

Ashley Metesh-McCoy 0:00

Today we're talking about a topic that I get pretty fired up about. And I noticed so does Wendy. And it's I think a lot of people might disagree with this, but I think it's brilliant. And I don't care what Krystal says.

I'm just joking. Okay, so the point here is that so many advisors out there are claiming their niche, right? Because we all know we need to niche. But when they decide what their niches, they say something to the effect of I'm a cruise specialist, or I'm a family travel specialist. I'm a Disney specialist. I'm an Australia specialist or

Krystal Eicher 0:44

luxury

Ashley Metesh-McCoy 0:45

luxury specialist. But

Krystal Eicher 0:49

how do you feel about that?

Ashley Metesh-McCoy 0:50

Wendy, whatdoes that mean?

Wendy Guth 0:52

Well, exactly. I mean, what EF does thatmean? I sell luxury travel. Okay, what does that say to you?

Krystal Eicher 1:02

So just First of all, in that in that capacity, and it could be luxury or cruisers and just buying luxury travel to find cruise travel? I have been on a cruise, there are a lot of different mo-fos on a cruise.

Wendy Guth 1:14

Well. And really, the first thing is, who is your client? So luxury -is luxury a client? Does it's luxury actually buy from you?

Your niche is your client. It's not -

Ashley Metesh-McCoy 1:29

It's not a destination.

Wendy Guth 1:33

Exactly. I mean, you know, selling Oh, I sell Disney. Well, great. I mean, Walt is not Walt Disney is not your client. And that may be the the solution to the problem. But who's your client? And what's their problem? And then you figure out what the solution is. And I think, you know, we

think about how hard it is to sell travel right now, in the middle of a pandemic. And it is especially hard if you've niched yourself into a hole, you know, I only sell, you know, Italy. So Europe, yes, sorry, I only sell Italy. Well, what happens when you can't go there? Now, all of a sudden, it's how do I pivot?

But if you actually have a human ideal client, with real problems, or real aspirations, that's how you can go about helping solve them in a lot of different ways. And that makes it easy, where it's, well, it's not Italy, it's it's New England, or, or the Caribbean or whatever, as long as you're solving their problems. And it's one of those I guess, maybe frustrations is the is the best word. When you know, when you ask someone what, you know, what do you specialize in? And it's all it's always something that has absolutely nothing to do with the person who's actually purchasing what's your offering.

Krystal Eicher 3:04

Well, and I think a lot of people think if I cast a wide net, I'll catch more fish.

Wendy Guth 3:11

Oh, gosh, no.

Krystal Eicher 3:12

And the fact of the matter is that in you, if you speak to everyone, you speak to no one, right? That's a Seth Godin thing. And the idea here is you want to go narrow, and you want to go deep,

Wendy Guth 3:25

That's a Seth Godin thing, too!

Krystal Eicher 3:28

He is considered a marketing guru for a reason. And he's incredibly successful for a reason, because he recognizes that you don't need 100 raving fans, or even you don't need 10,000 raving fans, what you need is a small group of 10 to 100 raving fans,

Wendy Guth 3:50

And you start one at a time

Krystal Eicher 3:52

And you start one at a time, those people will tell their friends. And so if you can connect to people through your stories, if you can connect people through your ideals, if you can connect through people through by even just telling people, this is who I serve, over and over and over again in your content marketing. Blogs. Podcasts. In all of those things. You cannot replicate National Geographic, right?

Ashley Metesh-McCoy 4:21

Yeah, like that's what I say, Oh, you got to also approach from a practical operation standpoint, you're a one person show. Most likely you can't you don't have the marketing funds and the staff to market on a scale of Carnival Cruise Lines or Expedia. So don't try to compete with them by selling on product or destination. don't compete with them at all. Find your ideal client and talk to them. And then the other thing is, it's not really practical to focus for example, on just cruises because you don't get as much of a great repeat client base that way. And I know this because I worked at Carnival Corporation. And we did all kinds of studies. And with the exception of a certain percentage of your cruisers, people who vacation tend to cruise one maybe out of every four vacations. So like one vacation's a cruise, the next might be like a national park, the next might be Disney, the next might be Paris or whatever, then they go back to the cruise, you're not getting a consistent client base. If you focus on one mode of travel or one destination, you'll get referrals, potentially, but you're not gonna be able to continually serve those people in a way that you get to know them and provide them super specialized service.

