

Our goal with Vincent Vacations is to work exclusively with agents who are committed to learning, and who are willing to work hard to succeed. The energy you bring to any task in your business influences the results.

Goals to think about:

#1) You want your ideal DREAM client to book!

#2) You want to reduce the hours you work, and increase your commissions.

Goal in having a lot of clients, and not wasting your time, is being efficient for yourself and your clients.

Two of the biggest mistakes travel agents make:

- 1) Don't have any reliable lead sources in place - run around doing hit or miss marketing strategies
- 2) Doing too much and none of it well

STEPS for Your Success as a Travel Agent:

- 1) Set your goals: [= Goal Setting - Why It's Important](#)
- 2) Define your niche: [= Finding Your Niche](#)
- 3) Craft the most compelling pitch / marketing message: [= Opening Mission Statement](#)
- 4) Get your pitch out to as many ideal clients as possible - whoever would be a DREAM client of yours. Please check the Lead Sources section of [Intranet > Marketing](#)
- 5) Provide crystal clear and compelling CTA (call to action) - easiest and best solution for the client and you. If you have the client fill out a form, make sure it is not so long that they leave. For example, a CTA could lead to a very specific travel questionnaire form (Disney World Travel Questionnaire, Destination Wedding Questionnaire, etc.) or an online scheduler like calendly.com. In one area, some give clients an option by using both a soft CTA (join my Facebook group, give me your email and download my lead magnet / PDF, etc.) and a hard CTA (call me now, fill out this form).
- 6) Clear and effective client process you use, to lead the client to close.

Be Marketing Focused!

Travel agent marketing is: Being found by ideal clients when they're ready to book - That is it!

Goal: Create a thriving business you love

Marketing is not a one and done thing - need to be mindful and focused on over time.

It doesn't matter how amazing of a travel agent you are, or how much you care about your clients, if no one knows about your services.

It takes ongoing work to be successful. Marketing is more work in the beginning setting it up and learning about new tools. Keeping it going is easier.

Ongoing work: To grow as an agent, we hope you are reading and attending conferences, learning about the latest social media trends and platforms, keeping up with all of the changes. However, we will try and help by distilling it all down to just what you need to know to grow your travel business, to attract more dream clients.

The challenge is to attract, grow and nurture audiences. And need to deliver at least weekly content to your audiences.

What are great audiences for travel agents? Your Facebook group, email list, LinkedIn, etc.



FRONT OF MEMORY

When your audience hears from you every single week they remain front of memory and when it's time for them to book travel, they don't have to burn a lot of calories to think of you.



INSPIRATION

You really can inspire and influence people to book what you want to sell. You can plant seeds and influence who they travel with, where to, what they do when they travel.



AUTHORITY

For people who don't yet see the benefit and value of using a travel advisor, weekly content will build credibility in your services.

In the content you provide, make sure there are plenty of calls-to-action. When people are compelled by your content, they need to know what to do next, and quickly.

Whoever you identify as your ideal client, think of where they hang out online and offline. Think about how you can access and engage them.

You can best market to your ideal clients when you can identify the following:

WHO THEY ARE

Age, gender, occupation, location, special interests and hobbies

HOW THEY TRAVEL

What do they like?

Hotels brands, cruise lines, tour styles?

What does an average day on vacation look like for them?

WHAT THEY WANT

What would their expectations be of you? How much do they want to spend?