

BUSINESS TOOLKIT



BUSINESS SET UP



- Choose between LLC or sole proprietor
- Consult a tax professional for guidance
- Register your business name
- Obtain an EIN for tax purposes

SOCIAL MEDIA

- Create professional profiles (e.g., Instagram, Facebook, TikTok).
- Plan a 30-day content calendar.
- Schedule two weeks of content in advance.
- Register your domain (e.g., GoDaddy, Bluehost).
- Consider hiring a freelancer for website creation (e.g., via Fiverr).

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OPERATIONAL TOOLS

- **Set up tools like Travel Joy or Travefy.**
- **Choose a platform (e.g., Flodesk, ConvertKit, Mailchimp).**

MARKETING AND CLIENT ACQUISITION:

- **Inform your audience about your new business and its opening date.**
- **Set up a waitlist for complimentary consultations.**
- **Develop and upload a lead magnet to your website or landing page.**
- **Join travel industry groups on Facebook.**
- **Network with other travel professionals.**

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PROFESSIONAL DEVELOPMENT

- **Decide on destinations/resorts to specialize in and get certified.**

RISK MANAGEMENT

- **Explore errors and omissions insurance options for your agency.**

CLIENT MANAGEMENT:

- **Implement a system like Calendly for client appointments.**

