
How To Start Your Own Successful Personalized Travel Club Business

The Definitive Turn-Key Training Guide That
Shows You How To Make A Living By
Taking Friends On Vacations

By Urban Travel Business
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THANKS FOR YOUR INVESTMENT

Hey, first I wanted to thank you for ordering this special report. This information should be worth thousands of times the money that you have just invested. Please do not just read it but use this information to create either some part time cash or create your own full fledged travel business.

There are two things I really love about this business. The first thing that I love is that I get to travel to exciting destinations, events, parties and meet new people every single month. Your potential customer base is huge. Just about everyone loves to travel or has the desire to do so. The second thing I love about it is that this is a business that sells itself. You don't really have to try and hard sell anyone. You just tell people that you are going to a special event like the Essence festival or to an exotic island destination like Aruba and you immediately get questions and offers from people who want to go with you.

Now before you get involved with any business, you should have a 10 point checklist to determine if a business is right for you. Here is my personal list.

- 1.) You should have the choice to work full or part time.
- 2.) You should be able to work out of your home.
- 3.) It should be extremely easy to make money
- 4.) Very profitable (makes you a nice sized income)
- 5.) Very easy set up. (No special skills needed)
- 6.) Offered no competition. Every single Personalized Travel Club is 100% different.
- 7.) Low investment cost (under \$50.00 to get started)
- 8.) No fancy equipment needed.
- 9.) A business you could be proud to tell others about.
- 10.) **Most Important – The business has to sell itself.** You don't want a business where you seem pushy. This is a business where all you have to do is tell people you are going on a vacation to an event and offer for them to join you. That is all you do

If you have always dreamed about living the good life, having fun, meeting new people, being your own boss and traveling to exotic islands then this career is for you. I have been apart of this type of business since August 15, 1999. That was the exact day I quit my government job and have enjoyed life to the fullest traveling and living like I won the lottery.

This is NOT JUST about being a travel agent. This is NOT about being a tour guide. That takes too much effort, time, knowledge and energy. This is not about any type of network marketing or bringing people in to some sort of recruitment business. You are going to actually go on trips with people and have fun at the same time. You can do this part time cash or become full time and hit the six and seven figure numbers like many of my friends have.

So what exactly will you do?

I am going to show you how to set up your own Personalized Travel Clubs. Just to show you what I am talking about, I want you to check out this article the Washington Post did on a special African American Bike Club so that you can understand a little about what you are going to be doing.

Black Travelers Join the Club

African Americans Looking for Great Adventures -- And a Sense of Family -- Find Both in Organized Groups



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Before buying plane tickets, booking hotels or checking out guidebooks, many African Americans are turning to a source close to home to inspire their travel planning: each other.

More precisely, they are seeking out travel clubs run by and for blacks. After a post-9/11 falloff, organizations and gatherings promoting travel opportunities for blacks are reporting increased interest.

When the Black Boaters Summit, a gathering of black sailing fans, first convened in 1998 in the British Virgin Islands, it drew all of eight attendees in one boat. For the eighth summit, which returned to the BVI in August, 115 participants in 14 yachts attended. When Los Angeles-based 4 Seasons West, a ski club with more than 1,000 African American members, planned its winter carnival in January, officials hoped for 400 travelers; 800 skiers showed up for the Lake Tahoe event. The National Association of Black Scuba Divers, started 15 years ago by District scuba aficionado Jose Jones, has mushroomed to include 50 clubs across the country.

Jones, a seventy-something retired professor of marine science at the University of the District of Columbia, explained the clubs' appeal. "When you are black and venture somewhere exotic, there is always a deeper feeling of accomplishment," he said. "And the experience is all the richer when you share it with folks that come from a similar background. You can't help but have an incredible feeling of euphoria for how far you had to come to get to that point."

Like their white-run counterparts, the mission of black travel groups is to provide travel counsel, assistance and camaraderie for their members. For a modest fee, they typically organize social mixers, orientation sessions, sports and adventure training, in addition to featuring two to six trips a year.

