

Are You Ready to Start a Travel Business?

**Learn what to do,
what not to do,
and how to put it all together
to prove to yourself
that you have what it takes
to be a successful entrepreneur!**

Rod McKenzie, Jr.

**Are You
Ready to
Start a
Travel
Business?**

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For ordering large quantities, please contact the publisher at the following address.

Zovations, Inc.

Email: info@zovations.com

Website: www.RodMcKenzieJr.com

Published in the United States of America

This book is dedicated to
the tens of thousands of people that have allowed me to
help them start and grow their businesses.

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Preface

It is a great privilege to be able to write. I have been fortunate to have created hundreds of publications that have sold over 70 million copies.

What makes me even more excited is when I create something that can help people create something for themselves.

The purpose for this book is to help people who are interested in starting a business in the travel industry have a place to get going, to take action.

This book is an introduction to what needs to be done and will help create a solid foundation for anyone who chooses to act on the information.

When I coach entrepreneurs, I go through the information in this book in depth to help them determine what is the best path for them to take.

As you read this book, take time to think through each step to learn what you need to do to get on the path to success.

Also, please take the time to go through the exercise in the Appendix to find your purpose in your life. It will help you find happiness and give you your own guidelines for you to stay on track in your life.

~ Rod McKenzie, Jr.

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Introduction

Several years ago, I started to write a report to share with people on the internet, and instead, I found myself writing a book to help people decide if they were ready to start a business. You are obviously interested in starting a business, otherwise you would not have picked this book.

My question is why did you pick this book? What was it that made this book stand out to you and motivated you to take action?

Was it curiosity?

Was is desire?

Was it desperation?

I want to help you decide before you get started that this is something you want to investigate. You see, in my 23 plus years of helping people start and grow businesses, I have helped tens of thousands of people figure out what

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they were doing and what it would take for them to be successful.

To help you know who you are getting this information from, I think you need to know a little bit about me.

First, I am 50 years old. I have been working at helping people start and grow businesses since 1994. I have sold over 70 million publications to help people sell products and services.

I have written two books:

“Are You Ready to Start a Business?” where I identify the seven key mistakes that people make when they start a business and how to overcome them.

“The Purpose of Purpose” where I help people discover their purpose and how to use it in their everyday life.

Both books are available on Amazon.com (shameless plug) and you can find them by just searching for “Rod McKenzie Jr” in the Amazon search box.

I have extensively coached entrepreneurs on how to create strategies, tactics, and define full business models to help them succeed.

I am a big fan of seeing people be happy and I love to work with people who want to make things work. In fact, my purpose in life is:

“I thrive when I look at someone smile and know that I contributed to it.”

Introduction

In other words, if I can help you be successful in starting and running a business, it would bring me true joy and I believe that finding true joy every day is why we are here on earth.

What about you? What makes you tick? Why are you looking at starting a travel business? These are questions that we can and will look into and figure out. It's my goal to help you get on the right track.

In this book, we are going to work together to help you avoid the seven key mistakes that just about every entrepreneur makes.

The first four mistakes relate to your mindset. When you don't have the right mindset, you most likely don't stand a chance at being successful.

- 1. You don't have a firm "why."**
- 2. You don't have a real passion for your product or your business.**
- 3. You treat your business like a hobby.**
- 4. You think you will retire rich in no time.**

One of the key parts of running a business is validating that your product and business is needed.

- 5. You don't know what your customer wants.**

The final two mistakes are all about how you run your business.

- 6. You think running a business is easy.**
- 7. You have not been trained to run a business.**

Are You Ready to Start a Travel Business?

So if you want to start a business focusing on travel, read on. I will help you learn how to start on a shoestring budget and grow your business to where you want it to go.

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Chapter 1

What's Your Purpose?

You may not realize it, but not knowing what your purpose is can really be a huge disadvantage. In fact, it has been discussed for centuries and is probably best described in the business sense by the famous author Ralph Waldo Emerson when he said:

“The man who knows how will always have a job. The man who knows why will always be his boss.”

So do you know your purpose or your “why”? You may have a good idea, but then again, you may not.

I have discovered a method for you to use to discover your purpose and help it lead and direct your life. I have included it as an appendix in this book. If you decide to go through that exercise, you have the opportunity to define a purpose not just for your business, but for your entire life.

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Your purpose is the key element that will drive your success. In fact, without a purpose, you have no reason to keep going when it gets hard.

For example, when you are hungry you know your body needs food. You have a distinct purpose to find food to eat. You will make every effort you can and do everything you must do to find food. I am not talking caveman style. If you are driving your car, you will go out of your way to stop anywhere you can to get food, even if it is not exactly what you want.

Another example is when you are swimming underwater and you need to breathe. Do you just gradually climb up to the surface to take a breath? No. You do everything you can to get to the surface as fast as possible to get the air you must have to breathe and stay alive.

In business, your purpose will help you through tough times where you have to make very difficult decisions, like pay employees or the house payment.

When you decide to start a business, do you know why you are doing what you are doing?

The answer is not money, because money is just a tool and not a result. If you answered money, then you may be sidestepping instead of being truthful with yourself.

Your answer needs to be a real reason that is deep seated within yourself.

What's Your Purpose?

If it is to honestly help others, or to provide for your family, or for any other intrinsic reason, you might have it right.

I believe that it takes significant discovery within yourself to understand your purpose. In fact, many people never get there. They don't take the time or make the effort to really understand what their real purpose is.

Since I did not have the process that I have created when I discovered my purpose, I had to go through the discovery process which took significant effort.

The process evolved to much more than just a review of my past through rose colored glasses. I began to look at my life not just through successes and failures, but instead through the emotions I had while going through all the stages of my life.

When I was finally able to look at my life through "honesty glass," I found that I have had many times of tremendous happiness and satisfaction. Through it all, I discovered that I was always happiest when I was able to help others come to their own resolution to their challenges and see the light go on in their own mind and figure out for themselves what they should do.

It has been the same thing in business for me. Over the past 23 plus years, I have helped tens of thousands of people learn how to start and grow their businesses.

I have had the opportunity to train people by the thousands and see certain individuals get it and run with it.

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When I get the chance to talk with people in small groups or one on one, I can get much more personal. I have been able to give them direct ideas and watch the light go on in their minds and grasp the realization that they can do it.

As I looked back on all these experiences, I realized that what really makes me tick is when I help other people find the light that helps them make the right choices for happiness within themselves.

So my purpose is a simple statement, but at the same time, it means so much to me and actually guides and directs almost everything I do in my personal and professional life.

“I thrive when I look at someone smile and know that I contributed to it.”

I have also taken the time to take a deep look into my purpose and explain it to myself in a bit longer format.

“When I look at someone and see distress in their eyes, I wonder what I can do to help them. I want to help them clarify their thoughts, feelings, or whatever caused their distress.

