

How to Attract your Ideal Clients Online

We Hold Your Hand. You Get Stuff Done.

Pop Up Training: Week 4

Madeline Jhawar
Owner, Travel Beyond the Obvious



Travel Beyond the Obvious Online Pop Up

Week 1: Laying the Foundations

Week 2: How to Position Yourself as an Expert

Week 3: How to Create Online Content
that Attracts Your Ideal Customer

Week 4: Grow Your Online Footprint
(and why you need to!)



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Week 1

What You Got Done

- ☐ Clarify your Ideal Customer
- ☐ Understand 6+ ways that customer will find you online
- ☐ Focus on TWO ways to kick off this week
- ☐ Benefit from the experience, momentum, accountability and community of the group



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Week 2

What You Got Done

- ☐ Brainstorm topics based on your experience
- ☐ Learned 3 free tools to help you understand what customers are searching for
- ☐ Created a list of keywords you can use to create content
- ☐ Benefit from the experience, momentum, accountability and community of the group



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Week 3

What You Got Done

- ☐ Learned 9 tips for great online content
- ☐ Tools for finding great images online
- ☐ Got to work creating content
- ☐ Benefit from the experience, momentum, accountability and community of the group



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Week 4

Grow Your Online Footprint

- Monday: Weekly video released to private FB group. Watch at your convenience.
- Tuesday @10am PT: Live Q&A
- **Friday @10.30am PT: Live Q&A**



We hold your hand. You Get Stuff Done.



Week 4

What You'll Get Done

- ☐ Learn the must-have pages on your website
- ☐ “Before” snapshot of your online footprint
- ☐ How to repurpose your content -> increase your exposure
- ☐ What to measure and monitor
- ☐ Benefit from the experience, momentum, accountability and community of the group