The excursions the clubs offer are far more affordable than those organized by individual travelers. For its annual ski summit scheduled for February 2011 in Steamboat Springs, Colo., the National Brotherhood of Skiers is offering its members rooms for \$199 a night, discounted from \$375. Lift tickets are \$45 a day, reduced from the \$75 a day for a five-day pass that individual travelers would pay.

For a 12-day diving trip to Malaysia and Borneo earlier this summer, members of the National Association of Black Scuba divers paid the bargain rate of \$2,600 for round-trip airfare, lodging, meals, excursions and dives. "Because we are well-established and have been doing this for a long time, we are usually able to offer rates of a third or more less than what other travelers would pay," said Jones.

Although bound by the spirit of racial solidarity and wanderlust, the groups' focuses vary widely. Some are for the general interest traveler, those seeking to explore destinations rather than indulge hobbies. But most specialize in a sport or activity: sailing, motorcycling, tennis or other avocations.

In size, social makeup and structure, the clubs also run the gamut. Sankofa Odyssey, a District-based club that has organized sailing trips to such exotic destinations as the Greek Islands and the Grenadines, is at the haute end of the spectrum. The Denver-based James P. Beckwourth Mountain Club, at the more earthy end, takes small groups hiking or backpacking through the Rockies and other points west. (For more examples and contact information, see sidebar.)

Unsurprisingly, many of the clubs grew out of segregation or incidents of discrimination. Many black club organizers reported being shunned when they approached predominantly white travel groups and so opted to create their own organizations. The story of sailing enthusiast Robert Jordan is typical. After taking boating lessons in North Carolina, he tried to join a couple of mostly white boating clubs there. "They didn't exactly greet me warmly," he recalls. Five years ago, the 41-year-old Maryland business entrepreneur and some friends started Sankofa Odyssey. Its 28 members are all people of color.

"It's true that many of our clubs were started because we were not welcomed on many ski slopes," said Rose Thomas Pickrum, president of the National Brotherhood of Skiers (NBS), an umbrella group of 77 black ski clubs across the country. "But now most of those slopes actively court us because we spend money."

Washington and its suburbs, home to one of the most affluent concentrations of blacks in the country by the U.S. Census Bureau's account, is a stronghold for black travel groups. D.C.-based Black Ski Inc., with more than 1,500 members, bills itself as the largest gathering of skiers of color in the United States. Besides skiing, the group also sponsors outings to local and out-of-town cultural events. Underwater Adventure Seekers, the scuba club also started by Jones in D.C. in 1959, has grown from a handful of friends to more than 100 members. It has become a model for other black dive groups around the country. More than a dozen black motorbike associations are based in the Washington area.

Every participant in a black club outing seems to return with a Black Travel Moment, a tale from a sojourn infused with ethnic pride.

For Pickrum, the moment came during NBS's 30th-anniversary summit, held in Canada's Whistler-Blackcomb range in 2003. "When I looked across the mountain and saw black skiers everywhere, I couldn't help but remember when it was tough for us to get on major slopes," said the 52-year-old Cincinnati banker. "Now they welcome us. The transformation has been moving to watch."

Jones, a veteran of 6,000 dives, remembers a plunge he took a few years ago off the coast of Fiji. Deep into the waters off the island of Taveuni, sharks circled within a few yards, the coral was stunningly pristine and boldly colored sea life darted everywhere. As much as the underwater spectacle thrilled him, what sent shivers down his spine was the boatload of African American divers who greeted him above. "The camaraderie sealed that experience for me," he said.

Even though more options for blacks to join predominantly white groups have opened up, many still prefer black-run clubs. "When people have time for a getaway, they don't want to be careful about what they say or how they act or to have second thoughts about what someone else might say," explained Eileen Crawford, a District psychoanalyst and scuba fan who travels frequently with Deep Dreams Youth Program, a local dive group that introduces teens and young adults to scuba. "These kinds of travel clubs allow them the freedom to feel like they are at home even when they are in a far-off place."