“When I see a prospective or new business owner with the glazed look in their eyes that says: “What am I doing and how can I make this work?” I really light up as I help them, because

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I thrive when I'm helping people make sense of it all.

“It might even be my wife or one of my children (I have six) who is having a rough day, so I have a lot of opportunities to help people figure out what they need to do to find solutions.

“Ultimately, my joy is full when I can make a difference in someone's life. I want to find a way to make things work. I love feeling the joy of seeing a smile in someone that may not have been there before. I love seeing the light go on in someone's mind.

“It really is a simple statement and many people probably have a similar feeling, but to me it is everything. I love to see my wife smile. I love to see my children smile. I love helping people and seeing them smile.”

Understanding my purpose has given me a great deal of power and influence over my own life. I now can measure whatever I go into against my own purpose to help me make a good decision and choice about anything I approach.

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I hope that sharing my personal experience here helps you understand how powerful knowing your purpose can really be. It can be the guiding force for everything you do.

What about business?

For me, when I look at a business opportunity, if it will not impact others in a way that can really make someone smile, I stay away from it. Some would say that any business opportunity can make someone smile or frown, but I get into it much deeper than that.

Here is a short list of some of the things I take into consideration when I evaluate a business opportunity:

1. How will the business opportunity I am evaluating affect my family?
 - What is involved in the opportunity?
 - Will I have to travel and be away from my family a lot?
 - Will I have to “mortgage the farm” and leave us with nothing if the opportunity does not succeed?
 - Will I be so preoccupied with the opportunity that I will not be able to give my wife and children the time they need to keep our relationships strong?
2. Is the business opportunity in line with my ethics and morals?

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3. Will the business opportunity make me feel good and happy?
4. Will I be able to bring a smile to people's hearts?
 - To people who work for me.
 - To people who I will have business relationships with.
 - To people who will buy the product(s) I will offer.
 - To people I meet when I am prospecting for new clients.

The bottom line is that if I can't help people smile, why do it? If I cannot see in the beginning that I will be able to make a significant difference in people's lives and bring them happiness, why would I want to spend all my time on a business?

If you have a good idea what your purpose is and if it is in harmony with starting a business that is focused on travel, let's get started. If you need to step back and go through the process to find your purpose, go to the appendix in the back of this book and figure it out. You will not be disappointed.

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Chapter 2

Got Passion?

What does passion have to do with business? Everything. Passion is the key or catalyst that will help you through the tough times. Because as with any business, there will be tough times, guaranteed.

Now that you know your purpose, how do you turn it into real passion?

How do you get that “I would do anything to make my travel business happen” feeling?

How do you get that feeling of never having to work a minute in your business because it’s your real passion?

Well, if you don’t have or know your purpose, then you most likely will only find passion by accident. You can try everything under the sun and still wake up with an “I hate today” attitude.

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But there is a formula if you know your purpose and have it help you discover real passion for what you choose to do.

It all starts with a “BIG IDEA.”

I am going to give you a few ideas of what big ideas go along with a travel business, but do not let my ideas limit you. You may have an entirely different idea that what I mention here which is fantastic. But since we don't have the ability to have an active discussion in a book, I will show you some examples of how this can all work.

A big idea for a travel business could be any one of the following:

- I want to bring joy to people by helping them travel.
- When people travel, they can escape from everyday life.
- I love staying in condos instead of hotels.
- Life is hard and people need to relax.
- Traveling with family and friends is my favorite thing to do.
- I have a “secret sauce” that can help people save tons on travel.
- People want to get away and I want to help them.

This is a small list and I know I am just scratching the surface on the “big idea” front, but I think you can get an idea of what I mean by a “big idea.”

Got Passion?

For the sake of discussion in this book, let's choose just one to examine as it will give you an idea of how to figure this step out for yourself.

Since I can relate to "I love staying in condos instead of hotel rooms" I will show how that "big idea" works for me.

The background for my "big idea" is important, as I need to identify the things that matter to me so I can evaluate them against my purpose. Included are things that I like and don't like, so I can make a full evaluation.

Problems:

- Since my wife and I have six children (I know, crazy), I would always have to buy two hotel rooms which can be quite expensive.
- I despised having to switch hotels because availability was almost always an issue.
- Eating out all the time can get expensive and create a lot of additional cost for the trip.
- Hotel rooms are small.
- Sometimes I can't get two rooms at a hotel and so part of my family has to stay at a different hotel.
- If all eight of us are in the hotel room, we have to sit on the bed and the floor to be together.
- If I get hungry in the nighttime, I have to spend a fortune on room service if it is available, go to the expensive hotel gift shop, drink a \$4 bottle of water

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in my room, or go out to a restaurant or store to get something to eat.

- I have to go to a laundromat to wash my clothes.
- Hotels are not always in the best location and the ones that are tend to be very expensive.
- We have zero privacy and have to share one room for sleeping, entertaining, and everything else.

This is just a small list of problems, but it is actually quite compelling.

Advantages to staying in condos:

- We only have to get one condo unit and it will fit our entire family.
- We get a condo for a week and don't have to switch rooms, period.
- We don't have to eat out if we don't want to.
- Condos are large and usually have at least twice the space as a hotel room.
- We are all at the same location.
- We can spread out all over the condo and relax.
- If I get hungry at night, I can go to the fridge for a snack.
- I can wash my clothes in the washer/dryer located in the condo.
- Condos have great locations.

Got Passion?

- We usually get a two or three bedroom condo, so my wife and I have privacy, don't have to share a bathroom with our kids, and can take a nap while the kids goof off.

When you analyze your “big idea” you need to go much more in depth. You need to see if you have any pain associated with it and if it is something that you can really get behind.

The problems you identify are all the things that cause people pain, frustration, or any kind of emotional or physical discomfort that people need to escape from. If you can't come up with dozens or even hundreds of “escape from” points, you may not have an idea that is worth pursuing.

When I create products or online courses, I generally identify hundreds of “escape from” points. I can later have those “escape from” points help me in creating strong strategies and tactics for all parts of my business.

Now that you have a “big idea” with many “escape from” points, you can do the most important thing for your business that you can do: find your passion.

Passion comes naturally when you have a “big idea” that intersects with your purpose. It may sound simple, but if you only knew how many business owners I have met that have no passion for business.

I have a friend who actually bought a franchise based on the fact that it had the best return on investment, but he hated everything about it. Over several years, he made

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enough money to break even, but he eventually sold the business barely making his money back and wasting years of effort. Why? There was zero passion.

So let's take my purpose and the "big idea" that we have identified and see how it works.

Personal Purpose: **"I thrive when I look at someone smile and know that I contributed to it."**

Big Idea: **"I love staying in condos instead of hotels."**

How do they work together?

If I could help people, and especially families, find a way to be able to go on vacation more often and have a great time together, it fills my purpose of contributing to people finding real joy and being able to smile for years to come with the memories they create.

