

NEWSLETTERS

What could I write about?



DESTINATIONS

Where have I been? Where have my clients been? Where do I want to go?



NICHE

What do I know and love? (honeymoons, safaris, adventure, cruises, celebrations, culinary, wine, group travel)



QUESTIONS I GET ASKED

EX: How do I decide which country to go to on safari? How long does my layover need to be in Dubai?



WHAT TRAVEL ARTICLES/ PUBLICATIONS WOULD BE INTERESTING TO MY CLIENTS?

TIP: set up a Google alert

NEWSLETTERS

Essentials



PICK A NEWSLETTER PLATFORM

Mailchimp, Constant Contact or other?



WHAT DAY/TIME WILL I WRITE MY NEWSLETTER?

TIP: put it on your calendar right now!



WHAT DAY/TIME WILL I EDIT/SEND MY NEWSLETTER?

TIP: put it on your calendar right now!



HOW FREQUENTLY WILL I SEND MY NEWSLETTER?

(I recommend monthly to start)

NEWSLETTERS

What will my framework look like?

DEAR CLIENT,

SECTION 1

SECTION 2

SECTION 3

SECTION 4 - CTA

My Name