Another appeal of the clubs is the social activities they offer. Most of the local chapters hold cookouts, dances and other gatherings. The annual NBS summit, the premier event for black skiers, always includes a schedule of cocktail hours, live music and other entertainment. Most of the attendees at the Black Boaters Summit don't come for the sailing, according to Paul Mixon, the California travel agent who organizes the event, but

for the music and dance. "Not many of us know how to sail," he said. "But we all know how to do the electric slide."

Many of the clubs also offer their members training, classes and a non-threatening environment to learn or develop their skills in an avocation or sport. Carlyn Cole is a good example. An African American who lives in the District, Cole didn't learn to swim or dive until she was in her forties. Now the 54-year-old is the president of Underwater Adventure Seekers and takes three to four diving trips a year, often to foreign destinations. "I don't think I would have had the confidence to learn those skills without the security of a group of like-minded people," she said.

Pickrum concurs. "If you're new to skiing, it's different learning it in a black group," she said. "You get a lot more nurturing."

Besides ethnic camaraderie and training in a supportive environment, the clubs make exploring different cultures easier and more affordable. Over the years, Underwater Adventure Seekers has taken excursions to an impressive list of destinations, including Egypt, Morocco, Fiji and Cuba. While independent travelers to such destinations have to hassle with plane and hotel reservations, the groups typically have organizers who work out the details.

Most black travel groups attract a more affluent sector of black professionals. The James P. Beckwourth Mountain Club, named after a 19th-century black trapper and mountain man, is an exception. Located in Denver, the club offers a wide range of outdoor adventures -- including day-long trail hikes, overnight raft floats, mountain climbing and camping excursions -- all at moderate prices. The club has a mentoring program that offers urban youth outings to national parks and wilderness areas free of charge.

"We try to give people opportunities to see the beauties of nature who otherwise might not have access to it," said Winston Walker, a spokesman. "We are aware that many folks can't pay much so we keep the prices as low as possible."

Over time, the clubs have become a powerful bonding experience for members from across the gamut of socioeconomic backgrounds. Many of the ski groups have a story of members who have met in a club gathering or excursion, dated and eventually married. Some of the early black scuba club organizers now have children -- and grandchildren -- who are club members.

The experience is infectious, according to NBS president Pickrum. "People find that once they get into the spirit of what we do it becomes a central focus of their lives."

NOW, LET ME INTRODUCE MYSELF

My name is Terrance and I love to travel for a living. I love going to different places, different cities, different islands, different countries and different events. Years ago, when I was student, I had always heard about spring break events that happened each year. The problem was that for 5 years straight, I always found out about them one week too late. One year, that all changed. 3 days before one of the spring break events in Daytona my friends and I found out there was an event going on THAT weekend and I was DETERMINED to make this event if it killed me.

We didn't have enough money for airfare so we all carpooled in our beat up college hoopty and drove 1200 miles to attend our first spring break event called the Black College Reunion. That was the first time; I have ever been on a beach in my life. It was no longer something I saw on MTV. It was actually something I was walking on.

The very first night was magical. I saw thousands of people all having fun, taking up the beach, going to parties and doing what college students do during spring break. When I left, I felt a sense of fulfillment and sadness because it would be another year before I would be able to relive that experience. Fast forward to today. I figured out the special formula that allowed me to quit my job and make traveling my new career. I get to relive that experience at least twice per month for different events.

You see, it was also during that time that I discovered that there was a huge market for people like me, who wanted to travel to events like this but lacked the resources or information to know where to go or even have enough friends to come with me. In fact, I loved it so much, I created two major travel related websites dedicated to my passion. BlackBeachWeek.com and BlackCruiseWeek.com came about because of my fondness for organized scheduled event travel.

There are so many revenue streams in the travel market that most people have no knowledge of. In this report, I wanted to talk about a very lucrative business that many people have never heard of. They are called the Personalized Travel Clubs

PEOPLE LOVE TO TRAVEL

Most people travel for individual reasons whether for visiting family, vacations or touring. Now, in the last few years the way people travel has changed. They are no longer booking through travel agents. Most people book online because it is a lot easier so that has eliminated the need for most travel agents. Now there is a very specific type of travel that many people have started to get into that is usually a little more complicated than just booking online. It is called group or club travel and what that means is that people who desire to go to another city, state or country with friends, family or other people who share the same interest and then everyone travels in a group. Clubs consist of churches, co-workers, sporting clubs, hobby clubs and more.