Amazingly enough, this process has also helped identify a purpose for my travel business: **"Helping build joyful memories for families and friends through a great travel experience."**

Now that I have identified my "big idea" and by analyzing how it works with my purpose, I have found a real passion for my business. I have also discovered a powerful and valid purpose for my business that I can really get behind.

The foundational ingredients are all there, and I can proceed with confidence while evaluating if the business does indeed have the rest of the elements it needs to become a success.

Chapter 3

Is this Going to Be a Hobby or a Business?

You have your own purpose and have made sure that your “big idea” brings you passion.

The next step is to decide why you are actually starting the business. Do you want something to kind of goof off with and have as a side gig? Do you really want to make something happen that can significantly add to or replace your income?

What do you want?

One of the best ways to decide if you are going to have a hobby or a business is how you define success for your business.

What is it that will make you say: “My travel business is a complete success!”?

Overall sales minus total expenses defines your “net profit” and is a great start. After all, most people go into

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business to increase revenue for themselves, investors, and those who work for them.

But money is only part of the equation.

Many people who find a passion want to do more than make money. They may want to share their recipe with the world, so they start a restaurant. They may want to cure disease, so they create a biomedical company. They may want to help people learn, so they create a school or teach online courses.

Other people may start a business for purely altruistic reasons, so they start a nonprofit that helps people near their home or in various parts of the world.

As you begin your business, decide what success means to you for your travel business? Why do you want to start a travel business? What is the purpose for your business that you identified in the previous chapter?

What “escape from” points are you most passionate about?

We found in the last chapter that one purpose for a travel business was: “Helping build joyful memories for families and friends through a great travel experience.”

How could we define success? It may take several statements to fully encompass what success means for your business.

Is this Going to Be a Hobby or a Business?

Success for me would include:

1. Creating a great service that offers great condos around the world for a tremendous price.
2. Creating a walk-away income for myself to enable me to own the business and leave the operations to others.
3. Communicating with my customers to make sure they are always completely satisfied and happy about their experience.

Now that I have defined success, can I fulfill my definition if I treat my business as a hobby? No. It will take running my business like a business to have it be successful.

By choosing to have a business instead of a hobby, I can now take advantage of the many benefits of being a business owner, including myriads of tax deductions that are open to business owners.

If you don't succeed, that's okay. The statistics are that only 50 percent of businesses survive five years. But what if you do, how could that change your life?

In other words, treat your business like a business, and leave the hobbies to others.

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Chapter 4

I'm Going to Get Rich Quick, Right?

Wow! If I had a dollar for every one of the people I've met who think that if they had a business they would be rich overnight. It's one of the biggest mistakes people make.

Many people dream of owning their own business. They dream of buying anything they want, whenever they want. They think that if they can just come up with the idea of the century and sell it, they will make millions, and create wealth without measure.

I believe in dreams and you probably do, too. The question is, are you willing to put in the work to make your dreams become reality?

The biggest reality check you may experience when you start a business is what it really takes to run a business. It takes time, effort, and focus to make a business become a reality and become successful.

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When you start a business, you begin as a business operator. All the work, effort, and time is up to you. It is a tremendous responsibility, and you must be up to the task in order to succeed.

You need to decide how you are going to operate your business. What are your plans, and how will you execute those plans?

You must decide what your time commitment will be and decide what your dedication level will be (remember your purpose and your passion).

I know people who have 50-hour-per-week jobs and who are starting businesses in the other time they have. They may have to put in serious time to make their business happen, but they know why they are doing it, and they have the passion to make it happen.

Not having the commitment leads to the “I don’t have the time” excuse. Think about what could happen when you make the time.

Chapter 5

What Do Your Customers Want?

You have a great idea and it will automatically turn into a great business, right? Wrong.

One of the biggest mistakes entrepreneurs make is to assume that everyone wants what you have.

One of my associates surveyed 101 companies that failed. A staggering 42 of them failed because people didn't want the product or service they offered.

How do you avoid making the same mistake? Validation.

What is validation in this context? It is where you make an effort to ensure that people want your product and will pay the price you are asking for it.

Of course, if your friends and family say it is a good product, that's all you need to do, right? Wrong. Friends and family are actually the most dangerous people to your

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business since most of the time they will not give you an honest answer since they don't want to hurt your feelings.

If you have a physical product, you could try face to face selling in your local area, start a Kickstarter project, sell your product on an e-commerce website, or many other avenues.

If you have a service or nonphysical product, you can create a sales funnel or another process online to determine the interest of people you reach. You can also interview people who are in your industry to help you determine if they think your idea is a good one.

For both physical and nonphysical products, you can conduct a SWOT analysis by analyzing the Strengths, Weaknesses, Opportunities, and Threats to your business.

I am the first to say that even if everyone slams your idea, it may still be a good one, but you have to pay attention to the results.

It is much easier to stop a bad business early by validating that the idea will not be successful, than fight through it, and three years down the road, fail and lose everything.

For example, you may have heard about a little (sarcasm) company called Zappos. In the book "Delivering Happiness: a Path to Profits, Passion, and Purpose," the Zappos founders started their business by validating that there was a market for, and a desire to, buy shoes on the internet.

What Do Your Customers Want?

They set up a website with pictures of shoes from the manufacturer's website to see if anyone would buy them.

Well, the result was that people did buy from their website. But to make good on their orders, they had to go to a local shoe store, buy the shoes at full price that they had sold on their website, and then ship them to their customers. They lost money during the test, but they did validate their product and business model.

What did they learn?

- That people wanted shoes.
- That the internet was a viable marketplace to sell shoes.
- That people would actually pay to buy shoes on the internet.
- That they could be first to market with this idea and the room for growth was unlimited.

The result? Zappos sold out ten years later for \$880 million to Amazon. Now that was a great exit strategy!

Zappos validated that they had products that customers wanted and would pay for, and that they had a valid business model. Then they went for it.

What do you want? Do you want a business that has been validated and has a tremendously higher chance of success? Or do you want your business to fail because your idea will not work.

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In a travel business, there is big competition for flights, and the airlines don't even pay travel agents a commission any longer, so I would stay out of that game.

But, there are a tremendous amount of opportunities for travel accommodations and travel packages. In fact, I know several companies that generate over \$25 million in sales on cruises and trips in Utah, let alone much larger markets. There are also many different travel groups that offer great deals on resort / condo vacations and that market is just getting bigger and bigger.

Validate, validate, validate. Validate everything from your business model, to your marketing, to your pricing strategy, and it will save you a tremendous amount of trouble in the future.

Chapter 6

How Do I Setup My Business?

Now, you know your purpose, you have a big idea and are passionate about it, you are committed to running a travel business and not a hobby, you are in it for the long haul, you have validated the service you are offering, and you are ready to get going.

What's next?

