

NEW BOOKING WELCOME LETTER

When you book a new clients we recommend that you send them a welcome letter. We recommend this for several reason but one of the main reasons is to keep them engaged with their vacation(s) up to the big day.

We have found that without a countdown there tended to be more cancelations for many reasons such as; they forgot about the big day and didn't plan accordingly, making payments was not a priority and now they cannot afford it, and so on. So please read below your starting guide to our recommended Welcome Letters for all bookings both old and new!

The Folder

- We recommend these folders because they are in bulk, super cheap price and do not require licking to seal shut! - <https://tinyurl.com/2h98xu2h>

Welcome Letter

- Welcome letters are important because it tells your clients how happy you are that they picked you!
- You will edit the file you wish to use with each of the guests first name and end with a comma. Example "Dear Mike and Ellen".
- Be sure to use the right form based on how many adults are going. If just one adult be sure to use the single form, two adults use the couple form, and so on.
- Be sure to use the right form based on if this is a new booking or returning client.
- Be sure to download the letter font in the "Fonts" email we sent you so that your font matches the letter font.
- Welcome letters can be found via the agent only website.

Letter from Mickey and Friends

- This is a great way to get the kiddos excited.
- Be sure to use the right letter. There is a format for those taking a Disney cruise, some for guests visiting the parks during holidays like Christmas and a regular season park visit format.
- Be sure to download the letter font in the "Fonts" email we sent you so that your font matches the letter font.
- Letters from Mickey can be found via the agent only website.

Fridge Magnet

- This keeps your information readily available for clients 24/7 even after they travel. So many times clients say they forgot their agents name... don't let them but sending a fridge magnet.
- All you need is printable magnetic paper which can be found at any office supply store, Amazon, and even Walmart in an 8.5x11 size which is the standard paper size. We recommend: <https://tinyurl.com/mr3suabs>
- Then cut with scissors, or paper cutter. We recommend: <https://tinyurl.com/38zpeu8y>
- Your magnets do not need to be amazing works of art. They should at the very least display your company name, your name, your contact info. Here is an example of one ---->



Vacation Countdown

- This is a great way to keep your clients invested in their newly booked vacation.
- We recommend laminating the countdown so that it lasts the duration of your clients wait. Many book sometimes more than a year out.
- We recommend any laminator and you can find some low priced ones at Amazon and Walmart.
- The best price for bulk laminating pouches can be found here - <https://tinyurl.com/35fyrnm>
- Vacation Countdown files can be found via the agent only website.

Vacation Countdown Directions

- Vacation Countdown directions can be found via the agent only website.

Thank you Sticker

- Want to look professional with an added Thank You? We recommend these stickers that you can place over the sealed portion of the envelope like these - <https://tinyurl.com/yc7bzdbk>

Suggestions on how to Store It All

- We recommend an accordion folder with multiple copies of everything you need in one place such as a tab for:
 - Magnets
 - Vacation countdown for Cruises
 - Vacation countdown for ROTW
 - Vacation countdown for Disney
 - Vacation countdown for Universal
 - Vacation countdown for Disney and Universal
 - Vacation countdown directions
 - New Booking Checklist in front pocket for easy access



NEW BOOKING CHECKLIST

- ☐ **Welcome Letter** (specific format for booking whether new, returning client, group, single, or couple)
- ☐ **Letter from Mickey and Friends** (specific to date of travel)
- ☐ **Magnet for Fridge**
- ☐ **Vacation Countdown**
- ☐ **Vacation Countdown directions**
- ☐ **Sticker on outside of mailer**
- ☐
- ☐
- ☐

We recommend laminating this page and left extra bullets in case you wish to add anything else. Reminder that shipping is cheapest if folder is flat so we do not recommend shipping pens or other objects beyond paper.

We recommend keeping it light in weight since we do not get commissions until clients travel... meaning the postage is out of your pocket and could be a loss if they cancel before the big day.