Most people have a desire to travel and whenever I tell people I am going on a cruise or about to travel to another city...for vacation or an event , people always ask me where and then I would tell them. (Miami, Cancun, Jamaica).and the very first thing they say is...that sounds nice and that if given the opportunity they would love to travel there one day

I then tell them that I have a special club that travels to different places each year if they want to, I can get their name, address, email address or phone number when I get ready for my next trip they are welcome to come with not only me but an entire club to a specific event. Most love the idea of not only traveling to an event but also joining a travel club or with a group whom they can relate to.

If I am going to a championship boxing match in Las Vegas on May 1. I will send an email to people and if they want to go with me, I just needed their information.

In one day, I had 20 people ready to book.; It is VERY easy to get people interested in anywhere YOU want to go. You pick the place, you pick the date and you get paid. Anyone can get involved in this business. If you love to travel on a monthly basis to different events and places, then you can easily do this every month.

LET ME GIVE YOU A BASIC UNDERSTANDING OF HOW THE TRAVEL CLUB BUSINESS MODEL WORKS

You are in the business of selling a vacation experience to a group of people. You are essentially buying a trip for wholesale prices, providing organization and then reselling it retail **ALONG with traveling with the group.**

You are taking the combined efforts of getting the hotel, airline, bus tour, tickets for events, etc to and then selling it as a super package rate for a group.

The airline industry hotels and travel agents LOVE group or club organizers because they know they can make at least 10-100 times more money then dealing with 1 person. What they do is they hold room blocks for a discount rate if you have at least 10 people. Most of the time, they will offer you a rate much better then an individual can get on their own. Many times, they will even pay for the group or travel club organizer's room.

A hotel that normally might cost \$100.00 per room will drop down to \$70.00 per room if you have a group of 10 or more. If you are familiar with online companies such as Hotels.com, Orbitz and Expedia, they were created which is for individuals who want to travel.

HOWEVER there are websites that are made especially for group travel planners or travel clubs and you can check out <http://www.Hotelplanner.com>



There are quite a few websites like this for profit making individuals who love to organize trips while getting free rooms and getting a discount on all other rooms booked. Airlines also have a group planning websites when you want to book airlines for a group



Southwest Airlines: :

<https://www.southwest.com/html/air/business-groups/group-travel.html>

Now personally I prefer to do it a different way. I will either do everything myself(work with individual suppliers, hotels, airlines, ground transportation.) or I will Google for travel companies who specialize in group or club travel agents or travel coordinator specializing in doing everything for you... The very first thing you need to do is decide on a city or a place or event that you know about. For example let's say Las Vegas. The first thing I would do is either look online for travel agents and coordinators who specialize in the particular city you are traveling too

There are travel companies and agencies who specialize in specific places. I live in St. Louis, Mo, so one of the travel companies I use is Funjet.com to certain destinations because they take care of everything...from activities, flights, hotels and everything else.....You don't have to lift a finger. I am responsible for getting the people interested and going with the group.

I will try and go with the company that can give me the best deals. So if I walk in to a travel agency in my city, I go on with a plan of ideas and where I want to go I will talk to an agent and say, "Hi, my name is Terrance and I run a club that wants to travel to Las Vegas for a boxing fight for a 3 day weekend. What can you arrange for me so that we can have a good hotel, places to go, airline package that is close to all the action?"

How much would it cost for 10 of us if you arrange everything? They will quote you a price and let's just say it is \$700.00 per person for 10 people. Now, what I do is add my

fee for my club members, so instead of paying \$700.00, I tell them the trip is \$1,000...if you want to travel to Las Vegas with the Boxing Group. Everything is \$1,000.

