Start to Partnership CHECKLIST

1. Define Your Brand

- ☐ Choose your travel niche
- ☐ Define who you create for
- ☐ Define your content pillars
- ☐ Clarify your unique perspective
- ☐ Define your visual style.
- ☐ Write your creator bio
- ☐ Choose your creator name
- ☐ Create a professional email address

My Creator Positioning

I create:
For travelers who:
My content helps them:
I want to be known for:

2. What will you be known For

- ☐ Select your primary focus
- ☐ List 3–5 supporting themes
- ☐ Research your ideal audience
- ☐ Analyze creators you admire
- ☐ Identify what makes you different
- ☐ Create your content lane statement

FOCUS CREATES CLARITY. CLARITY CREATES GROWTH.

3. Build Your Presence

- ☐ Set up Instagram
- ☐ Set up TikTok
- ☐ Set up YouTube, if relevant
- ☐ Optimize your bios
- ☐ Add links to your portfolio
- ☐ Create a content strategy
- ☐ Establish a posting schedule
- ☐ Create consistent branding

4. Create your Content Pillars

- ☐ Choose 3–5 core pillars
- ☐ Brainstorm content ideas
- ☐ Plan pillar-based series
- ☐ Balance inspiration + value
- ☐ Create content buckets
- ☐ Review and refine your pillars

YOUR PILLARS GUIDE YOUR CONTENT.

1. Learn Content Creation Basics

- ☐ Learn composition + lighting
- ☐ Learn basic video techniques
- ☐ Learn how to capture B-roll
- ☐ Learn photo + video editing
- ☐ Learn visual storytelling
- ☐ Learn hooks + captions
- ☐ Learn platform best practices
- ☐ Build confidence by creating regularly

2. Practice Before You Travel

- ☐ Create content in your own city
- ☐ Shoot a local hotel
- ☐ Create a restaurant Reel
- ☐ Visit local attractions
- ☐ Make a weekend itinerary
- ☐ Create a "48 Hours In..." series
- ☐ Build your first 10 portfolio pieces

CREATE THE PROOF BEFORE ASKING FOR THE OPPORTUNITY.

3. Take Your First Content Trip

- ☐ Choose a strategic destination
- ☐ Research hotels + experiences
- ☐ Plan your content itinerary
- ☐ Create a shot list
- ☐ Plan outfits + props
- ☐ Capture content for multiple platforms
- ☐ Post while traveling when appropriate
- ☐ Back up your content daily

4. Start Posting & Growing

- ☐ Post consistently
- ☐ Test different content formats
- ☐ Use strong hooks
- ☐ Write searchable captions
- ☐ Engage with your audience
- ☐ Track what performs
- ☐ Improve + refine
- ☐ Build your community

1. Learn The Business

- ☐ Learn partnership types
- ☐ Understand deliverables
- ☐ Learn usage rights
- ☐ Establish your rates
- ☐ Learn basic contract terms
- ☐ Create an invoice template
- ☐ Understand disclosures
- ☐ Track income + expenses

2. Prepare To Pitch

- ☐ Research target hotels
- ☐ Build a hotel hit list
- ☐ Find the right contacts
- ☐ Personalize your outreach
- ☐ Build your media kit
- ☐ Create your pitch template
- ☐ Send your first 10 pitches
- ☐ Follow up with intention

3. Land Your First Partnership

- ☐ Confirm all partnership details
- ☐ Get everything in writing
- ☐ Create a creative brief
- ☐ Deliver exceptional content
- ☐ Meet every deadline
- ☐ Share results + insights
- ☐ Nurture the relationship
- ☐ Look for the next opportunity

YOU DON'T NEED TO HAVE IT ALL FIGURED OUT. YOU JUST NEED TO START

Your adventure begins now.