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## **Chapter 1 The Travel Industry, Opportunity of the 21st Century**

The travel industry, opportunity of the 21<sup>st</sup> century, The travel industry, beneficiary of technology, The travel industry, America's #1 growth industry, The travel industry, the entrepreneur's dream come true, The travel industry, your vehicle to success.

## **Chapter 2 A Brief History of Travel Retailing**

How did retail travel agencies evolve? Then came computers, Personal computers, the end of an era, Commission caps and electronic ticketing, Personal computers, the beginning of an era.

## **Chapter 3 Transition From Storefront to Home- Based Travel Agencies**

Eroding storefront profits, Inflation vs. productivity, The culprit, domestic airline tickets, The last straw, commission caps and cuts, Automation, the highway to change for the home based travel agent, The entrepreneurial era .

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## How to Start a Home-Based Travel Agency

### Chapter 4 **Evolution of the True Independent Contractor**

Evolution of the true independent contractor, IRS independent contractor elements Which is better for an agent, being an em-ployee or an independent contractor? What is so different about today's independent contractor? Conclusion,

### Chapter 5 **Developing a Business Concept**

Commissions and overrides, 15 areas of opportunity to make lots of money in the travel business, Sample income statements of home based travel agencies.

### Chapter 6 **Developing a Business Plan**

Define your expectations, State your specific objectives, Project your income, Project your expenses, Funding your business, Writing a formal business plan, Sample business plan.

### Chapter 7 **Starting Your Home-Based Travel Business**

Establish your business name, Organizing your business, Obtaining the proper licenses, Opening your business bank ac-count, Your stationery and business cards, Establishing an office for your home based travel agency.

### Chapter 8 **Setting Up Your Books**

What are the main revenue accounts and where is their origin? What are the common expense areas for home based travel agen-cies? What software is available to make the accounting task easier?

## Chapter 9 **Your Home Office of the 21st Century**

Home or office, which one is it? Clearly define your workplace. Your home as a business meeting place. How to create your professional image. Communicate quality.

## Chapter 10 **Your Home Computer**

The importance of your home computer. Notebook computers and how they can work for you. Desktop computers. What kinds of other software do I need in my home-based travel business? Your office Suite. Desktop publishing software. Con-tact management programs. The Internet.

## Chapter 11 **Selecting Your Host Agency**

Selecting your host agency partner. What are the key considerations when negotiating your host agency agreement? Your in-dependent contractor agreement. Sample host agency contract.

## Chapter 12 **Establishing Your Agency Relationship With Suppliers**

Travel agent identification numbering systems. Pseudo Identification numbers.

## Chapter 13 **Travel Reservations and Reference Resources**

Who operates the CRS/GDS? Is it mandatory for a home based travel agency to automate with a reservation system? What consumer reservations systems are available? Reference resources. Travel Agent Resource Center

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**Chapter 14  
Setting Up Your  
Supplier Files**

A complete guide to organizing your travel business supplier files. Organizing your web based bookmarks and files. Your cruise files. Suggestions on how to organize and categorize the domestic, international, miscellaneous destination and special inter-est information.

**Chapter 15  
Developing a  
Marketing Plan**

How to define your market? Quantify your marketing exposures. Establish a marketing budget. Generating a written mar-keting plan. Sample marketing plan

**Chapter 16  
Developing a  
Newsletter**

The importance in consistency. The development of the news-letter. Your newsletter's content. Sample newsletter. Mini newsletters. Sample mini newsletter.

**Chapter 17  
Using Direct  
Mail**

Developing your mailing list. Managing your mailing list. Bulk mail versus first class mail. Developing a mailing program. Cooperative direct mailings. Sample travel flyers.

**Chapter 18  
Travel Advertising**

Newspaper advertising. Magazine advertising. Yellow Page advertising. Other advertising media. Sample travel ads..

**Chapter 19  
Travel Promotions**

What kinds of travel promotions are there? What opportunities exist in the community to promote travel?

## **Chapter 20 Cold Calls, Canvassing and Telemarketing**

Cold calls. Canvassing, a quick way to establish your business. Telemarketing for the 21st century.

## **Chapter 21 Travel Marketing Techniques for the 21st Century**

Portable automation - notebook computers. Travel videos and how they help sell. On-line chat groups, Usenet and mailing lists. Networking, voice mail and various other programs. Marketing via facsimile. Database marketing. Contact man-agement. the World Wide Web and the Internet.

## **Chapter 22 The Internet and the Travel Industry**

The Web. Define your web opportunity. Plan your website. Keywords, your secret to success. Build your website. Opening your doors for business. Market your web site. Maximizing your web opportunities.

## **Chapter 23 Organizing Your Marketing Files**

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### Chapter 24 **Developing Your Professional Knowledge and Skills**

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### Chapter 25 **Legal Issues and Protecting Your Business**

Insurance for your home business. Credit card sales. Nec-essary disclosures. Filing a fictitious business name statement. Obtaining a business license. Registering your business with the state and contact information. Receipt of travel docu-ments, notice to all clients, agency disclosure, agreement of sale and Passport, VISA and security disclosures..

### Chapter 26 **Home-Based Travel Agency Travel Benefits**

Who earns travel benefits? Travel agent registration programs. Typical travel agency benefits.

### Chapter 27 **Tax Benefits for Home-Based Travel Agencies**

Your home office deduction. I.R.S. Form 8829 "Expenses For Business Use Of Your Home". Your deductible automobile ex-penses. I.R.S. Form 4562 "Depreciation And Amortization". Travel and entertainment expenses. General Business Ex-penses. I.R.S. Schedule C "Profit Or Loss From Business"

Chapter 28  
**Getting Connected  
in the Travel  
Industry**

Trade associations. Travel agent training and certification. Travel agent trade publications.

Chapter 29  
**CLIA  
The Cruise Line  
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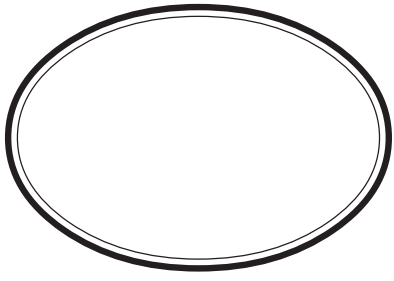
Summary of Travel Agent Benefits for 2008. Agency Membership Requirements. Agency Membership Benefits. Simply the Best Training Available. Revenue Building Sales Tools.

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**Where Do I Go  
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