In my experience of helping tens of thousands of people start and grow businesses, I have identified 16 essential elements for you to reach your definition of success with your business.

In this chapter, I will list and discuss each of them, and in the next chapter, we will discuss how to implement them and discover where you are in your skillset to make it all happen.

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Let's just list them first to help you get a 30,000 foot view of everything.

1. Legal Structure
2. Finance
3. Operations
4. Partnering with Vendors
5. Personnel
6. Product
7. Product Training
8. Branding
9. Social Media
10. Marketing
11. Customer Relations
12. Sales
13. Time to Profit
14. Time to Freedom
15. Exit Strategy
16. Mentorship

Not too bad of a list really, but each item is so important that we want to make sure you get things right to make it all happen.

Now, let's examine each in detail, and determine what you need to accomplish with each point.

1. Legal Structure:

Should I operate my business as a Sole Proprietorship, General Partnership, Limited Liability Company, or a S Corporation?

2. Finance:

Money. It is probably the biggest challenge and one of the biggest rewards for running a business. For your business, you need to be aware of several important financial points.

A. How much money are you going to need to start your business?

- Where are you going to get it?

How Do I Set Up My Business?

- Are you going to ask family and friends?
 - What kind of return are you going to commit to when they invest?
 - Are you willing to give up equity in your business for the initial investment?
 - How long until their investments vest?
 - Will investors be required to be involved in the day-to-day operations of the business?
 - What are the expectations of each individual investor?
 - Are you considering looking for investors outside of family and friends?
- B. How much money will it take to run your business each month?
- C. How will you continually keep track of your finances?
- D. How will you take care of fees and taxes?
- E. Are you going to have employees?
- Are you going to use a payroll company?
 - Will you lease your employees?
- F. Monthly Costs:
- How long until you offer a product for sale?
 - What will you do for revenue until then?
 - Do you have a merchant account in place?

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- How will you handle the delay between when you make a sale and when you receive your money?
 - How long do you estimate it will be until you are profitable?
 - What happens when you have to choose between making payroll and paying your mortgage?
 - What happens when revenues are low and you can't afford your payroll?
 - What is your emergency plan?
- G. Track and Trend: You should be able to keep track of all of your financial activities to analyze and look for trends in your business.
3. Operations:
- A. Is this a home-based business?
- Can you run this type of a business out of your home and stay within local regulations?
 - Will other members of your household support you in running this business out of your home?
- B. How much will facilities cost?
- C. What kind of expenses are you likely to incur?
- D. How will you manage the daytoday operations?

How Do I Set Up My Business?

- E. Do you need to have a separate manager for your operations?
- F. What about shipping your product?
 - What company will you use and what will you charge?
 - How much of an impact will that have on your price point?
- 4. Partnering with Vendors:
 - A. Will you offer your products through other vendors?
 - B. What is your wholesale strategy?
 - C. Will you sell direct?
- 5. Personnel:
 - A. How many people will it take to run your business?
 - B. Do you want to have employees or will you out-source everything?
 - C. What type of organization do you want to run?
 - D. What do you want your culture to be?
 - E. How fast do you want to grow, and how many people will it take to get there?
- 6. Product (Could be physical or nonphysical):
 - A. How much money will it take to research and develop your product?
 - B. How much will it cost for inventory?

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- C. How much will it cost for product innovation?
 - D. What price point will you establish for your product?
 - E. Is your product subscription based?
 - Can you offer a subscription for your product to generate a monthly passive sales income?
 - What will be the subscription price and will the price point work in the marketplace?
 - F. What is the cost of goods sold you need to be at to create a profit, and will you be able to meet it?
7. Product Training:
- A. Do you need to offer training on how to use your product?
 - B. What training methods will you use?
 - C. Will you incorporate your training into social media?
8. Branding:
- A. How are you going to image your product and company?
 - B. What market are you targeting?
 - C. What will you need to develop to establish your brand?
 - D. Have you developed your own story?

How Do I Set Up My Business?

- E. Are you going to share your story to develop a customer culture?
 - F. Will your branding create a strong enough desire for your customers to continue to give you their business?
 - G. What kind of website will you have for your business?
 - H. Will your website include a blog, vlog, store, FAQ, and training?
 - I. Will you have webinars?
 - J. Have you developed your personal brand?
9. Social Media:
- A. What is your social media strategy?
 - B. What social media platforms will you use?
 - C. Do you have an individual strategy to take advantage of each platform?
 - D. Will you use an influencer to build your brand?
 - E. What budget (time and money) will you set aside for social media?
10. Marketing:
- A. What is your strategy?
 - B. Who is your ideal customer?
 - C. Will you use online marketing?
 - D. What is your local marketing strategy?

Are You Ready to Start a Travel Business?

- E. What is your overall marketing plan?
- F. Will you attend trade shows and local meetings, or use other avenues to market your product?
- G. Will you offer a rewards program as part of your strategy to create customer loyalty?

11. Customer Relations:

- A. How will you attract customers?
- B. How will you take care of your customers?
- C. Do you need to offer a guarantee?
- D. What kind of service are you going to commit to?
- E. How will you monitor whether or not you are delivering what you committed to deliver?

12. Sales:

- A. How will you make a sale on your product?
- B. How will you take a customer's money?
- C. What discounts are you willing to offer?
- D. How will you drive potential customers through your "front door" (website, actual location, telephone, etc.)?

13. Time to Profit:

How long will it take for you to have a positive cash flow?

This is in direct correlation to how fast you can increase sales while taking into account your month-

How Do I Set Up My Business?

ly operational costs, your personnel costs, your inventory costs, and possibly the repayment of your initial financing and other startup costs.

You will need to have a considerable liquid cash reserve to maintain your business operations during this time. Some of the biggest franchises require up to \$750,000 in liquid assets to make sure the business will be successful before they will even grant a franchise license.

14. Time to Freedom:

- A. When will you be able to truly become a business owner, and not be responsible for the day-to-day activities of your business?
- B. How long will it take for you to get the right people in place to be able to take a vacation, or even take a sick day?
- C. How long will it take for you to realize your dreams?
- D. How long before you can transition from being a business operator to being a business owner?

15. Exit Strategy:

- A. What is your longterm goal with this business?
- B. Do you want to sell it within a certain time period?
- C. Do you want to have your children run it?
- D. Is your exit strategy written down?

Are You Ready to Start a Travel Business?

16. Mentorship:

Who will be your mentor? Business owners should realize that they don't know everything and should gain advice from people with a lot more experience than they have. When you surround yourself with people who are smarter than you are, you give yourself the opportunity to grow and make it through the hard times. Your mentor should be someone outside your company who has experience in areas where you lack experience.

Pick your mentor wisely, as this person will be giving you advice, pushing back on your plans, and being your coach and sounding board.