Krystal Eicher 5:44

so the next step there would be if you really want to work on cruises. It's I work on people who only take cruise vacations because they think cruise vacations are the best vacations. And then you need to decide are those people couples? Or is that a family that only takes cruise vacations? And why do they only take cruise vacations? What problems does the cruise solve for them? Is it that that's an easy mode of travel? Is that that it's a family, and they can drop their kids at a kids club all the time? That's what you market to not that your cruise specialist, but that you are helping this particular person, right? And cruises is the answer to their problem.

Ashley Metesh-McCoy 6:22

And then when the cruise industry shuts down, you at least know that family and they still want a vacation, you can say Well, here's

National Park, or here's an all inclusive in Mexico because they're basically open. So you can go in that give that child care and have your family vacation. You know, like you know that family so you can service them.

Krystal Eicher 6:47

Yeah, from a content marketing standpoint, again, you can ever outperform major corporations, and Expedia. And if you're even if, let's say you're a Germany specialist, I can't outperform National Geographic or any other

Ashley Metesh-McCoy 7:01

visit Germany, Germany

Krystal Eicher 7:04

out there. So I don't need to write Germany guides to sell Germany, what I need to do is I need to write content to know how Germany helps that my ideal client, what it does an ideal client love about Germany and love returning to whether it's breweries, whether it's or why should they

see what are they seeing? Yeah, and, and there are so many different styles of that for different people. And that's why that's the important thing.

Ashley Metesh-McCoy 7:31

And I think it really comes down to I think part of it, too, is just a scarcity mindset. I mean, that's used a lot. But we cast a wide net, because we're worried if we don't, we won't get any business.

Wendy Guth 7:47

Hmm. Well, and I well, and I think that is so very true. And I think that people need to have the confidence. Travel advisors need to have the confidence that if they've done their homework, and, and put together and really identified their ideal clients, and put together branding and messaging that works for them. That and you know, and then has a strategy to go after the clients that they don't have to, you don't have to cast a very wide net. Because Yeah, the more the broader you are, the less likely you're really going to sell.

Ashley Metesh-McCoy 8:33

Yeah, and I mean, I keep saying we're going to have this conversation later, this idea how to pivot, but we're seeing examples of advisors who are successfully positioning themselves to pivot, because they've built a community of raving fans that are their ideal client, for example, I won't name her. But she caters to, I believe, middle aged women who, you know, want to experience wellness and very essential travel. And so she's getting a yoga certification. And so she's identifying a way that she can serve that population, and still maintain contact with them. And they're ready when travel opens up. And I can see where she can incorporate her yoga in the future with this is her plan but retreats and you know, fun stuff like that. So again, it's it's sort of tricky, it's like niching, but diversifying at the same time, which is contradictory. But it's really seeing this how important this is right now.

Wendy Guth 9:36

Well, it's finding that special sauce, it's it's it's finding the differentiators, and I think that is what is is really so important. And I remember you know, so I have a coach. And one of the things that she talks about is you know, you have a bookstore, you have two to two women own bookstores, one bookstore is specialize in Christian books. The other bookstore specializes in everything Woowoo. Well, they're both selling books. Yet they cater to completely different audiences. And I think travel is very similar because we're, we all we sell the same commodities, we sell the same products, we sell the same companies. That is not what differentiates us from each other. What differentiates us is what makes us special

Krystal Eicher 10:40

when I was us, so, with our IC's, I use like the ice cream analogy. Mint Chip can never be strawberry sorbet. And it doesn't apologize for being that either.

Wendy Guth 10:52

No, it doesn't.

Krystal Eicher 10:52

And it solves a need and people are going to ice cream. But people feel very strongly about what flavor they're going to gravitate to.

