

**T.A.S.S.L.E.**  
 Travel Agent School Supporting  
 Learning and Education

*How to Become a SUCCESSFUL Travel Agent Program.™*

Module 11  
 Figuring Out Where To Start

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Welcome Back!

**Keep Moving Forward...**




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Module 11

- Where To Now?
  - Host Agency
  - Independent Contractor
- Brand Agency
- Employee
- Owning Your own Agency
  - How to get started
- Continuing Education



Picture by Yohannes




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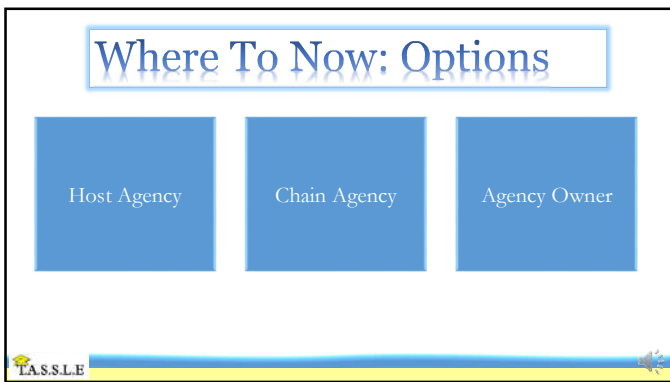
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**Where**

**WE ARE THE RIGHT HOST AGENCY FOR YOU BECAUSE..**

**You Receive 100%**  
 Commission on all bookings with preferred suppliers minus a small processing fee. What this means is that you will be taking home 90%+ of your hard earned commissions! We offer direct deposit twice a month and 24/7 access to all of your commissions!



**We Offer Top Tier Commissions, Best in the Industry!**  
 Commissions range from 10—45% per booking. This means you earn MORE from each booking so you can put it back into your business.

This ad was put together by Mary Yohannan for TASSEI training ONLY

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**Where To Now: Host Agency**

- What to look for out of your host agency
  - Responsible Agency Owners
  - Reasonable Commission Splits with advancement
  - Training opportunities
    - In-house
    - Fam Trips
    - Professional Development
  - 100% Support
  - Up to date licenses and travel industry credentials
  - Fast Payment of your commissions
  - Low Cost to you. Put money into your business not theirs!

Call Agents in their agency and ask them questions!

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**Where To Now: Host Agency**

• Independent Contractor - IRS Definition

“People such as doctors, dentists, veterinarians, lawyers, accountants, contractors, subcontractors, public stenographers, or auctioneers who are in an independent trade, business, or profession in which they offer their services to the general public are generally independent contractors. However, whether these people are independent contractors or employees depends on the facts in each case. The general rule is that an individual is an independent contractor if the payer has the right to control or direct only the result of the work and not what will be done and how it will be done. The earnings of a person who is working as an independent contractor are subject to Self-Employment Tax.”



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## Where To Now: Host Agency

- Independent Contractor - IRS Definition
  - Degree of Instruction is limited
  - Can't mandate hours or work space
  - No Vacation or Sick days
  - No benefits – medical, 401K, etc
  - Tax responsibilities
  - Expenses
  - Profit/Loss
  - Trainings



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Photo by Kathie Murray

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## Where To Now: Host Agency

- Independent Contractor - IRS Definition
  - Paid a flat fee
  - Services available to the market
  - Written contract
  - No permanent relationship
  - Key activity to the business



**YOU ARE YOUR OWN BUSINESS**

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## Where To Now: Host Agency



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## Where To Now: Host Agency



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## MLM Agency

- MLM – Multi-Level Marketing
  - Working hard for someone else to earn a percentage of your commission
  - Only move up when bringing people on board
  - Say certified when you are not
  - Banned by travel professional groups and forums

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## Where To Now: Brand Travel Agency

- What is a brand travel agency?
  - A brand travel agency is a travel agency that has travel industry numbers/credentials and takes on travel agents/consultants under their brand who make bookings for travel from instruction that is given to them, and they earn a salary for working a set number of hours per work possibly in a brick and mortar storefront.

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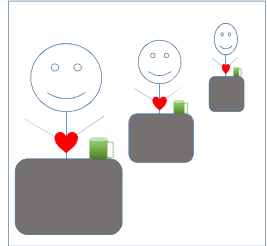
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### Where To Now: Brand Travel Agency

- Employee
  - Instruction
  - Can mandate hours or work space
  - Vacation or Sick days
  - Some benefits – medical, 401K, etc
  - No Tax responsibilities
  - Earn commissions
  - Limited Trainings
  - Limited Expenses



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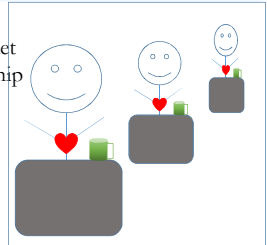
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### Where To Now: Brand Travel Agency

- Employee
  - No other services available to the market
  - Written contract - Permanent relationship
  - Key activity to the business
  - Quotas
  - Employee evaluations



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### Where To Now: Owning Your Own Agency



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### Where To Now: Owning Your Own Agency

Pick a Name



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### Where To Now: Owning Your Own Agency

- Picking a name
  - Specific to your niche
  - Easy to remember
  - Can fit on a business card
  - Not used already



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### Where To Now: Owning Your Own Agency

Pick a Name

Create a Slogan or Tagline



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### Where To Now: Owning Your Own Agency

- Creating a slogan or Tagline
  - Memorable
  - Include a key benefit
  - Differentiates the brand
  - Imparts a positive feeling about the brand



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### Where To Now: Owning Your Own Agency



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### Where To Now: Owning Your Own Agency

- Creating a Mission Statement
  - 2 – 3 Sentences
  - Include
    - What you do
    - What you sell
    - Who your target market is
    - What sets you apart
  - Bold or underline key words

Life is Better Traveling customizes vacation packages for people who want to travel for the on package and customized to their needs. Have an end in mind in how you can help your agency is connecting friends and family through vacation. **Magical Receptions** - Life is Better Traveling, LLC

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Where To Now: Owning Your Own Agency

Tax ID #/ Own  
Travel Credentials

All Insurances

Business Entities

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**CONGRATULATIONS!**

*Even though you have completed the  
T.A.S.S.L.E Program remember to  
always...*

*Keep Moving Forward!*

T.A.S.S.L.E

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