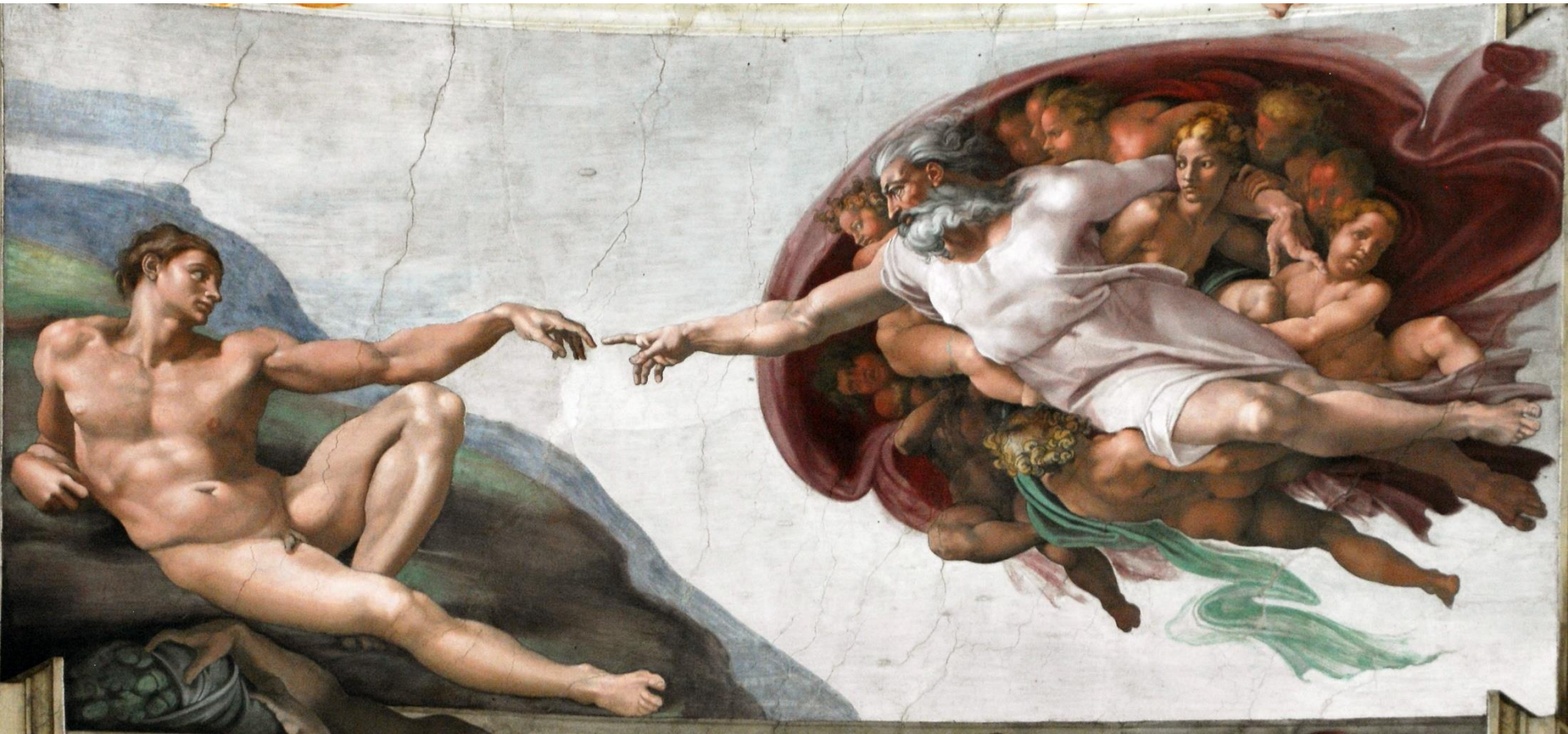


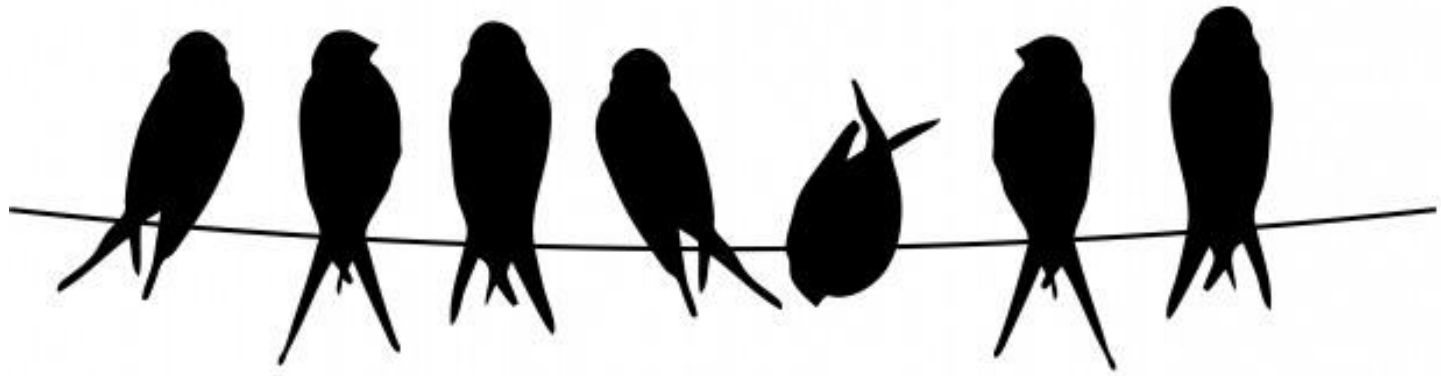
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Customers want trust & connection





How do you do that as an online business?

Your website



Info you need on your website

- ☐ A photo of YOU
- ☐ Your story, your mission, your background. Connect to the customer.
- ☐ FAQ page
- ☐ Testimonials
- ☐ Your blog

Your website should..

- ☐ Be easy to navigate
- ☐ Be mobile friendly
- ☐ Be secure [<https://www.sslshopper.com/ssl-checker.html>]
- ☐ Include social media buttons
- ☐ Include social proof (share counts, testimonials, press)
- ☐ Have an easy-to-find contact page

Do not underestimate the value of a good web designer



Online content



You must be google-able



Before & After

Search yourself and your company now

“Madeline Jhawar”



www.italybeyondtheobvious.com › [about-madeline](#) ▼

Madeline - Italy Beyond the Obvious

From Owner **Madeline Jhawar**.... I grew up mainly in Edmonton, Canada, but spent about 5 years living in Italy. I have also lived in Brussels, ...

freemanmeansbusiness.com › [blog](#) › [wonder-woman-in-business-mad...](#) ▼

Wonder Woman in Business, Madeline Jhawar – Freeman ...

