



TRAVEL *Expert*

MARKETING ACADEMY

Marketing Training & Tools for Travel Experts

We obviously help entrepreneurs build their businesses -- but part of what we do is really around personal transformation, as well.

In a way, we say to our clients: Having a business that makes more money is great. We're happy to help you with that. But more than that, we want you to create a business that lights you up, that satisfies you, that makes you feel like you're making a difference for others, that allows you to deeply participate in and enjoy all aspects of your life, that calls you to be the very best version of yourself in the world, that empowers you to be bold and take risks in tons of areas besides just work. Basically, when you open yourself up to the possibility that being an entrepreneur is a way to radically expand who you are as a whole person, that's when your business can really reach its full profit potential.

When you transform the entrepreneur, you transform the business. Empowered, inspired, expansive entrepreneurs build powerful, inspiring, and growing businesses.

- We believe in limitless potential.
- Our job is to see ourselves and each other in ways that build up, challenge, and call out our best.
- We build our team relationships on trust, gratitude, and openness. Also shenanigans and good belly laughs.
- Strong working relationships are often about so much more than just work.
- Our highest vision and possibility are served by every small, intentional action.

- We are nurturing -- but like best-friend nurturing, not doting-grandmother nurturing. We respect you enough to tell you like it is.
- You can expect honesty and transparency from us in all areas of business.
- A good business knows when it's time to stop working and tend to yourself and your family.
- It's not about "having it all" -- it's about having what matters.
- Everything is figure-out-able
- We own mistakes as the best kinds of learning opportunities. There's grace enough to go around.
- We are open to change and transformation.
- You are not in competition for scarce resources. There is enough for you and everyone around you to be wildly fulfilled and successful.
- The best kind of work is the work that improves you and whatever part of the world that touches yours.
- We take our work seriously without taking ourselves seriously.
- To create marketing tools that articulately and irresistibly share our clients' unique stories with the world.