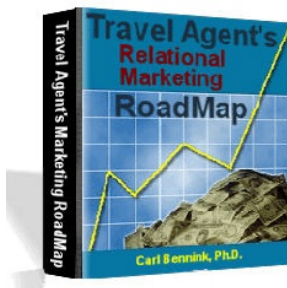


# ***The Travel Agent's Relational Marketing RoadMap: Strategies for Growing Your Business in a Changing World***



- **Get more clients**
- **Make more money**
- **Beat competitors**
- **Increase personal time**

## **Here's a Sampling of What You Will Learn When You Invest In Your Own Copy of The Travel Agent's Relational Marketing RoadMap Program:**

- **The 8 critical decisions that determine your brand identity.** How you are perceived in the marketplace is one of the most important things that determines the success of your business. You can either decide how you want to be perceived or you can let others decide for you.
- **The power of focus and how to home in on the most attractive opportunities for you.** You can't be all things to all people and agents who try to be often fail.
- **A powerful marketing system that will transform your business.** Relational marketing is the key to getting clients, cultivating loyalty, and generating repeat bookings -- especially if you want to generate revenue as a travel consultant and not just as a seller of travel.
- **An 8 - step process for creating a marketing message** that connects to prospects and clients and gets them calling you for help.
- **A comprehensive Marketing Strategy "Toolbox"** and (most importantly) guidelines for choosing the strategies and marketing materials that you need to meet your objectives in the most profitable way.
- **How to quit wasting your money on advertising and start communicating for effect.** If this is one of those strategies you tried that didn't work, this section alone could be worth the cost of the entire program.
- **Two of the lowest-cost, least-used, and most-effective marketing strategies in the travel agency business.** Once you learn how to do these, you will be amazed at why everyone isn't using them.

- **How to grow your business with the kind of prospects and clients you want to work with.** Don't be distracted by people who just suck the time, energy, and joy out of your day.
- **How to use my proprietary 6-stage "TravelAgentSuccess Marketing and Customer Relationship Model"** to focus all your marketing efforts and connect to prospects and clients with more impact.
- **The 4 elements of any successful marketing program.** These are the first things any high-priced consultant will look at to figure out what's wrong. Now you can use this simple chart to diagnose and fine-tune your own marketing strategies.
- **The 3 top priorities in your marketing program.** Most travel agents get these exactly backwards. The result is they kill their profitability and often just burn out altogether.
- **How to take inventory of your most valuable assets** and use the results to improve your focus, direction, and productivity.
- **The missing element in most travel agent's marketing communication** (ads, websites, brochures, promotions, etc.). Fix this problem and take another leap ahead of your competitors.
- **The two levels of value that travel agents need to communicate to the marketplace** in order to attract prospects, convert them into clients, and cultivate loyalty. 95% of travel agents FAIL to include this in their marketing materials.
- **A 9-step process for making sure you touch the right hot buttons** when you communicate with prospects and clients. You can't be all things to all people and you can't communicate with everyone the same way either.
- **How to discover and then tell prospects and clients why they should do business with you instead of your competitors** -- whoever they are.
- **6 major mistakes to avoid in creating your own marketing materials.** Avoid these when you use materials provided by others as well.
- **A 4-step "paint-by-the numbers" process for putting together a real marketing plan.** No need to make it more complicated than it is.
- **A 6-step process for putting together a powerful prospecting campaign** that will keep your "pipeline" full. Remember, clients are prospects first and the more prospects you have, the more clients you can convert.

- **Networking for effect.** I always hated "networking" until someone taught me how to do it the right way.
- **When your clients are most vulnerable to being taken away by competitors** and what you can do about it.
- **The 3 secrets to effectively communicating with existing clients.** If you don't do this, you are way off track.
- **A 5-Step action planning process to make sure your strategies actually get executed.** Marketing plans and strategies are worthless unless you DO something with them.
- **Press releases and public relations strategies.** Why pay to "get your name out there" when there are opportunities to generate thousands of dollars worth of FREE publicity.
- **How to get a flood of referrals** to keep your relational marketing system operating on a "full tank". Word-of-mouth advertising is not the same as having a referral system and why it's important to know the difference!
- **How to use the internet to market your business locally.** Search engines and online promotions are important strategies even though you are a local business.

And much MORE!

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<http://TravelAgentSuccess.com/tarmr2.htm>