## Prescription

TOC-1

Table of Contents

### **Table of Contents**

#### **Foreword**

Introduction

**Table of Contents** 

#### **Chapter 1: Targeting Your Audience**

(Who is Your Next Customer?/ Understanding Demographics and Psychographic /, Targeting Family Travel / Targeting Baby Boomers / Targeting Seniors/Retirees / Targeting the Affluent Market / Alternative Target Markets)

#### **Chapter 2: The Power of Branding**

(Your Unique Selling Proposition / Brand Management)

#### **Chapter 3: Marketing for Success**

(Understanding Advertising / The Key to Suppliers' Co-Op Funds / Relationship Networking / Tactical Marketing Techniques that Produce Results)

Chapter 4: Making Your Website Work for You

# **Prescription**

**TOC-2** 

Marketing and Sales Prescriptions For Today's Economy and Beyond (Domain Names / Romancing Search Engines / Content, Content, Content! / Promoting Your URL)

## Chapter 5: The Internet Platform: Benefiting from the Web 2.0 Cultural Evolution

(Online Communities / YouTube: Exploit the Opportunity / Blogging for Fun & Profit / Google: Empowering Agents / Global Commerce)

### Chapter 6: Winning the On-Line Marketing Game

(E-Newsletters / Contextual Advertising Campaign / Profit from Affiliate Revenues / The Rules of Viral Marketing / Tying it All together)

### Chapter 7: The Affinity Group Advantage

(The Profit Potential / Identifying Affinity Groups / Working with Your Supplier / Promoting & Marketing Your Group)

### Chapter 8: A Sea of Opportunities

(Profit from the Next Era of Cruise Sales / Profit from Worldwide Destination Cruises / Profit from Niche Cruises / Profit from Cruise Client Satisfaction)

# Chapter 9: Maximizing Productivity and Profitability in Challenging Times

(Establishing the Right Relationships / Using Your Time Wisely / Think Positive!)

### Chapter 10: Reenergizing Your Entrepreneurial Spirit

(Father Time / "Chicken Soup" Tips for an Attitude Adjustment)

### Chapter 11: Clients for Life

Dollars and Sense / Stick to the Basics / Managing the Customer Relationship / Customer Service Action Plan / Managing Travel over Time)

### **Chapter 12: Prescriptions for Home-Based Maladies**

(The Balancing Act / The Home-Based Parent Syndrome / Buried in Paperwork / Cures for Common Distractions)

#### Conclusion