Make sure the mentor is trustworthy, has integrity, and has your best interest at heart. By comparing your mentor's "why" to your "why," you should be able to find someone you can work with who will push you well past your limit.

Now you have the "must have" list, what's next? What happens if you don't know what to do? Well, most people just wing it. They realize that they don't have all the knowledge yet and they just do their best. This is how most businesses are run. People do the best they can with what they have.

How Do I Set Up My Business?

But what if you had the knowledge to run your business the best way? What if you could get real life training to run your business? Read on.

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Chapter 7

Am I Ready to Get Started?

To learn to drive, you go to a driving school.

To learn to fly, you go to a flight school.

When you go to college, you take many classes to learn about your chosen field of study.

But how do you get the knowledge to become an entrepreneur? Is there real-life training to run a business?

Most colleges are great at training you to be an employee in a business, but only a few train you how to be an entrepreneur, which is more book based than experience based learning.

What you need is training to get your business up and running. What can you do to make sure you have all the knowledge you need to be successful in starting your business?

Are You Ready to Start a Travel Business?

Traditionally, you had to go to work in a business for years to learn the ins and outs of running it? Now, it seems like sales and marketing are changing almost every day. Instead of being required to open a store front to run a business, you can sell products from your home to anywhere in the world.

As you go through this next exercise, you will see that even though you may need a lot of knowledge to get you where you want to be, it really is not that difficult to do.

You are going to go through the 16 business essentials and develop your “need to learn” list. Do not be intimidated if there is a lot on the list, because there are some great solutions to help you get the knowledge you need.

1. **Legal Structure:**

Knowledge about what type of business entity you should create.

What you know:

What you need to learn:

Am I Ready to Get Started?

2. Finance:

- A. How much money are you going to need to start your business?

What you know:

What you need to learn:

- Where are you going to get the money to finance your business?

What you know:

What you need to learn:

- Are you going to ask family and friends to help you get started?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

- What kind of return are you going to commit to when they invest?

What you know:

What you need to learn:

- Are you willing to give up equity in your business for the initial investment?

What you know:

What you need to learn:

- How long until their investments vest?

What you know:

What you need to learn:

Am I Ready to Get Started?

- Will investors be required to be involved in the day-to-day operations of the business?

What you know:

What you need to learn:

- What are the expectations of each individual investor?

What you know:

What you need to learn:

- Are you considering looking for investors outside of family and friends?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

- B. How much money will it take to run your business each month?

What you know:

What you need to learn:

- C. How will you continually keep track of your finances?

What you know:

What you need to learn:

- D. How will you take care of fees and taxes?

What you know:

What you need to learn:

Am I Ready to Get Started?

E. Are you going to use a payroll company?

What you know:

What you need to learn:

F. Will you lease your employees?

What you know:

What you need to learn:

G. Monthly Costs:

- How long until you offer a product for sale?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

- What will you do for revenue until then?

What you know:

What you need to learn:

- Do you have a merchant account in place?

What you know:

What you need to learn:

- How will you handle the delay between when you make a sale and when you receive your money?

What you know:

What you need to learn:

Am I Ready to Get Started?

- How long do you estimate it will be until you are profitable?

What you know:

What you need to learn:

- What happens when you have to choose between making payroll and paying your mortgage?

What you know:

What you need to learn:

- What happens when revenues are low and you can't afford your payroll?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

- What is your emergency plan?

What you know:

What you need to learn:

- H. Track and Trend: You should be able to keep track of all of your financial activities to analyze and look for trends in your business.

What you know:

What you need to learn:

3. Operations:

- A. Will your business be a home-based business?

What you know:

What you need to learn:

Am I Ready to Get Started?

- Can you run this type of a business out of your home and stay within local regulations?

What you know:

What you need to learn:

- Will other members of your household support you in running this business out of your home?

What you know:

What you need to learn:

B. How much will facilities cost?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

C. What kind of expenses are you likely to incur?

What you know:

What you need to learn:

D. How will you manage the daytoday operations?

What you know:

What you need to learn:

E. Do you need to have a separate manager for your operations?

What you know:

What you need to learn:

Am I Ready to Get Started?

F. What about shipping your product?

What you know:

What you need to learn:

- What company will you use to ship your product and what will you charge for shipping?

What you know:

What you need to learn:

- How much of an impact will that have on your price point?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

4. Partnering with Vendors:

- A. Will you offer your products through other vendors?

What you know:

What you need to learn:

- B. What is your wholesale strategy?

What you know:

What you need to learn:

- C. Will you work with Amazon®, Etsy®, Sears®, affiliate marketing companies, Walmart®, Target®, Best Buy®, eBay®, the Apple App Store®, Google Play®, local merchants, or any other vendor that could possibly sell your product?

What you know:

Am I Ready to Get Started?

What you need to learn:

D. Will you sell direct?

What you know:

What you need to learn:

E. How will you reconcile the pricing difference between your vendors and your own pricing?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

5. Personnel:

- A. How many people will it take to run your business?

What you know:

What you need to learn:

- B. Do you want to have employees or will you out-source everything?

What you know:

What you need to learn:

- C. What type of organization do you want to run?

What you know:

What you need to learn:

Am I Ready to Get Started?

D. What do you want your culture to be?

What you know:

What you need to learn:

F. How fast do you want to grow, and how many people will it take to get there?

What you know:

What you need to learn:

6. **Product:**

A. How much money will it take to research and develop your product?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

B. How much will it cost for inventory?

What you know:

What you need to learn:

C. How much will it cost for product innovation?

What you know:

What you need to learn:

D. What price point will you establish for your product?

What you know:

What you need to learn:

Am I Ready to Get Started?

E. Is your product subscription based?

What you know:

What you need to learn:

- Can you offer a subscription for your product to generate a monthly passive sales income?

What you know:

What you need to learn:

- What will be the subscription price and will the price point work in the marketplace ?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

- F. What is the cost of goods sold you need to be at to create a profit and will you be able to meet it?

What you know:

What you need to learn:

7. Product Training:

- A. Do you need to offer training on how to use your product?

What you know:

What you need to learn:

- B. What training methods will you use?

What you know:

What you need to learn:

Am I Ready to Get Started?

- C. Will you incorporate your training into social media?

What you know:

What you need to learn:

8. **Branding:**

- A. How are you going to image your product and company?

What you know:

What you need to learn:

- B. What market are you targeting?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

- C. What will you need to develop to establish your brand?

What you know:

What you need to learn:

- D. Have you developed your own story?

What you know:

What you need to learn:

- E. Are you going to share your story to develop a customer culture?

What you know:

What you need to learn:

Am I Ready to Get Started?

- F. Will your branding create a strong enough desire for your customers to continue to give you their business?

What you know:

What you need to learn:

- G. What kind of website will you have for your business?

