

Discover How Many People You Really Know!

You won't be naming them individually, but this worksheet is designed to get you thinking about the many connections you have that you may not thing of at first. We know or are connected to way more people that we initially think. In addition to your family, friends, and neighbors, explore who you know.

Coworkers: Consider your current and past jobs and the people you worked with. List those you still keep in contact with or have the contact info for.

Committees: If you have ever been in a Class Parent, member of a PTA, assisted in a group fundraising effort, a member of a community committee, local civic club, or organization that used email or other digital means of communication, list them here.

Other Clubs, Groups and Connections:

Consider not just those you are a part of but those your children or parents may belong to.

Hobby Clubs		
Sports Clubs		
Scouts/Civic Groups		
Alumni Associations		
Support Groups		
Church Connections		
Influential People (people you know that know a lot of other people)		



Communication Plan

In the chart below, write in your Network Connections and then check off which method of communication you think will be best to reach each one. Consider how you currently communicate them most with each connection. That will likely be the best way to spread the word to them. You can surely use more than one method.

Determine the best way to reach your network

Your Network Connection	Email	Social Media	Text Group	Local Boards	Events	Local Ads



Concepts for Selling Your Wheelhouse Destination

With your "wheelhouse" in mind, come up with some ideas/concepts and selling points that you can use to promote that specific destination to your network. To start, consider the things YOU think are incredible and make it worth the cost.

Using yourself as your first customer, what makes YOU click "Like" on a social media post, or what gets you to share it? Is it a photo? A fun fact? A tip?

Jot down some of the best things about your wheelhouse destination and then turn those traits into enticing and informative blurs aimed at your potential clients. You won't' use all the traits—they are for brainstorming. Keep the copy clear, concise, and engaging!

Sales Copy Concepts

Things you clove about your Wheelhouse



Your Elevator Pitch

If you were in an elevator with someone, and only had enough time for them to get to the 4th floor, what would you say to explain who you are, what you do, what you offer, and why they would want to work with you?

Here is an example of what you need to include in your elevator pitch:

Introduce yourself	Hi! I'm [name], a travel agent With Destination Magic.
Present the problem	Planning a Disney Vacation can be very time consuming, and sometimes overwhelming.
Offer the solution	I'm an expert in planning simply magical Disney vacations. I'd be happy to help you.
Explain your value proposition	My services are completely complimentary when you book your vacation with Destination Magic.
Engage your audience with CTA	Contact me and we can get started planning your dream Disney vacation. Here is my card.

Develop Your Pitch

Introduce yourself

Present the problem

Offer the solution

Explain your value proposition

Engage your audience with CTA

Practice your pitch so, when you meet someone, it flows naturally.