The \$300 that you profit per person is multiplied by 10, so you make \$3000.00 for the weekend. Of course, you can add on to the price or add more people. Let's say you 20 people decide they want to attend. Usually if you bring 20 people, you get your own room and plane ticket for free. You now have just made \$6,000. If you travel internationally to places like London, Italy or Brazil, you would make more. You can add a few hundred dollars per person. It depends on your group. You can make a lot of money each time you take a trip. If you take 4-5 trips per year that with 30 people that is a six figure a year business

AGAIN, just so you understand...

Most people just want to know how much the trip is being a part of a club and travel for the weekend. They really don't care about comparing prices and etc because they can't get the same deal if they go solo. The **belonging to a "club" or the inclusion of going with a group of people is what sells the idea** so what ends up happening is that I (or the travel company) collects the \$1,000 per person.

I give \$700.00 to the travel agency/company and they will take care of everything, hotels, airlines, tours and etc. You then profit \$300.00 for each of the participants so you make

\$3,000 for the weekend. That beats PAYING to travel to Las Vegas. I used the 10 person example because your clubs could be 200 people or 10 people so the actual amount varies at any case. Once you have successfully completed your first trip, many people are going to tell others about your club and then everyone will want to go on your future trips. I have many friends who are doing this every single month. It is a very simple business that very few people know about. All you do is find out where you want to go (like an specialized event) make the plans as you would with your own family and just do it for a larger group.

Your first travel club destination should be a place you are familiar with.

Preferable a place you know about already because if you been...you can kind of tell people what to expect from experience. I have been to Las Vegas so I know..where the hotels are close to what casinos which bars and tourist attractions to attends when I tell people the details...they are ready to say YES...before I even have all the details

SUCCESS STORY EXAMPLE



BlackGirlTravel.com: Specializes in female travel getaways to European locations

The organizer of the trip does two things to determine a price. First she looks online and checks out the prices of airfare, places to go, hotels and etc to find out much a trip might cost per person on her own. However, unless you live in Paris, it becomes difficult to know where to go, so she contacts a travel agency or tour company to find out how much it would cost to bring 30 people for 1 week vacation to Paris. They quote her \$2,000 per person. That is how much it would cost for them to handle everything. The airplane, hotels and EVERYTHING else. She charges \$2,400 per club member. 30 people times. The travel company gets paid \$2,000. She gets paid the \$400.00 per person. $\$400 \times 30 = \$12,000$ for the week.

Again the concept is very simple. all it really is buying trips wholesale and selling it retail and the added bonus factor in a person going with you,...is that people naturally want to join groups (like church) or clubs and that is the magnet factor do you allow/expect people to do a lot on their own? They don't have to do anything on their own because they will travel as a group according to an itinerary that you or the travel agent/company lays out.

Even when I get to the location and I don't know a whole lot about the area for example, Funjet.com has a coordinator who travels with you and gives a tour guide so basically, I'm just there to make sure everyone is having a good time. I mean, if I want to do international trips then I look in my phone book or online for travel agents and call the

ones who specialize in group travel to those locations they are going to LOVE to work with you.

You explain that you want to create a joint venture with them. You want them to handle all the arrangements but you are going to BRING them business so you want the best possible price. I look at all factors. First, I look online a group travel agencies and plug in all my information to see what price they can give me and then I call the airlines like delta.com and ask for a group travel rate and see what they have available

Whoever gives me the best deal and I feel like they have experience and I can verify they been in business doing this and they know about the city I am going to ...I will go with them. But again...you choose the city and you do the research you can start a club on Facebook.com or a website called Meetup.com

It is MUCH easier when you have people from your own town I usually tell about 10 friends...and then they might bring their friends a percentage of them....will bow out so that is why I tell as many people as I can and everyone wants to be part of a group.

You can start a club around jazz events such as the Chicago Jazz Festival and call your club the "*We Love Jazz VIP Club* where we all share the love of going to different jazz concerts in other cities. We going to need at least 10 for it to be considered a group or club and to get discounts the more you have...the better deal you will get can be family, friends or whatever make sure you name your group now far in advance do you usually plan these trips/vacations?

