

BUILDING A REPEAT
BUSINESS WITH TOP
NOTCH CLIENT
EXPERIENCE



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Keys to creating your booking experience



- Re-using content over and over (creating templates from information you already know or can easily grab from a website)
- Using the right system for the job. This means the system YOU WILL USE. Find what you like and stick with it.
- Automating what you can. Schedule the emails so it's one and done.
- Use workflows so you don't miss a step.

[Get your free workflow toolkit here](#)

1.

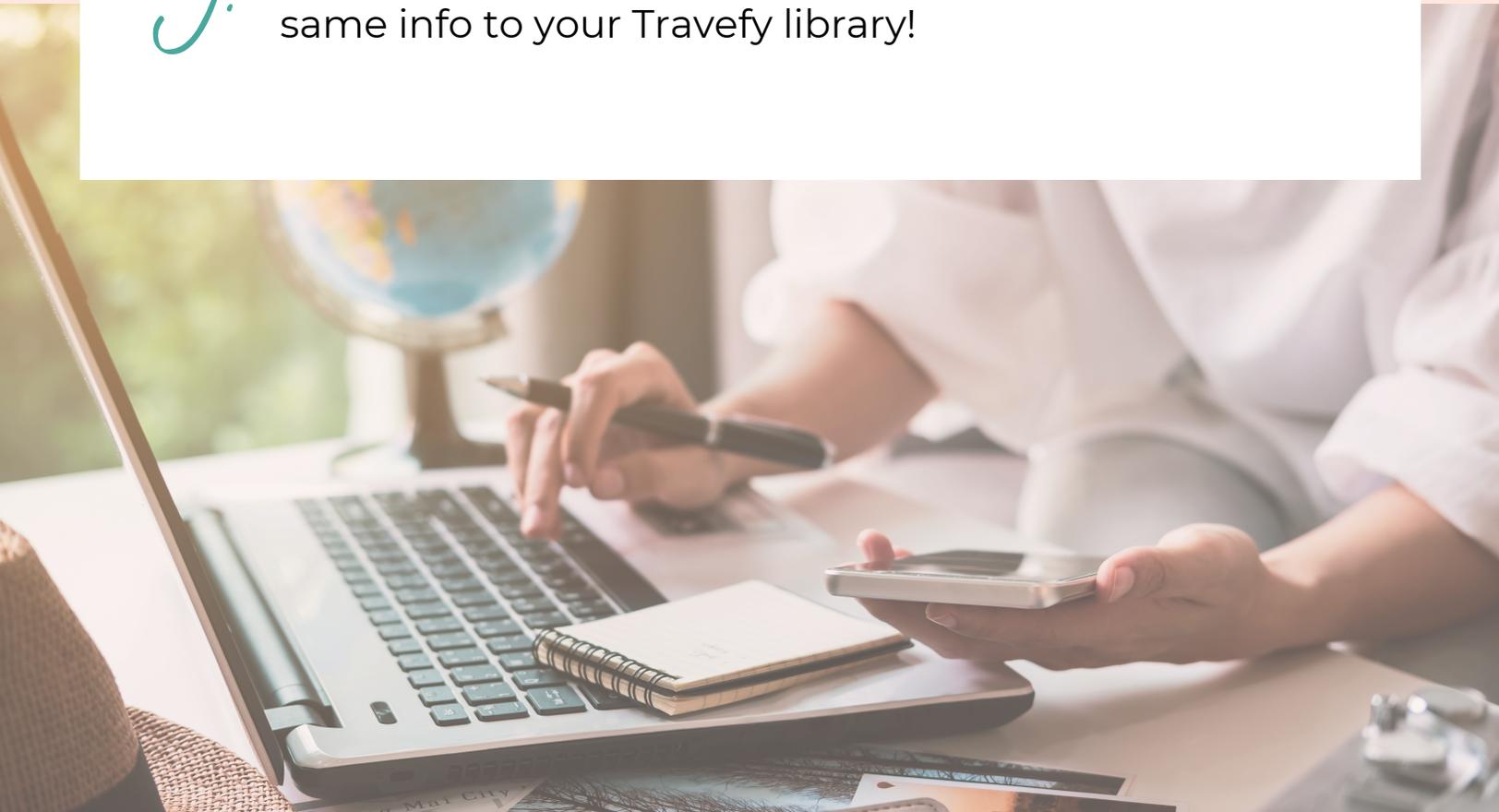
Decide how many times you want to communicate with your client during the whole process (this can be changed later - just start somewhere).

2.

Choose a storage and/or delivery system (hopefully one that offers at least semi-automation). It could be your CRM or email marketing platform.

3.

Create some email templates/canned emails and add them to your workflows. Don't forget to add the same info to your Travefy library!



