

# HOW TO START YOUR OWN TRAVEL BUSINESS

Step-by-Step Daily Checklist & Social Media Playbook

*Surge365 - Team GET (Global Expansion Team)*

Print this guide. Keep it on your desk. Check off one box at a time. You do not need to be perfect — you just need to show up every day.

## YOUR 11-STEP ROADMAP

1 Vision	2 Activate	3 Links	4 Train	5 Network	6 Invite	7 Present	8 Follow Up	9 Launch	10 Duplicate	11 Habits
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## >>> PHASE 1 — THE SETUP

Days 1 to 3 | Activate your business and build your foundation

### DAY 1 — Activate & Plug In

- Log in to your Back Office**  
Go to [my.surge365.com](https://my.surge365.com)
- Find your Membership Link**  
Support Tab → Quick Links
- Schedule your Concierge Walk-Thru**  
Learn your membership benefits
- Explore your Vortex portal**  
Visit [myvortex365.com/yourURL](https://myvortex365.com/yourURL)
- Download the Touch365 App**  
Search 'Surge365' in the App Store or Google Play
- Subscribe to the Team GET Newsletter**  
[tinyurl.com/TeamGETNewsletter](https://tinyurl.com/TeamGETNewsletter)
- Join the Team GET / A-Team chat**  
Facebook Messenger — ask your sponsor for the link
- Call your Sponsor within 24–48 hours**  
Schedule your Action Plan Launch Call

### DAY 2 — Education & Training

- Start First Class Training NOW**  
In your TravManity Back Office — supplier access unlocks 30 days after you finish
- Save your 4 Business Links in your phone**  
See the box below

**YOUR 4 BUSINESS LINKS — Save these in your phone notes app:**

1. surge365.com/yourURL → Enrolling new business partners 2. travmanity.com/yourURL → Full-service customer bookings 3. myvortex365.com/yourURL → Sharing savings with friends & family 4. Inside your back office → Your personal travel & concierge bookings



**Watch the core overview video**

Subscribe to Rick Reese's YouTube channel



**Explore goteamget.com**

Click: Vortex, Membership, Travel Advisor Career, SBA Compensation



**Write your Vision & Goals**

In a notebook: Why did you start? What do you want?

**DAY 3 — Build Your Network**



**Write your Contact List**

20–30 people: friends, family, coworkers



**Identify your Top 10**

Rank by trust, leadership potential, love of travel



**Set a date for your Grand Opening Party**

Zoom or in-person — coordinate with your sponsor



**Write your Personal Story**

Answer the 3 questions in the box below

**YOUR PERSONAL STORY — Write your answers down:**

1. *Why did I join Surge365?*
2. *What do I want? (freedom, income, travel, family time)*
3. *What has already changed since I started?*

## >>> PHASE 2 — SOCIAL MEDIA LAUNCH

Days 4 to 7 | Set up your profiles and start posting

### DAY 4 — Set Up Your Social Media Profiles

#### Update your Bio on Facebook, Instagram & LinkedIn

##### Sample Bio:

*"Helping people travel more for less | Travel Advisor & Entrepreneur | Click the link below to unlock wholesale travel savings"*

#### Add your Vortex Link to all bios

Use Linktree ([linktr.ee](https://linktr.ee)) if you have multiple links

#### Update your profile photo

Clear, smiling, and professional

#### Create a Facebook Business Page

#### Create an Instagram Business Account

Connect it to your Facebook page

#### Design a Canva cover photo / banner

Free at [canva.com](https://canva.com) — use your name and a travel theme

## DAY 5 — The Curiosity Announcement Post

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- Post your first announcement**  
Create curiosity — do NOT explain the whole business

### Sample Post:

*"So excited to announce I've officially launched my own travel business!  
I'm partnering with an amazing platform that helps people unlock wholesale travel rates.  
If you love to travel, drop a comment below and I'll send you a private link!"*

- Reply to every comment**  
Send your Vortex link via Direct Message

- Post a Story with a poll: "Do you love to travel? YES / ABSOLUTELY!"**

## DAY 6 — Share Your Personal Story

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- Post your personal story**  
Use a photo of your family, a past vacation, or yourself

### Sample Post:

*"One of my biggest goals this year was to travel more with my family without breaking the bank,  
and to create extra income from home. That's why I stepped into the travel industry.  
Where is YOUR dream destination? Drop it below!"*

- Post a Story with a travel quote**  
"The world is a book, and those who do not travel read only one page."