What you know:

What you need to learn:

- H. Will your website include a blog, vlog, store, FAQ, and training?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

I. Will you have webinars?

What you know:

What you need to learn:

9. Social Media:

A. What is your social media strategy?

What you know:

What you need to learn:

B. What social media platforms will you use?

What you know:

What you need to learn:

Am I Ready to Get Started?

- C. Do you have an individual strategy to take advantage of each platform?

What you know:

What you need to learn:

- D. Will you use an influencer to build your brand?

What you know:

What you need to learn:

- E. What budget (time and money) will you set aside for social media?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

10. Marketing:

A. What is your strategy?

What you know:

What you need to learn:

B. Who is your ideal customer?

What you know:

What you need to learn:

C. Will you use online marketing?

What you know:

What you need to learn:

Am I Ready to Get Started?

D. What is your local marketing strategy?

What you know:

What you need to learn:

E. What is your overall marketing plan?

What you know:

What you need to learn:

F. Will you attend trade shows and local meetings, or use other avenues to market your product?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

- G. Will you offer a rewards program as part of your strategy to create customer loyalty?

What you know:

What you need to learn:

11. Customer Relations:

- A. How will you attract customers?

What you know:

What you need to learn:

- B. How will you take care of your customers?

What you know:

What you need to learn:

Am I Ready to Get Started?

C. Do you need to offer a guarantee?

What you know:

What you need to learn:

D. What kind of service are you going to commit to?

What you know:

What you need to learn:

E. How will you monitor whether or not you are delivering what you committed to deliver?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

12. Sales:

A. How will you make a sale on your product?

What you know:

What you need to learn:

B. How will you take a customer's money?

What you know:

What you need to learn:

C. What discounts are you willing to offer?

What you know:

What you need to learn:

Am I Ready to Get Started?

D. How will you drive potential customers through your “front door” (website, actual location, telephone, etc.)?

What you know:

What you need to learn:

13. Time to Profit:

How long will it take for you to have a positive cash flow?

This is in direct correlation to how fast you can increase sales while taking into account your monthly operational costs, your personnel costs, your inventory costs, and possibly the repayment of your initial financing and other startup costs.

Are You Ready to Start a Travel Business?

You will need to have a considerable liquid cash reserve to maintain your business operations during this time. Some of the biggest franchises require up to \$750,000 in liquid assets to make sure the business will be successful before they will even grant a franchise license.

What you know:

What you need to learn:

14. **Time to Freedom:**

- A. When will you be able to truly become a business owner, and not be responsible for the day-to-day activities of your business?

What you know:

What you need to learn:

Am I Ready to Get Started?

- B. How long will it take for you to get the right people in place to be able to take a vacation, or even take a sick day?

What you know:

What you need to learn:

- C. How long will it take for you to realize your dreams?

What you know:

What you need to learn:

- D. How long before you can transition from being a business operator to being a business owner?

What you know:

What you need to learn:

Are You Ready to Start a Travel Business?

15. Exit Strategy:

A. What is your longterm goal with this business?

What you know:

What you need to learn:

B. Do you want to sell it within a certain time period?

What you know:

What you need to learn:

C. Do you want to have your children run it?

What you know:

What you need to learn:

Am I Ready to Get Started?

E. Is your exit strategy written down?

What you know:

What you need to learn:

16. Mentorship:

Who will be your mentor?

Business owners should realize that they don't know everything and should gain advice from people with a lot more experience than they have. When you surround yourself with people who are smarter than you are, you give yourself the opportunity to grow and make it through the hard times.

Your mentor should be someone outside your company who has experience in areas where you lack experience. Pick your mentor wisely, as this person will be giving you advice, pushing back on your plans, and being your coach and sounding board.

Make sure the mentor is trustworthy, has integrity, and has your best interest at heart.

Are You Ready to Start a Travel Business?

By comparing your mentor's "why" to your "why," you should be able to find someone you can work with who will push you well past your limit.

What you know:

What you need to learn:

Chapter 8

What are the Different Types of Travel Businesses?

The travel industry has dramatically changed over the past few years and you have quite a few choices of what kind of business to start.

1. Full Service Travel Agency
2. Travel Agency Franchise
3. Affiliate of a Travel Agency
4. Network Marketing (MLM) Travel Business

We can analyze the advantages and disadvantages of each type of business to help you evaluate each opportunity.

To evaluate each opportunity, we can use our 16 business essentials to take a deeper look at what is required of you start and grow your business.

Are You Ready to Start a Travel Business?

1. Full Service Travel Agency

Generally a full traditional business that operates out of a traditional physical brick and mortar location and operates both face to face interaction and online marketing.

Business Essential	Difficulty	Description
1. Legal Structure	Moderate	Higher liability and financial exposure. Should become a LLC or Corporation.
2. Finance: Startup Costs Monthly Costs	Complex High High	A brick and mortar business takes a lot of capital to start and operate.
3. Operations	Complex	Creating your own technology solutions to operate can be quite a task.
4. Partnering with Vendors	Complex	You must create all your own relationships with each travel entity.
5. Personnel	Complex	You will need employees.
6. Product	Complex	Because you have to create everything from the ground up.
7. Product Training	Moderate	Creating howto videos for customers is relatively simple.
8. Branding	Complex	In such a crowded marketplace, you must set yourself apart.
9. Social Media	Moderate	You can hire or outsource a specialist.
10. Marketing	Moderate	Hire or outsource. Must keep message simple and consistent.
11. Customer Relations	Moderate	Need personnel and need to utilize social media.

What are the Different Types of Travel Businesses?

12. Sales	Complex	Process must be intuitive and simple.
13. Time to Profit	Long	Most traditional businesses need several years of capital as a reserve to use until profitable.
14. Time to Freedom	Long	You will be personally involved for quite some time until the business can be turned over to someone else to run it.
15. Exit Strategy	Complex	Buy/sell agreement and insurance in place.
16. Mentorship	Complex	Finding someone who has been there and done that is not readily available.

Are You Ready to Start a Travel Business?

2. Travel Agency Franchise

A travel agency franchise will have all the systems in place and be ready to go with the proper training.

Business Essential	Difficulty	Description
1. Legal Structure	Moderate	Higher liability and financial exposure. Should become a LLC or Corporation.
2. Finance: Startup Costs Monthly Costs	Complex High High	Many travel agency franchises require a significant upfront investment and a ongoing percentage of sales.
3. Operations	Moderate	Most offer complete solutions, but you must follow their instructions completely.
4. Partnering with Vendors	Complex	Make sure to really understand the Franchise Disclosure Document (FDD).
5. Personnel	Complex	You may need employees and must figure out how make it all work. The franchisor may give training and may not.
6. Product	Moderate	The franchisor should make this clear, but you have to make it work.
7. Product Training	Moderate	Should be provided by franchisor, but you may have to supplement with your own.
8. Branding	Complex	You must separate your business from other franchises.
9. Social Media	Moderate	You can hire or outsource a specialist.
10. Marketing	Moderate	Franchisor should provide significant help.

