



5 CORE CONTENT MODULES



CORE CONTENT MODULES

Get on the path to a booming business, beginning with the Plussing It Core Content trainings. Five brief but powerful video modules that review what traits, actions, and procedures make a successful travel agent.

Dreams don't work unless you do, Kat. No matter where you are on this journey, it's never the wrong decision to learn something new!

Completing the modules is not required to access other areas of your membership, but believe me when I say, you'll make better use of all the content available to you if you do. Happy learning!



CORE CONTENT: Module One

Plussing Your Brand

M1: Plussing Your Brand :31 min

In this initial stage, you'll get crystal clear and intentional on the way you brand your travel business and yourself as an independent travel professional with a focus on Disney destinations.

You'll discover what product or products to initially focus on the most and learn how to showcase yourself as an authority on those Disney destinations.

When you've completed this stage, you're going to feel empowered, motivated and driven by the brand overhaul.

Click the link below for a PDF document of the slides in this video and a companion workbook to PLUS your learning. :)

[Download Companion Files](#)



CORE CONTENT: Module Two

Plussing Your Communication

M2: Plussing Your Communication :20 min

Dialing in on what your guests' needs, wants, fears and dreams are surrounding their vacation is essential at the ground level. In this stage, you will discover the first steps to building a know/like/trust relationship with potential clients to convert them to forever clients.

You'll learn how to anticipate the pain points, eliminate distrust and communicate with your potential clients in such a way that you remove any trepidation or preconceived negative notions they may have had about working with a travel agent.

[Download Companion Files](#)



CORE CONTENT: Module Three

Plussing Your Reach

M3: Plussing Your Reach :39 min

Now that your brand identity is solid and you know how to effectively communicate with your audience with intention, it's time to take action and get yourself in front of your potential clients.

Using email list growth techniques, social media strategies, networking opportunities and your personal connections, you'll learn how to grow your audience, expand your reach and begin building that audience and client base that you will continue to cultivate throughout your entire career.

[Download Companion Files](#)



CORE CONTENT: Module Four

Plussing Your Service

M4: Plussing Your Service :30 min

With your audience beginning to grow and bookings starting to come in, this is where the REAL MAGIC happens. Customer Service. When you offer outstanding assistance, you will enjoy an increase in sales. It's a proven strategy.

During this stage, you'll learn how to go ABOVE and BEYOND for your guests so that they will want to shout your name from the rooftops and tell all of their friends about you. There is no better promotion than word-of-mouth referrals. By plussing your service, you'll get them over and over.

[Download Companion Files](#)



CORE CONTENT: Module Five

Plussing Your Growth

M5: Plussing Your Growth :16 min

Simply maintaining your brand, communications, marketing and customer service isn't enough. Things are constantly changing and they change fast. Not only at Disney destinations, but in the world of media, marketing and communication.

At this stage and beyond, continuing education is paramount. You must always have your fingers on the pulse of everything happening that could affect your business and evaluating where you are versus where you want to be. Ongoing training, content and support, will keep your Disney-focused travel business thriving.

[Download Companion Files](#)