## DAY 7 — The Savings Post

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- Find a real savings example in your Vortex portal**  
Compare it to a public travel site price

**Sample Post:**

*"Found a 4-star resort in Cancun for \$300 LESS than the major travel sites!  
Message me if you're planning a trip — I'll run a FREE quote for you!"*



**Invite 3–5 people from your contact list**

Ask them to watch the 10-minute Surge365 presentation video

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## >>> PHASE 3 — YOUR DAILY CHECKLIST

Every Day | Print multiple copies and check off each box

### MORNING | 15 Minutes

**Read your Vision & Goals out loud**

■ **Daily Affirmation:**

*"I am capable. I am building a life of freedom and purpose."*

**Check your Back Office & Touch365 App**  
Look for updates, team news, and new leads

### SOCIAL | 15 Minutes | Post + Engage

**Post 1 piece of content**  
Use the 7-day rotation guide on the next page

**Engage with 5–10 people**  
Like and comment on friends' posts to boost your visibility

**Post to your Stories**  
Travel quote, behind-the-scenes moment, poll, or countdown

### OUTREACH | 20 Minutes | Invites & Sharing

**Send 2–5 invites using the 45-second rule**  
Keep it short. Create curiosity. Never explain the whole business.

■ **Phone Script:**

You: "Hi [Name], do you have 10 minutes right now? I want you to see something."

→ YES: "Great! I'm sending you a 10-minute video. Watch it and I'll call you back."

→ NO: "No problem — what time today works for you?"

**Text Script:**

*"Hey [Name], I found something in travel I think you'll like. Got 10 minutes to check it out?"*



**Let the video do the work**

While they watch, call your sponsor to let them know you have a prospect

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## FOLLOW-UP | 15 Minutes | Check In & Close



### Follow up with 1–2 prospects

Anyone who watched the video or attended a presentation

#### Ask Only These 3 Questions:

1. "What did you like most about what you saw?"
  2. "Did you see an opportunity for yourself?"
  3. "Is there anything stopping you from getting started right now?"
- Closing Line: "I'll help you get started right now."



### Make a 3-way call if they have questions

Call your sponsor — stay silent and let your leader do the talking

## EVENING | 15 Minutes | Train & Track



### Attend a weekly team training or presentation

Bring guests to the Thursday presentation whenever possible



### Update your Weekly Tracker

Log invites, videos shared, follow-ups, posts, and sign-ups

#### WEEKLY TEAM MEETINGS:

Mon 9:30 PM ET — Momentum Call (712-432-0075 | Pin: 474053#) Tue 9 PM ET — Business Presentation (zoomwithnick.com | Code: success) Wed 8 PM ET — Comp Plan Breakdown (zoom.us/j/7876620010) Thu 1 PM ET — Leadership Call (zoom.us/j/2858752519) Thu 8 PM ET — Weekly Presentation with Team GET — BRING GUESTS! (ID: 889 4224 0089 | Code: success)

## >>> YOUR SOCIAL MEDIA CONTENT ROTATION

Post 1 time per day. Rotate through these 7 types every week.

DAY	POST TYPE	WHAT TO POST
Mon	Inspiration 🌟■	Beautiful destination photo or travel quote
Tue	Education ■	Travel tip, packing hack, or industry fact
Wed	Savings Proof ■	Vortex vs. public site price comparison screenshot
Thu	Lifestyle ■	You working your business — coffee shop, Zoom, travel
Fri	Soft Pitch ■	Invite followers to get a free quote or your Vortex link
Sat	Personal Story ❤️■	Your WHY — why you started, what you want
Sun	Engagement ■	"Beach or mountains? Drop your dream destination below!"

## >>> PHASE 4 — HOST MONTHLY TRAVEL EVENTS

One event per month builds your brand, generates leads, and grows your team.

### EVENT | Structure — 30 to 45 Minutes

- Welcome (5 min)**  
Introduce yourself — your WHY, your mission, what excites you about travel
- Travel Inspiration (10 min)**  
Show destinations, cruise deals, resorts, and savings examples
- Savings & Membership (10 min)**  
Explain how people save, travel benefits, and concierge options
- Business Opportunity (10 min)**  
Extra income, flexible schedule, travel perks, community support



### **Call to Action (5 min)**

Invite them to get your Vortex link, schedule a consultation, or attend the next event

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## THEMES | Monthly Event Themes — Plan Your Year

MON TH	THEME	MON TH	THEME
Jan	Vision Board Travel Night	Jul	Freedom to Travel Event
Feb	Romantic Getaways & Couples Travel	Aug	Back-to-School Escape Planning
Mar	Spring Break Savings	Sep	Bucket List Destinations
Apr	Family Vacation Planning	Oct	Holiday Travel Planning
May	Summer Travel Kickoff	Nov	Travel Black Friday Specials
Jun	Cruise Night	Dec	Dream Vacation Vision Party

## PROMOTE | Event Promotion Checklist



### 2 Weeks Before

Post announcement graphic, destination photos, your story, and event countdown



### 1 Week Before

Share testimonials, savings examples, short videos, and engagement posts



### Day Before

Post reminder stories, personal invitation messages, behind-the-scenes setup



### Event Day

Morning reminder, countdown story, live clips and photos during the event



### After the Event

Thank-you post, photos, recap reel, and invite to your next event



### Within 24 Hours

"Thank you for joining! What part interested you most?" — send this to every attendee




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***Build Wealth · Travel the World · Make a Difference · Together***

my.surge365.com · goteamget.com · myvortex365.com · Touch365 App

*Independent SBA guide — not an official Surge365 publication. Income results vary. See IDS at [bit.ly/S365IDS](http://bit.ly/S365IDS).*