What are the Different Types of Travel Businesses?

11. Customer Relations	Moderate	Franchisor should provide significant help.
12. Sales	Moderate	Franchisor should provide significant help.
13. Time to Profit	Moderate	With all the systems created and put in place by franchisor, you should be up and profitable within a reasonable time.
14. Time to Freedom	Moderate	With all the systems in place, you should be able to hire management to keep it running good without you there.
15. Exit Strategy	Complex	Buy/sell agreement and insurance in place. Must meet franchisor terms and conditions.
16. Mentorship	Moderate	Franchisor should provide mentorship. If they don't, it could get messy quickly.

Are You Ready to Start a Travel Business?

3. Affiliate of a Travel Agency

Becoming an affiliate of a travel agency franchise is fairly simple to operate, but you are at the mercy of the travel agency most everything.

Business Essential	Difficulty	Description
1. Legal Structure	Moderate	Lower liability and financial exposure, but still should become a LLC or Corporation.
2. Finance: Startup Costs Monthly Costs	Moderate Moderate Low	You may have lower startup costs, but you only receive a fraction of the commissions.
3. Operations	Moderate	Most offer complete solutions, but you must follow their instructions completely.
4. Partnering with Vendors	Simple	Your affiliated company should take care of everything.
5. Personnel	Simple	Typically a solopreneur (one person business).
6. Product	Simple	Your affiliated company should take care of everything.
7. Product Training	Simple	Your affiliated company should take care of everything.
8. Branding	Complex	You must separate your business from other affiliates.
9. Social Media	Moderate	You can hire or outsource a specialist.
10. Marketing	Moderate	You can hire or outsource a specialist.
11. Customer Relations	Simple	Your affiliated company should take care of everything.
12. Sales	Moderate	Have lower revenue, but simplicity to run may offset difference.

What are the Different Types of Travel Businesses?

13. Time to Profit	Moderate	With all the systems created and put in place by affiliated company, you should be up and profitable within a short time.
14. Time to Freedom	Complex	If you create online automation, it can be a lot easier.
15. Exit Strategy	Simple	Since is a solo business, you simply shut it down or sell it.
16. Mentorship	Moderate	Affiliated companies typically offer some mentoring, but not all do. Choose wisely.

Are You Ready to Start a Travel Business?

4. Network Marketing (MLM) Travel Business

Network Marketing offers a different style of business. The success rate for network marketing independent distributors is very similar to success rates for traditional businesses.

A primary difference is that you receive remuneration for helping other people start a business just like yours. If operated as a real business, it can be very lucrative. If operated as a hobby, it will very likely not be successful.

Business Essential	Difficulty	Description
1. Legal Structure	Moderate	Very low liability and financial exposure, but still should become an LLC or Corporation.
2. Finance: Startup Costs Monthly Costs	Moderate Moderate Low	Low startup costs. Receive a portion of commissions. Receive financial rewards for helping others.
3. Operations	Simple	Most offer complete solutions.
4. Partnering with Vendors	Simple	Your host company should take care of everything.
5. Personnel	Simple	Typically a solopreneur (one person business).
6. Product	Simple	Your host company should take care of everything.
7. Product Training	Simple	Your host company should take care of everything.
8. Branding	Moderate	You must create a personal brand to separate your business from other network marketing distributors.
9. Social Media	Moderate	You can hire or outsource a specialist.

What are the Different Types of Travel Businesses?

10. Marketing	Moderate	You can hire or outsource a specialist.
11. Customer Relations	Simple	Your host company should take care of everything.
12. Sales	Simple	Offer commissions on travel and/or deep discounts. Receive overrides on associates' businesses.
13. Time to Profit	Low	Very low cost for startup and monthly operation which creates a very low barrier to profitability.
14. Time to Freedom	Moderate	Must spend time helping others, but offers significant residual income.
15. Exit Strategy	Simple	Since is a solo business, you simply shut it down or sell it.
16. Mentorship	Simple	Choosing a good partner creates a built-in mentor.

There are other types of travel businesses you may start, but these cover well over 95 percent of your options.

It's up to you to decide what type would be best for you. I see significant advantages and disadvantages to both, so it really is up to you how you want to operate your business. You need to evaluate using your big idea, personal purpose, business purpose, and your definition of success.

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Chapter 9

How Can I Get Training to Run My Business?

What does training mean?

When most people think of training, they think of sitting in a room with someone lecturing about how to do this or do that. It's time to break out of that thinking.

When I was 15 years old, I received some very good advice. I was told to study and get as much education as I could, and to develop my talents.

That was a primary driver in helping me stay strong and stick with my schooling, finally resulting in my college degree.

But what about the rest of my life? In today's world, jobs don't last 40 years. Instead, people move not only from job to job, but many times they leave the industry they were trained in.

Are You Ready to Start a Travel Business?

Many people who want to start a business have an idea for a product that is completely different from their career experience.

What I have chosen to do for training over the past 20plus years is to continue to educate myself in new ways. I study how people do things and why they do them. I have taken seminars, online courses, worked with mentors, and looked everywhere I could to gather new information. The key is that I have chosen to always continue learning.

Now, when you combine the traditional ways of learning with the new options for enhancing your knowledge or learning to do something new, everything is reachable.

Below are some methods you can use to get the knowledge and training you need to start and run your new business successfully:

1. Having a mentor.

A mentor is indirectly involved with you and is focused on you as an individual, not your business. Your relationship with a mentor should be long term to help you develop and grow.

Mentors are essential to help you maintain your focus on your purpose and keep you on the right track.

Mentors can help keep you on the right track and help you learn from their own past successes and mistakes.

How Can I Get Training to Run My Business?

2. Having a coach.

A coach is having someone involved in your progress on a regular basis, often daytoday or week-toweek, who will hold you accountable for your actions and efforts.

A coach will help you set a specific agenda and will help you maintain your effectiveness by keeping you on task.

A coach often has experience in what you are working on accomplishing and will transfer their knowledge to you.

3. Use online training.

Education is moving online. At this point, in 2017, there are many ways you can learn.

A. Traditional colleges now have courses available online. Many prestigious institutions, such as Harvard, Stanford, and other sites combine courses from educational institutions like Coursera and edX, offer free and paid courses online.

B. Video sharing sites where people post videos on how to do most anything.

C. Social media where people openly share their expertise just to help others.

Are You Ready to Start a Travel Business?

- D. Independent educational sites where you can learn almost anything, including the Kahn Academy and Udacity, just to name a few.
- E. Many other sites where people openly share their expertise and knowledge and charge a small fee, such as Udemy.com and ServiceSkills.com.

4. **Boot camps.**

There are many different six-week to ten-week “boot camps” that help you learn specific skills. You can use these courses to gain significant knowledge.

