

Exercise #1:

Brainstorm Your Ideal Customer

- Gender
- Married / Single
- Age range
- Kids?
- Income level
- Education level
- Where do they live?
- Where do they vacation?
- Health habits
- Phase of life
- What do they do for fun?
- What associations or organizations do they belong to?
- What non-profits do they support?
- What social media do they use?
- What publications or blogs do they read?
- Describe their personality
- **What problems keep them up at night?**
- What do they want the most?
- How do they feel about your service?
- **How can you solve their problem?**

Exercise #2:

Brainstorm Email List Offers

Examples:

- 10 Tips on Saving Money on Flights
- 10 Not to Miss Sights in [city or country]
- 10 Items to Always Pack in your Carry on
- 10 Foods to Try in [city or country]
- The Best Movies about Travel
- The Best Language Learning Apps
- Discount Code
- Free Consultation

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Exercise #3:

Brainstorm Online Media to Pitch

- List your local newspapers
- Travel blogs you read that would be a good fit
- Podcasts you listen to
- Subscribe to HARO
- Other

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