

# CYNDI WILLIAMS

## PROGRAM & COACH SCREENING CHECKLIST

It's smart to vet any program, coach or expert you are considering working with to grow your travel business. No one likes to waste money or time and getting results quickly is the goal of most travel entrepreneurs. Early in my career a mentor gave me some sage advice "Find someone that is doing what you want to do on a big scale, then learn for them." There are a lot of programs or coaches that can help with one or two aspects of your business, and even more that specialize in marketing but haven't actually tested their expertise (or their own money) in the travel industry. My hope is this pre-screening guide will be a tool for you to make a great decision on what is right for you and your personal goals. Use the empty column to compare other offerings to ours to help you see what the best fit for you is. If it's us, great!

If not, I still wish you much love & abundance in all you do.

DO THEY INCLUDE?	Careers on Vacation Mastermind	Wanderlust CEO Mastermind	Other Programs / Coaches
ASTA Affiliated?	✓	✓	?
Do they own/operate a travel agency?	✓	✓	?
25+ Years of experience?	✓	✓	?
Spend a min. of 100K+/year in ad testing for the systems they train?	✓	✓	?
Is their Travel Business earning 6-7 figures/year?	✓	✓	?
On-demand Training Modules	14	13	?
Forever Membership Site	✓	✓	?
Tools & Templates	✓	✓	?
Networking community	✓		?
How to book Cruises	✓	✓	?
How to book Disney	✓	✓	?
How to book packages	✓	✓	?
How to sell, book, and package air	✓	✓	?
Best practices for Selling	✓	✓	?
Best practices for Service	✓	✓	?
Job placement resources for new agents	✓	✓	?
LIVE Calls w/ Cyndi	✓	✓	?
Private Coaching Sessions with a mentor	✓	✓	?
Access to Cyndi	✓	✓	?
Access to & training from Cyndi's personal team of experts	✓	✓	?
Business marketing & social audit	✓	✓	?
Video strategy training	✓	✓	?
Set up support	✓	✓	?
On-demand support forum	M-F	M-F	?
How to flourish while working with a host	✓		?
How to grow your travel business (with or without a host)	✓	✓	?
How to leave your host and start your OWN agency	✓	✓	?
Social Media optimization	Level 1-2	Level 2-3	?
Curating a unique custom brand	Level 1	Level 2	?
Lead captures & Sales funnels	Level 1	Level 2-3	?
How to set up your Marketing Machine	Level 1	Level 2-3	?
Automation best practices	✓	✓	?
Automation for teams		✓	?
How to become a Travel Host / Setting up an independent agency		✓	?
Best practices for growing agencies		✓	?
Systems, Processes, and tools & resources for hosting		✓	?
Recruiting for your Travel Agency		✓	?
Hiring for Agencies		✓	?
Onboarding for Agencies		✓	?
Training Systems for Agencies		✓	?
"Done for you" Training solution for your new hires		✓	?
"Done for you" recruiting, hiring, and onboarding solutions for agencies		✓	?
Managing large teams to optimum performance		✓	?
Certificate of Completion	✓	✓	?
Certified Logo (upon successful graduation)	✓	✓	?
Discounts to live events	✓	✓	?
Post Grad Support Communities	✓	✓	?

**How did we measure up? If you want optimum results and the best support in the industry, we'd love to chat with you to learn more about your vision for your travel business. We invite you to book a free discovery call to discuss how we can support you in achieving your unique goals.**

[www.careersonvacation.com/readynow](http://www.careersonvacation.com/readynow)

