

## Appendix 1 - Worksheet: 3 questions to ask when writing your ad

### 1. What do I have to offer?

Ask yourself	Your answers
What does my business or product offer?	Customized tour planning and information/tips, including city/urban, cultural tour and adventurous tour
What are my key selling points?	Customized service, special tours
What makes me stand out from other businesses?	Network all around world, local recommendations

### 2. What do I want to accomplish?

Ask yourself	Your answers
What action would I like my customers to take?	Our goal is to sell our brand and let more people know us, there are 3 steps we want our customers to accomplish: 1. visit our website 2. like our content 3. Join us by providing their contact information
When should my customers take action?	Within 2 weeks
How do I want my customers to feel about my offerings?	Interesting and attractive information, helpful for their tour planning

### 3. Who are my customers?

Ask yourself	Your answers
Who are my customers?	People who are making tour plans(including itinerary, booking tickets, hotels, restaurants...), people who are searching for travel information/tips
What are my customers' needs or values?	A quick and convenient way to make customized tour plan and get more information for their tours
What are my customers' circumstances?	Have travel plans now or in the near future, or travel enthusiasts who like collect travel information/tips.