

The Travel Lead Engine Checklist

The 20-point system for generating travel clients without buying a single lead. Work one phase at a time — Phase 1 takes about 20 minutes.

Phase 1 — Foundation

- ☐ Pick ONE niche a stranger could repeat back (“honeymoons in Greece,” not “all travel”)
- ☐ Write your one-line positioning: “I help [who] plan [what] without [pain]”
- ☐ Claim your Google Business Profile and one social channel — only one
- ☐ Set up a simple inquiry form (even a Google Form beats DMs)

Phase 2 — Warm-market launch

- ☐ Announce your niche to your contact list with the 3-sentence script (no “book with me!” begging)
- ☐ Personally message 20 people who fit or know your niche
- ☐ Ask every past client one referral question: “Who’s the next person you know planning [trip type]?”

Phase 3 — The referral loop

- ☐ Create a simple referral thank-you (gift card, trip credit, or donation)
- ☐ Map 5 local/online partners who meet your clients first (wedding planners, HR, school groups, niche Facebook groups)
- ☐ Pitch one partner per week with a value-first offer

Phase 4 — Visible answers

- ☐ List the 10 questions your ideal clients ask before booking
- ☐ Answer one per week publicly (post, short video, or blog)
- ☐ End every answer with a soft invitation to your inquiry form

Phase 5 — Follow-up (where bookings actually happen)

- ☐ Put every inquiry into a list or CRM the same day
- ☐ Send the 3-touch follow-up sequence (day 1, day 3, day 7)
- ☐ Ask for the booking directly — the script matters less than the asking
- ☐ Log what worked each Friday; double down monthly

Next step

Don’t just read this — do Phase 1 today. When you’re ready for the word-for-word scripts, fill-in templates, and the ads-ready system, get Travel Ads Engine Direct Response Edition (\$147) at travelagentgrowth.com/travel-marketing-guide/.