Well. That doesn't mean that if mint chip is out, (Happened to me at Haggen Daz the other day), that I won't maybe get a cookies and cream instead. And I think the other interesting thing too, back to your scarcity mindset thing, you know, just because you're out there in the nether worlds talking about things doesn't mean that other people aren't going to inquire with you about trips. Because, quite frankly, if you're consistently marketing, somebody is going to come up with roadworks somewhere and ask you, oh, hey, will you do this,

The important thing about that is now you have a choice. Now you have a choice. And if you are really needing the business right now is because let's be honest, all of us are really needing a little extra business right now. Now you have the choice to go ahead and take that random trip that might be a little bit outside of your specialty, and go and do it anyway, because the income is nice. But I'll tell you right now feels really good to turn that business down. Because you are so busy with business from your ideal client. so busy doing business that excites you that you found your sweet spot, and that you aren't in alignment with if you're so busy with that business, that you have to turn other business away. That's the success,

Ashley Metesh-McCoy 12:13

you're not wasting time with people you don't want to work with.

Krystal Eicher 12:16

There is nothing more draining. Oh, I'm dealing with a client that you don't want to work with. And we've all been there. And we've all been there. And at the end of the day. That's our choice too

Ashley Metesh-McCoy 12:27

well, you should talk a little bit about your you're finally deciding to niche in the in the Oprah test, as I like to call it and how that changed things for you.

Krystal Eicher 12:37

Yeah, so I was going to I when I first started my travel business, I said I want to focus on girlfriend getaways. And there were experienced people in the travel industry who actually told me that was a terrible idea. They said that there's no money in it that women will travel without their husbands a lot of self doubt and creped in. And I had a lot of problems with that. And then I'm in a conversation, a coaching call with Ashley. What I said was, "Should I just be a group specialist, you know, should I dial it back? Should I just do groups, but also service girlfriend getaways?"

And Ashley asked me a great question. And we call it the Oprah test in our group. At the end of the day, do you want - Oprah doesn't want a generalist for anything. Oprah wants a

specialist. Oprah wants the best. And damn right she should get. She's Oprah. So if you're going to be Oprah's anything Yeah. Is Oprah coming to you for girlfriend getaways? Because you're in? That's when the girlfriend getaway guru brand was really birthed for me. Yeah. And when I really leaned into that niche, and I want to really said nope, that's exactly what I want to do. And I started and I and I even went further. I didn't want to do girlfriend getaways that were bachelorette parties to Vegas. I wanted to do older women, moms who needed a break, when I really narrowed down on it, of what I wanted. And I started creating content for that on a regular basis. And I put it out there on Pinterest and on building your face and building a Facebook group. I founded the serendipitous squad Facebook group. And when I started really doing that, lo and behold, people started Googling for girlfriend getaways. And guess who came up?

Ashley Metesh-McCoy 14:34

Yeah. And you didn't stop getting inquiries for other types of travel?

Krystal Eicher 14:38

No, but I have the choice now to turn away business. And I got really good at turning away business that I knew would just have left me frustrated and resentful, and I just didn't feel good about it. And I'll tell you right now it was the coolest thing when I started getting inquiries that were cold call. People that I've never heard of or had no idea And when I asked how did you find me it was while we found you on Google, looking at girlfriend getaway ideas and found a couple of your articles and found your website and all your website all, the only thing you talked about was girlfriend getaway. And we thought, well, we must be in the right place. She must know what she's talking about.

Ashley Metesh-McCoy 15:20

So, yeah. Did you experience the same thing? Wendy, when you went from conference 360 to rebel on the go, like, did it? Did you get more of your ideal client, but still get some peripheral clients and have the opportunity to decide whether or not to services?

Wendy Guth 15:38

Um,

my heart was not completely in the transition. Okay. And I think because of that, you know, I think when you're, you're not in alignment you sent out you send off vibes. So I think I just went through a period where a lot of the clients just in general, kind of dried up. Yeah. And I do think that had to do with, you know, being out of alignment.