Feb 27, 2020 - **Madeline Jhawar** is the founder and owner of Italy Beyond the Obvious, and has been creating custom Italy vacations for curious travelers for ...

Images for madeline jhawar

italian

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interview

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travel agent

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coastlinetravel.com › [profiles](#) › [madeline-jhawar](#) ▼

Madeline Jhawar - Luxury Travel Advisor With Coastline ...

Madeline Jhawar lived in Italy for five years, and worked there as a hiking and biking guide for Butterfield & Robinson and then as an expat. In 2008, she ...

www.virtuoso.com › [advisors](#) › [madeline-jhawar](#) ▼

Madeline Jhawar with Coastline Travel Advisors - Virtuoso

Madeline Jhawar is a Travel Advisor at Coastline Travel Advisors in Menlo Park, CA United States. Learn more about Madeline from fellow traveler's reviews ...

travelmassive.com › [madelinej](#) ▼

Madeline Jhawar | Travel Massive

Aug 14, 2019 - I am the owner and founder of Italy Beyond the Obvious, where we have been creating custom Italy vacations for independent travelers for over ...

hostagencyreviews.com › [travelagentchatter](#) › [travel-agent-chatter-vol...](#) ▼

Madeline Jhawar, Italy Beyond the Obvious | TAC Podcast

Steph interviews **Madeline Jhawar**, a travel advisor who earns 80% of her income from travel advisor fees, as opposed to commissions. Hear how she does it!

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www.traveldew.com › [madeline-jhawar-italy-beyond-the-obvious](#) ▼

Madeline Jhawar - Owner of Italy Beyond the Obvious ...

Madeline Jhawar – Owner of Italy Beyond the Obvious. an experiential travel interview. March 14, 2018. **Madeline Jhawar** - Italy Beyond the Obvious. Share.

twitter.com › [madelinej](#) ▼

Madeline Jhawar (@MadelineJ) | Twitter

The latest Tweets from **Madeline Jhawar** (@MadelineJ). Owner of Italy Beyond the Obvious. Canadian in CA. Podcast enthusiast. Menlo Park, CA.

"Italy Beyond the Obvious"



www.italybeyondtheobvious.com ▼

Italy Beyond the Obvious: Italy Trip Planner | Italy Tour Guide

Looking for an Italy trip planner, Italy tour guide or travel consultant? **Italy Beyond the Obvious** would love to create your fantastic and unique vacation. For over a ...

Sample itinerary

We have a Gold or Platinum itinerary planning service. See a ...

Coaching

Coaching & Italy Travel Advice. Hire Madeline for this service ...

Madeline

From Owner Madeline Jhawar.... I grew up mainly in Edmonton ...

Tours

At Italy Beyond the Obvious, all Italy tours are custom and ...

Blog

Blog. Off the beaten path near the Cinque Terre, Genova. Italy ...

Contact

Contact. We'd love to plan your trip to Italy! Contact Owner ...

[More results from italybeyondtheobvious.com »](#)

www.facebook.com › Places › Menlo Park, California › Tour Guide ▼

Italy Beyond the Obvious - Home | Facebook

★★★★★ Rating: 4.9 - 13 votes

Italy Beyond the Obvious, Menlo Park, California. 3.7K likes. www.ItalyBeyondtheObvious.com
We design custom itineraries for independent travelers.

www.traveldew.com › madeline-jhawar-italy-beyond-the-obvious ▼

Madeline Jhawar - Owner of Italy Beyond the Obvious ...

Mar 14, 2018 - **Italy Beyond the Obvious** has grown every year. After moving from Milan to Boston to Chicago, Madeline and her husband currently live in ...

www.amazon.com › Italy-Beyond-the-Obvious ▼

Italy Beyond the Obvious: Madeline Jhawar ... - Amazon.com

Buy **Italy Beyond the Obvious**: Read Kindle Store Reviews - Amazon.com.

