and their left hand is holding a pencil over the tablet. A semi-transparent dark blue rectangle is overlaid on the image, containing the text "MOVING FORWARD" in large white capital letters, and "Let's break down the tasks on your implementation checklist" in smaller white text below it.

MOVING FORWARD

Let's break down the tasks on your implementation checklist

EMAIL LIST BUILDING 11 STEP ACTION PLAN

1. Create your lead magnet
2. Test your lead magnet with your ICA
3. Email your lead magnet to your existing list and watch the analytics
4. Create an opt-in form in your email marketing platform
5. Create a page on your website promoting your lead magnet
6. Create a hidden page on your website to delivery your lead magnet (PDF) or give quiz results
7. Create a segment in your email marketing platform with the title of your lead magnet
8. Write and layout a welcome email for people who sign up for your opt-in form.
This email will have a link to your hidden website page
9. Ensure that new leads are entered into a workflow where they will receive emails from you every single week
10. Develop a comprehensive plan of where you will promote your lead magnet
11. Watch your opt-in numbers and ensure that it improves every month.





IMPLEMENTATION TIME

- What are you going to do?
- Are there any obstacles
- Go to our Facebook group or app and talk them out