

# BUILD A SUCCESSFUL ONLINE TRAVEL BUSINESS IN 8 STEPS

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- ✓ Step 1: Define your customer, services, pricing.
- ✓ Step 2: Set up a website, and create content to attract your customers via organic search.
- ✓ Step 3: Learn how to overcome objections and close the customer.
- ✓ Step 4: Master the 5-Step Travel Planning Process. No detail falls through the cracks.
- ✓ Step 5: Know your numbers. Make a profit otherwise your business is a hobby.
- ✓ Step 6: Set up and maintain your Little Black Book, aka your bible of recommendations.
- ✓ Step 7: Decide which tools you'll use so that your business runs smoothly and efficiently.
- ✓ Step 8: Know what to measure.

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