TYPES OF EMAIL & LIBRARY TEMPLATES

CYA

- What to expect next
- Required documents or other necessary information
- Reminders

EXCITEMENT GENERATING

- Destination information
- Pretty pictures
- Anything that builds anticipation

RELATIONSHIP MAINTENANCE

- Post-trip communication (asking for reviews/feedback)
- Referral prompting
- Newsletter

Welcome

Thank them for booking and outline next steps and best practices for working with you (like how best to contact you).

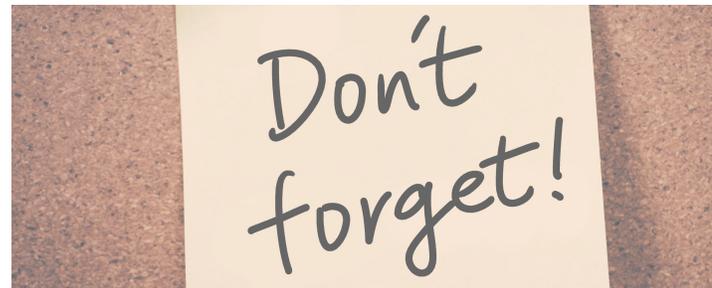


Between booking - 90 days out

Digital postcard, video from the tourism board, photo collage...anything that builds anticipation. Keep it simple!

60 days out

Reminders to book extras + your affiliate links (tour guides, Skyroam, Flytographer, etc)



30 days out

Another set of reminders to book anything that needs to be done in advance + packing tips.

Bon Voyage!

Last -minute reminders, what to do if..., emergency contact info, etc.

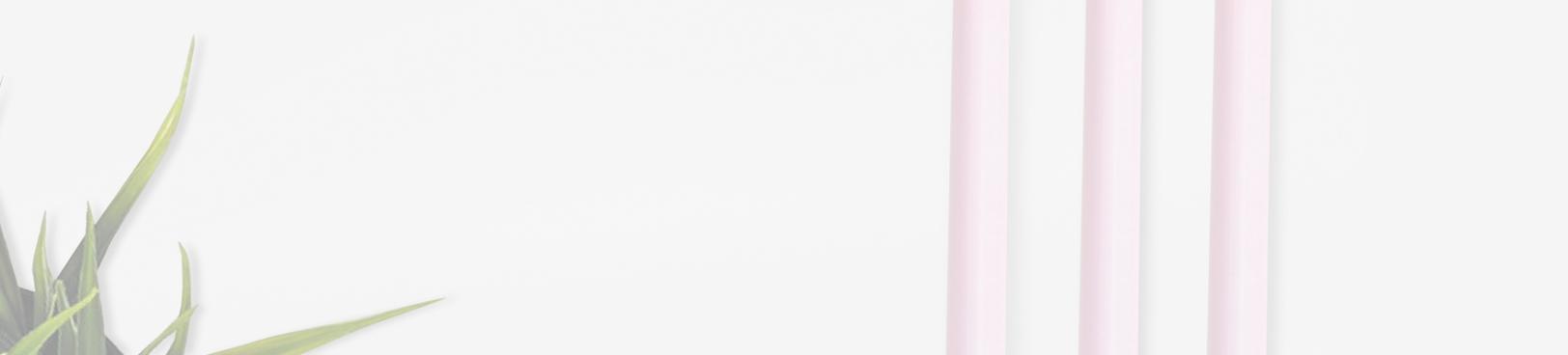


The MAIN ingredient in the experience is YOU!

- Don't forget to show your personality and connect authentically.
- Thoughtfulness has more impact than any gift. When you have a brilliant and thoughtful idea – record it and repeat it!
- Make your invoice and itinerary as personalized as possible. Acknowledge the client by adding their name wherever possible and any special occasions they may be celebrating.
- Use exciting language, like "bucket list, stunning, magical, etc".
- REPURPOSE, REPURPOSE, REPURPOSE. When it comes to your content, use it everywhere. Try adding all of the CYA info to your itinerary AND sending it out in bite-sized emails. It's an extra layer of CYA for you and is more digestible for the client.



TIPS FOR REPURPOSING YOUR YOUR CLIENT BOOKING EXPERIENCE TO GET REFERRALS:

- Send customized shareable graphics, like personalized digital postcards (include instructions for sharing as well as your hashtag!)
 - Send a small, thoughtful gift that they are sure to snap a photo of and share on social media
 - Present the itinerary proposal and/or final docs in a beautiful (digital) way that they want to show off
 - Have an email template that specifically asks for referrals
- 

Tools:

To look professional & branded:

- Your CRM
- Travify itinerary builder
- Canva
- Your email marketing platform (MailerLite, Flodesk, etc)

Workflow & Scheduling:

- Your CRM
- Your email marketing platform
- Google Calendar (or your preferred calendar)
- Trello, Asana, or Clickup
- Printed checklist
- Scheduled emails (Gmail & Outlook both have this option)
- Google Streak



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