Wrap Your Trip Around A Black Beach Week Event

If you are looking for something that makes people want to just get excited and ready to book with you immediately then you want might want to seriously create trips around Black Beach Week events. A trip revolving around a specific event can bring an excitement and a promotional focal point to your travel club trip. Such trips should be booked well in advance because they tend to sell out very fast. You can't do this at the last minute. It takes at least 6-12 months of pre planning because of the high demand of participation of some of the events.

Events you Might Consider for your Group

The Super Bowl and N.B.A All Star Weekend Festival are huge. You do not have to explain what they are. All you have to do is supply the details and people will book because of the festival atmosphere.

Music Festivals can be Wonderful Magnets for a Tour

The B.E.T Awards, The Essence Festival, The Cincinnati Jazz Festival and The Reggae Sumfest offer a number of interesting festivals that can serve as focal points for a trip. Once again, the itinerary is set by the event itself. You just provide the details and you will have 10 people within 24 hours who are ready to go.

Theater Performances

Popular African American plays such as the Color Purple or Tyler Perry Plays are another type of event that is very easy to market. Since many of those types of events happen in New York, you can easily create an itinerary around those types of events

Seasonal Activities

Activities related to the seasons can also prove attractive focal points for a trip. The popularity of ski events such as The Black Ski Summit (nbs.org) in the winter time or even a nice island event to escape the winter such as The Jamaica Jazz and Blues Festival that takes place in January gives you many options to choose from.

Here are some planning items to which you need to pay special attention. Place them on your check list when including a major event in your trip offerings:

Do not be surprised if prices are higher during these peak times.

1.) Obtain all offerings in writing and review all contracts and other proposals carefully for specifics of required payment dates or non-refundable clauses.

2.) Be specific about what features will be included and ask about options that can be arranged in advance or on-site for travelers with special interests.

Where are the seats for performances? Does the festival ticket cover only

entering the main gate or are there other features?

3.) Anticipate the needs of your travelers and confirm

**THE STEP BY STEP
PROCESS IN CREATING
YOUR SUCCESSFUL
TRAVEL CLUB
VACATION BUSINESS**

YOUR GOALS

- 1.) Create A Membership Travel Club
- 2.) Start Building A Contact/Email List Of Interested People
- 3.) Choose The Places That You Want To Travel To
- 4.) Go On Your First Trip
- 5.) Make More Money By Going On More Trips
- 6.) Make More Money By Increasing Prices
- 7.) Make More Money By Adding New Members
- 8.) Make More Money By Traveling To International Destinations

Remember you are providing something most human beings are attracted to.

BELONGING. In college, you remember how people would love to join fraternities or sororities? You remember how they had all types of clubs based upon interest in high school? People love to belong to something.

They want to be able to tell other friends or family that they are a member of a special club. This sense of being able to tell others that they are part of something works very well in creating your travel club. You do not have to hard sell anything other than the trip and the sense that they will become a member.

On your first trip, you do not want to handle 200 people. You will eventually grow larger after your first few trips. Keep your very first trip anywhere from 10(minimum) 20(max). This way you can understand the needs of your group and then adjust accordingly. Choose a destination that is within the United States for your first trip.

Choose a quality hotel. The hotels that you choose must be nice but not overly expensive. People love to know that they will be staying in a well established named hotel like The Hilton Hotel or the Crown Plaza. Places like Motel 6 or The Super 8 are not ideal for your first trip. Start off with your close friends and their friends as a start. Again, it is ideal that you pretty much understand your first members and then adjust on future trips. Keep building a list of people until you grow at a level that you can handle and eventually the only thing you will do is make money by traveling to new and exciting destinations. This is a perfect lifestyle business.

STEP #1.

Choose Places Or Events That Interest You.

As the club founder and organizer, you are in full control of where to go, when to go and places to visit. If you love going to Miami and understand the city and how to enjoy it, then choose Miami. If you look on the website BlackBeachWeek.com and see an event that interests you, then choose one of those events to plan your trip around. But don't stop there. Think about conventions, spa getaways, New York Broadway Shows, African American History Museums and etc.