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Madeline Jhawar, Italy Beyond the Obvious | TAC Podcast

Madeline Jhawar, **Italy Beyond the Obvious**. What would you say if I told you that we found a unicorn travel advisor who earns 80% of her income from travel ...

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www.travelbeyondtheobvious.com ▼

Travel Beyond the Obvious

Desperately Seeking Experiences. Allow me to introduce myself. I'm Madeline and I am in love with travel. I've lived in 5 different countries but my heart is in **Italy** ...

www.linkedin.com › company › italy-beyond-the-obvious

Italy Beyond the Obvious | LinkedIn

Learn about working at **Italy Beyond the Obvious**. Join LinkedIn today for free. See who you know at **Italy Beyond the Obvious**, leverage your professional ...

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8 ways to repurpose a blog post

1. Write a blog post
2. Use it to create an outline for a video (YT, FB live)
3. Once you have multiple blog posts on one topic, turn them into an eBook
4. Use blog content to create lead magnets
5. Repurpose into guest post pitches and podcast pitches
6. Turn it into a Slideshare deck
7. Create a Pinterest board around this theme
8. Re-post on repeat



5 ways to repurpose one video

(that you created from the blog post)

1. Edit blog post to create a video, post on YouTube
2. Embed this video in your original post
3. Break up the content, do a YT video series instead of 1 video
4. Upload (don't share YT link) to LinkedIn, Facebook, Instagram
5. Break content into 1 minute sections for FB
6. Pull quotes and key points from your content and turn into social posts on any platform

What's working?

Monitor Google Analytics

- ☐ How many visitors does my site have
- ☐ Where do my visitors live
- ☐ Which websites send traffic to my site
- ☐ Which marketing tactics drive traffic to my site
- ☐ How many visitors convert into leads or customers
- ☐ What content do my visitors view most



Consistency is the key. Do a little bit every day.

Example content calendar: goals

- ☐ Publish one blog post per week
- ☐ Consistently update 5 social media channels
- ☐ Publish one newsletter per month
- ☐ Create one guest blog post or be a guest on one podcast per month

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	<ul style="list-style-type: none"> 10 mins social Blog 1 research & outline 	<ul style="list-style-type: none"> 10 mins social Newsletter 1 hr 	<ul style="list-style-type: none"> 10 mins social Blog writing & photos 	<ul style="list-style-type: none"> 10 mins social Research blogs / podcasts to pitch 	<ul style="list-style-type: none"> 10 mins social
Week 2	<ul style="list-style-type: none"> 10 mins social Blog 2 research & outline 	<ul style="list-style-type: none"> 10 mins social Newsletter 1 hr 	<ul style="list-style-type: none"> 10 mins social Blog 2 writing & photos 	<ul style="list-style-type: none"> 10 mins social Write 5 blog / podcast pitches 	<ul style="list-style-type: none"> 10 mins social Edit, SEO, publish blog 1
Week 3	<ul style="list-style-type: none"> 10 mins social Blog 3 research & outline 	<ul style="list-style-type: none"> 10 mins social Newsletter: edit & publish 	<ul style="list-style-type: none"> 10 mins social Blog 3 writing & photos 	<ul style="list-style-type: none"> 10 mins social Edit blog / podcast pitches & confirm contact ppl 	<ul style="list-style-type: none"> 10 mins social Edit, SEO, publish blog 2
Week 4	<ul style="list-style-type: none"> 10 mins social Blog 4 research & outline 	<ul style="list-style-type: none"> 10 mins social 	<ul style="list-style-type: none"> 10 mins social Blog 4 writing & photos 	<ul style="list-style-type: none"> 10 mins social Send blog / podcast pitches 	<ul style="list-style-type: none"> 10 mins social Edit, SEO, publish blog 3

End result

- ☐ You've established your **expertise**
- ☐ You've **built** an audience
- ☐ Customers **find** your content online
- ☐ They **visit** your website
- ☐ You're **solving** the customer's problem
- ☐ You have a call to **action**
- ☐ You get **more** customers



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“Progress lies not
in enhancing
what is, but in
advancing toward
what will be.”

Kalil Gibran



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Madeline Jhavar

Owner, Travel Beyond the Obvious