5. **Belong to a mastermind group.**

What is a mastermind group? It is a group of people, usually 3 to 8 people, who come together once or twice a month to help each other develop and grow.

During each session, every person in the group will have time given to them to be on the spot and usually three questions will be addressed.

1. What are you working on?
2. What did you learn?
3. What do you need?

As each of these questions is addressed, other members of the mastermind group will help the person develop real solutions for their challenges with identified tasks they need to accomplish.

How Can I Get Training to Run My Business?

Each member of the mastermind group is able to leave the session with real tasks they need to accomplish and have others hold them accountable.

Ideally, the mastermind group will have people who can help each other, although they may be from completely different industries and in different stages of their lives.

Masterminds can be very helpful and strongly encourage the proper development and training that each member needs.

6. Traditional methods.

You can still go to a community college or other educational institution and learn some basics.

7. Other Methods.

Many more methods exist, with some that may have not even been thought of yet!

8. Contact me!

I have mastermind groups, I offer coaching, I have a lot of resources for training, and I genuinely want to help you. My contact information is in the front of the book.

Remember when you go through an exercise like the one we did in Chapter 7, you will have all kinds of things brought to mind you need to do, learn, and accomplish. If you are always in a learning mindset, you will always be looking for new opportunities to learn.

Are You Ready to Start a Travel Business?

Always take advantage of the opportunities in front of you and learn what you need to learn to start your business on the right track and continue to have your business progressing and being successful.

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Chapter 10

What Do I Do Now?

So, do you still want to be an entrepreneur? Do you still want to take the step to start your own travel business? I hope you do.

Owning your own business is a tremendous blessing and you can bless a tremendous number of lives by helping them discover and create great memories travelling.

If you have taken the things in this book to heart, you have made some tremendous breakthroughs.

You have learned your true purpose and even if you don't choose to start a business, you still have that knowledge. Knowing your purpose is one of the most valuable things you can do.

I am grateful that I know my purpose:

I thrive when I look at someone smile and know that I contributed to it.

Are You Ready to Start a Travel Business?

I hope I have helped bring a smile to you.

That is the purpose of this book: to bring a smile to people by helping them avoid the pitfalls which I have experienced.

Another purpose of this book is to provide a way to help people get training to be an entrepreneur, to help them avoid going headfirst into a challenge.

When you take it to the next level and actually start a business and prove to yourself that you can do it, you can build the confidence you need to go after your dreams.

I am excited to help people get started. If you have any questions, please contact me. My information is in the front of this book.

My home base is my website:

www.RodMcKenzieJr.com

There you will find how we can potentially work together as I offer tidbits and training for people who want to create a successful business.

Here's to your smile!

Appendix

The Purpose Finding Process

1. Write it Down

Take a look back at your life and identify experiences where you know you were happy, excited, motivated, desirous, or where you were yearning for something to happen. Your list should include upwards of 300 different experiences.

This is the most important step in the entire process. Take your time. You may want to complete it in a few hours or spread it out over a few days or weeks. You may find that once you get started, you won't be able to stop. You may also want to speak with people who know you well to have them bring experiences to your mind that you may not remember yourself.

Are You Ready to Start a Travel Business?

Here is a little memory jogger for you to help bring things back to your memory:

1. What is your earliest happy memory?
2. What do you remember about being around a favorite aunt or uncle?
3. What do you remember about playing games with your parents and siblings?
4. How did you feel when your friend gave you a hug?
5. Did you have fun dancing?
6. What happened when you were five years old?
7. What happy experiences happened each year of your life (age 6, age 7, and so on)?
8. How did you feel when you met your spouse?
9. How did you feel when you had your very first kiss?
10. How did it feel when you were driving your car?
11. What toys did you like playing with when you were a child?
12. Do you remember how you felt when you got your first job?
13. How did you feel when you graduated from high school or college?
14. What do you remember about the first time you put your feet in a lake or in the ocean?
15. How did you feel when you saw a beautiful sunset?

Appendix: The Purpose Finding Process

16. Do you remember riding a bike and having fun all day long?
17. What do you remember about playing baseball, soccer, football, basketball, or even badminton?
18. How did it feel when you made a basket or hit a home run?
19. Do you remember going out to dinner on a special day?
20. What was it like when you finished making a special dinner?

This is just a short list to help you remember happy times.

Now you need to start writing. I have places for you to write down 300 memories, so please take advantage of it and make it work for you. You may not need all 300 spots, but I want you to realize the power of having a lot of memories written down when you go through the other steps of the process. Please write down at least 100, but try for as many as possible.

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Are You Ready to Start a Travel Business?

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Appendix: The Purpose Finding Process

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Appendix: The Purpose Finding Process

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Are You Ready to Start a Travel Business?

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Are You Ready to Start a Travel Business?

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Appendix: The Purpose Finding Process

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Are You Ready to Start a Travel Business?

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Are You Ready to Start a Travel Business?

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2. Identify Key Elements

As you read your list, start to identify key words, themes, common words, feelings, desires, or other key indicators that show up again and again. This is another reason to have as many memories as possible in the list above. I have provided 25 spots below, but it may be more or less than this. The important thing is to really dig into the memories that you have written down and carefully analyze them to find the important elements.

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Are You Ready to Start a Travel Business?

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3. Finding the Overall Message

When you look at your key elements, do you see an overall message? If not, look closer, because it is there. If you are religious, you may want to make this a matter of communication with God or your higher power.

4. Verify Your Purpose

Be careful about this next step, because even though it is very powerful, you want to be careful who you choose to help you.

Share your experience with someone who will support you in your quest for learning your purpose. Make sure that you are willing to receive a few compliments and some criticism.

If you are not ready for the criticism, you can skip this step, but realize that you will not be receiving feedback and having someone push you to make it better. You can also just suck it up, and fight for your beliefs. When someone pushes back at you, you need to realize that it will make your defined purpose statement even stronger.

Are You Ready to Start a Travel Business?

5. Make Adjustments

Make any final adjustments to the wording. Your final wording is very important, as it will guide you for many years to come. You will also depend upon the wording to help you evaluate opportunities from all aspects of your life.

6. What is Your Defined Purpose or “Why”?

Are You Ready to Start a Travel Business?

You love to travel and you want to start a travel business.

Can you do it? Do you have what it takes to be a business owner?

What can you do to ensure your success?



Rod McKenzie, Jr.

Inside you will discover...

- A way to prove that you've got what it takes to start a travel business and become a successful entrepreneur.
- How to avoid the 7 key mistakes you are most likely to make when you start a travel business.
- The 16 things you must know to create and run a successful travel business in today's world.
- What you need to do as a business owner to realize your dreams.
- And a lot more...

For over 23 years, Rod McKenzie, Jr., has trained tens of thousands of people how to start and grow businesses. He's sold over 70 million sales publications and hundreds of thousands of books.