-- **For this example**, let's pretend that we have decided we have chosen the Essence Festival in New Orleans as our first place you create our first trip

-- Why Would I Choose Essence? I have been to New Orleans. I have been to the Essence Festival. I remember the hotels where I stayed and had a good time. I understand the types of people who attend (age range, gender,) this event. I understand how to get around and details. I believe that my friends would enjoy it. Therefore, I think this would be a great place to go.

STEP #2

Start Doing Research On The Event And Prepare For Your First Trip 6- 12 Months In Advance

Under normal circumstances, you can prepare just about any trip from 6 months out. However, trips such as The Essence Festival as so popular, that you will need at least 10 months to get started because the hotels sell out very fast and you want to obtain great rates.

I normally start researching airline/hotel prices, tickets to the events by going online and doing YouTube searches of the actual hotels. You can pretty much do a virtual tour of any place by going to YouTube and checking out personal videos that other travelers have uploaded. I will also find out how to get from the airport to the hotels.

That means finding out about ground transportation cost and other details. You need to find out how much all this cost so that you can budget everything and find out the total cost FOR YOU to put this trip together.

Go to <http://www.hotellplanner.com> as a starting point

Contact different hotels individually and as for group sales to see if you can get a better rate

Contact each airline to find the best group rates Example: Southwest Airlines:

http://www.southwest.com/programs_services/groups/groups.html

- Airline Cost - \$250.00 Per Person
- Hotel Cost - \$200.00 Per Person
- Ground Transportation \$10.00 Per Person
- Tickets To Events/Concerts – VIP Party Package - \$100.00
- TOTAL COST = \$560.00 = Your Wholesale Cost

That is your cost for doing it yourself

NOW, go online and see if you can locate special travel agents or travel companies that specialize in New Orleans (or the city you have chosen) and ask them if they can give you a cost of services. They might be more expensive; however, you can have them do all the work and just re budget your cost

STEP #3.

Price Your Events For Profit

Now, remember, the goal of each event is to find the best price deal for your group in a quality hotel that requires the minimum work once you arrive.

Domestic trips are going to cost less and require less work than international trips. Most of the events on the Black Beach Week schedule all pretty much have a workable schedule. If you are not going to any of the events or places on Black Beach Week, then you have to factor in the cost of different tours to museums, shopping areas, transportation and daily activities.

Remember that you want to price your trip as a package. The only thing each person is responsible for when they arrive is their own food and personal shopping interest. Once you arrive at the set amount of the cost it will take to secure each person. We used \$560.00 per person in the last example; you are going to pick a price that is reasonable above \$560.00. If you charge club members \$760.00, then you make 200.00 profit for each person you bring on the trip. Again, the pricing and profit will vary greatly from each venue. That is why you want to negotiate for the best possible deal.

STEP #4.

Create And Name Your Club

Now, it is time to choose a name for your club. This is very important to really think about because your club name will identify and brand you. If you are targeting members who are all part of a book club from Baltimore you attended, then you can name it the Baltimore Travel And Book Club.

If you have a particular niche or area, you can just name a club after your name. The Tracy Robinson Travel Club. Therefore this gives you option to travel anywhere.

The name of your club is very important so choose wisely.

STEP #5.

Create A Club Newsletter Email List

This is by far my most closely held secret to making a lot of money with travel clubs. Having a list of potential interested people whom you can email at any time to go any place with you is going to be your ultimate tool. The reason you probably obtained the book was because of an email. There are many email list management systems online right now. I personally love Constant Contact.com

What you want to do is add anyone's name and email address to the system (who have given you permission) to be added. Every other week you send them newsletters about your personal travels and updates.

I personally have over 75,000 people on my list. However you do not need that many people to succeed with personalized travel clubs if you have 100 people on the list, there is a good chance that at least 10 people are willing to go with you once you make the announcement of a new event that you are traveling to. Constant Contact has two types of services.