Ashley Metesh-McCoy 16:08

Yeah. Well, and I think this is why like, at least in our host agency, and also in KTA, we're really going to drill down on this idea of identifying your ideal client, it takes a lot, I mean, not only finding your special sauce, which is a really hard thing for people to do. But we're gonna focus more on identifying your ideal client, naming her or him or them, you know, thinking about, like, what kind of food they eat? Do they act, you know, what kind of exercise they do, you know, these little details, more than how many staterooms are on the carnival fantasy.

Krystal Eicher 16:56

Fun, because at the end of the day, your clients are going to ask you how many staterooms are on the Fantasy,

Wendy Guth 17:01

People don't buy because of benefits they buy, because they're made to feel a certain way, or achieve certain things, or make certain changes, you know, you know, it may be let's say, it's an expedition and afraid of water, or afraid of, I don't know, snakes. And we want to overcome that fear. Well, what the state room looks like on anything, it's not this is not getting going to be the selling point. But being able to say that, you know, you will experience the most amazing interaction with snakes or something.

Ashley Metesh-McCoy 17:45

Got your idea?

Wendy Guth 17:46

No, no, neither mine,

but, but I'm just, it's just, if you think about it, that it's the benefits don't sell. And if you leave, even if you've left benefits off of anything, it's like, I never understand the formula that especially the cruise industry uses, it's like let's look at cabins. Well, if you actually if you tell me that there's going that the room was so romantic, that my husband and I are gonna you know, get busy. Yeah. But, you know, that kind of thing is what is what you want to know about, not it's 12 square feet or whatever.

Krystal Eicher 18:32

And at the end of the day, people buy from people they like if they don't like you because they don't know anything about you, then you either they might buy from you once but there's no loyalty there and quite frankly, retention is where the money is: building a client base and building repeat customer that's how you build a growing business. Yes. And so your knowledge of things maybe that is what sells and but and but then your ideal client is a person who appreciates facts and appreciates statistics and needs to know the square foot of the room or something. But knowing that about your ideal client is really really important. I don't know if that client really exists but I have to imagine

Ashley Metesh-McCoy 19:16

there there is

Krystal Eicher 19:20

somewhere out there that you have to I i do i do believe that there is someone out there for everyone. Hmm, but I think that we need to get away from the idea of Oh, I really like Europe. So I'm going to be a Europe specialist or I really like cruising I'm going to be a cruise specialist

or the worst one the worst one is, I know so and so is a really good group had a lot of success as a river cruise. She makes a lot of money. So now I'm going to be a river cruise.

Ashley Metesh-McCoy 19:51

Joint Venture winery river cruise fabulous. That doesn't work.

Krystal Eicher 19:56

No because it's not bringing into alignment, your special sauce And your ideal client, oh,

Ashley Metesh-McCoy 20:02

that's the key. And if you're just beating a dead horse here, if you're selling based on benefits, or God forbid price, no one is going to be loyal to you because they can go anywhere for benefits, and they definitely can go anywhere for price. So in order to maintain that loyal clientele, you're going to have to connect with them on something other than benefits and price. And that is your shared knowledge of their pain points and your ability to solve them for them. Um, do you have anything else to say about this topic?

Krystal Eicher 20:46

No, I think that that pretty much sums it up. I think you need to, you need to lean in to this idea. And it's leaning into fear, because it is scary. Mm hmm. to lean into this idea that you might say no, to other business. But what you're actually when you say, when you say yes to less what you actually get is more.

Ashley Metesh-McCoy 21:11

Yeah. And you don't have to do it alone. There's plenty of people in the industry and outside the industry that can help you to sort of craft your ideal client, come up with your ideal client. You know, Crystal's really great at sitting down and sussing that out with you. And I'm really good, I think at helping people that identify their special sauce, you know, reach out to us if that's something you're interested in discussing. And of course, Wendy's really good at telling stories. So making that connection between your special sauce, your ideal client and then communicating that is is a very valuable, basically marketing strategy, business strategy. So, any final words, Wendy?

Wendy Guth 21:53

Hmm.

I think you've covered that beautifully. Oh, well,

Ashley Metesh-McCoy 21:59

we covered it. Alright, well, thanks for joining us and catch you next time.

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