



TRAVEL

Beyond The Obvious

**Sample work days:
how to spend your time**

Madeline Jhawar, Italy Beyond the Obvious

Phase I

- ✓ You're setting up your business
- ✓ Position yourself as a destination expert
- ✓ Create content
- ✓ Set up social media accounts
- ✓ Research activities
- ✓ Read tourist publications
- ✓ Few customers

Phase I: Weekly calendar example

Monday	Tuesday	Wednesday	Thursday	Friday
	Social Media: 30 minutes / day			
	Create Content: 2-3 hours / day			
	Blog posts			
	Email newsletter			
	Guest Posts			
	eBook or other content for email signups			
	Work on SEO			
	Research: ~1 hour / day			
	Review guides & tours sites / read blogs, newsletters			
	Business set up: ~ 1 hour / day			
	Logo, website, pricing table, biz cards			

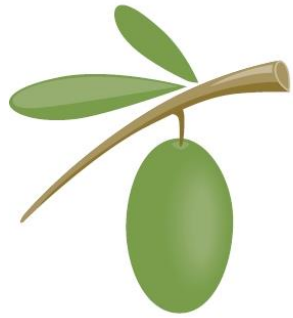
Phase 2

- ✓ The business is set up
- ✓ Need to keep creating content
- ✓ Maintain social media accounts
- ✓ Read tourism publications
- ✓ **Customers are your focus**

Phase 2: Weekly calendar example

Monday	Tuesday	Wednesday	Thursday	Friday
	Social Media: 30 minutes / day			
	Customers: ~3 hours / day			
	Phone calls (selling)			
	Sending proposals / invoices			
	5-Step Trip Planning Process			
	Itinerary review calls			
	Create Content (marketing): ~1 hour / day			
	Publish blog posts, email newsletters			
	Other: ~ 1 hour / day			
	Research / reading / financials			

*Remember, Phase 1 ->
Phase 2 are shades of grey.
As you get more clients,
you'll gradually need to
dial back with other work*



TRAVEL

Beyond The Obvious

**Sample work days:
how to spend your time**

Madeline Jhawar, Italy Beyond the Obvious