The have the newsletter list, so that you can create exciting informative newsletters of the new places that you are planning to attend and they also have an event registration portion that allows people to book online for an event.

You can try it for free for 60 days and then it will become your ultimate tool for promoting and getting members to sign up for your trips

STEP #6.

Obtain A Website And Domain

The easiest way for people to find out about your club and promote your events is to have your own domain and website. You do not need to have a professional to design your website. You can use any web based program

I recommend weebly.com or GoDaddy.com as an easy way to create your website quickly. This is where you can place pictures of the hotels, places your plan to go, details of the event and photos of past activities.

<http://www.weebly.com>

STEP #7.

Obtain A Business Checking Account And PayPal Business Account

One of the ways to collect payments from your members is to have a merchant account. PayPal (business) is a FREE method that allows you to get paid from your members either though one payment or installments (with their credit cards or checking account). In order you obtain a Business PayPal account, you must obtain a business account from your bank. Most banks will allow you to open up an account once you register with your state as a business. Once you have a business checking account, PayPal will allow you to create a merchant account with them.

This is very easy to do and allows you to obtain money directly from your Constant Contact Newsletters or from your website.

Go to www.Paypal.com and go to business or merchant solutions for details.

STEP #8.

Obtain Business Cards for Your Club

When you meet people offline and they ask what you do, this is the time to pull out your business cards and offer them the chance to join your club. You can obtain business cards very inexpensively from VistaPrint.com or PrintsMadeEasy.com

STEP #9.

Obtain A FaceBook Fan Page, MeetUp And Twitter Account

The world is moving towards social media. Once again, you are going to need to get involved with /Instagram - Facebook and/or Twitter and create your page for free based upon your events. This is the way you going to network with others online. This FREE promotion and is easy. If you have never played with Facebook, first you need to create a personal account. Just sign up and follow the directions. Once you have created your personal account. You then must create a separate Facebook Fan Page.

STEP #10.

Start Your Buzz Early

Start Generating Interest Right Now

Once you know exactly where you want to go and have your club name, it is time to start generating early buzz. Start announcing to your friends and family that you have formed a club and looking for people who want to travel. On your website, provide pictures of events and places your new club will go.

It can be something like this.

The Divas Of Detroit Travel Club

Presents: Our First Girlfriends Getaway Weekend Event

Las Vegas For Labor Day.

Want Go On An Exciting Vacation With Us?

Please Sign Up For Details

If you can, sign up with YouTube with your own account and you have permission to showcase videos of the city/event that you want to travel to on your website. You need to immediately start generating interest. On your Constant Contact email list (or whatever list system you want to use) you need to send out a brief newsletter reminding them to watch for your upcoming events that you will be traveling to. Begin to wet their appetite.

WORD OF MOUTH is going to be your strongest method. Combining all the strategies above, you are going to get a tremendous response from in many different ways. Satisfied travelers, newsletters, Facebook Group/Business Pages, and your website are all going to bring in business. It all goes back to just letting people know you exist and what you do. The club will sell itself. Conclusion: That's it in a nutshell. There isn't much to it. Everything is pretty simple. Just start small, follow the steps above and you will on your way to establishing your new career. Good Luck!

Terrance.

Black Beach Week

RESOURCE LIST

- 1.) Black Beach Week.com – <http://www.blackbeachweek.com>
- 2.) Black Cruise Week.com – <http://www.blackcruiseweek.com>
- 3.) Constant Contact – <http://www.constantcontact.com>
- 4.) Meet Up – <http://www.meetup.com>
- 5.) Weebly - <http://www.weebly.com>
- 6.) Hotel Planner - <http://www.hotelplanner.com>
- 7.) Black Meetings And Tourism
<http://www.blackmeetingsandtourism>
- 8.) Travel Professionals Of Color – <http://www.tpoc.org>
- 9.) Pathfinders – <http://www.pathfinders.com>
- 10.) African American Travel Planners - <http://www.aatonline.com>
- 11.) Black Atlas – <http://www.blackatlas.com>
- 12.) Eastern Light Getaways – <http://www.easternlightgetaways.com>