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Tourism Marketing Success Series Special Report



By

Tourism Tim Warren

Special Guest: Doreen Toller: Alaskan Tour Guides

**Alaskan Tour Operator Doreen Toller
Shares Her #1 Online Tourism Marketing
Tool and Return on Investment That
Helped Her Tour Business and B&B
Increase Sales 45% in 18 Months, (worth
US\$192,000)**

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Doreen Toller Interview – 19 Minutes

Audio Interview Transcription

Tim Warren: Hey, good day, folks. It's Tourism Tim here with a very, very special audio interview with Doreen Toller with Alaskan Tour Guides up in Alaska. Doreen is one of my inner circle members. She sent me some great comments. I called her up. When we were having so much fun, I said, "I got to record this. This is just too good."

So good morning, Doreen.

Doreen Toller: Good morning, Tim. I'm glad to be here and talking with you and anyone else who's listening to this because it's not to be missed.

Tim Warren: Very, very good. Why don't you, maybe we can start off with the email that you sent me just to give people a little bit of background, briefly tell people what you do if they haven't seen one of your testimonials that I'd actually just posted just the other day.

Doreen Toller: Well, we are [Alaskan Tour Guides](#), and we've been conducting escorted small group tours in Alaska since 1998, and our business is just growing beyond my wildest dreams sometimes. I know that it has a lot to do with getting my message out there in a clear and concise way, and well, that all just backs up to all the information that you've given me. I'm so excited about [this new course](#), which is why I sent you that email.

Tim Warren: Yeah, it was great because we were laughing about it because I'd be the person that I am not a spelling champion. My grammar sometimes is poor. There is this opportunity to fix some of that, but there's a bunch of videos in there, and one of the videos that we did where I'm doing [one on one very detailed coaching with clients and we're going through their websites](#). Step by step, part by part, we're talking about the **Credibility Statement, Defining Headline, Descriptive Text** and other important travel website marketing parts I've been sharing with you guys.

(see below for definitions and links on these important travel website marketing terms in bold above)

Doreen, you are one of the people that were kind enough to be coached and included in this [Tourism marketing course](#). Why don't you share what are some of things you noticed now that we're looking at other things in this program, but looking at your own recorded session?

Doreen Toller: Well, gosh, that I was really missing so much (in her website), I guess. Even after my session I went, I've done all the little incremental steps over the years and, of course, my page I do it myself, and so of course, it just became compounded with information, and when I watched the video where you were giving me the [website coaching](#), I had to laugh because you asked one question that was, "If you could just change one thing about this website, what would it be?"

At the time I was like, "Well, I can kind of like my website."

Tim Warren: [Agrees]

Doreen Toller: But actually, it's been completely changed.

Tim Warren: And I'm looking at it right now with their new draft, and I have to say it, it's awesome. You've done a good job, it seems, including as well as other things, but I interrupted. I apologize.

Doreen Toller: That's okay. Well, the message that I got most out of it, I know there were so many, but one of the messages that I just overlooked was just that short time that you have to capture your potential client's attention and bring them further into your webpage, and everything I had there, I believe, was more confusing.

So the biggest message to me at the time was I've got to be more concise. I've got to grab their attention right away and pull them in and draw them in so that they just don't get confused and get lost somewhere else.

But that was just one of many. I could go on and on. I was so excited even if this is Course 1, [just the Step 1 in your course](#), I had a list of three to four items that were all new to me, and I've been listening to your information for a while now since 2005 or 2006, but these were pieces that when I watched you coaching others, I thought, "Wow, that's a great suggestion and I need to put that into my site," which I did.

There are so many things. I couldn't believe your offers. There's another thing, I got into the course, and there were some unbelievable offers with signing up to this course. [Step 7, that's amazing, Tim](#). That's simply amazing.

Tim Warren: Well, tell them what Step 7 is, in case people don't know this yet.

Doreen Toller: [Website coaching](#), and believe me, it's the most valuable thing that you could ever even hoped to get.

Even when you were coaching, I love the fact that you followed up with, "Okay, you're going to get a copy of this so you can watch it because I took my notes and I reworked my website, and I applied my notes, but there were pieces that while I was writing, maybe I wasn't fully listening or they had just slipped my mind so that in reviewing it, I was like, "Oh yeah, I need to do that. Oh yeah, I need to do that."

So now, we're really jazzed about our website. We really think that the improvements are significant, the testimonials are right up front, the **TripAdvisor** is on there, our **credibility statements** are out there, the **defining statement**, the **location statements** are more clear. Everything is more clear and concise, and I just know that that's going to be flip the switch for those potentials to actually step in and buy.

One of the things I was laughing about was that you made this course so that it was iPad compatible. You could watch it mobile, and your timing was perfect for me because we had a scheduled power outage up here. We have had a snowstorm, first one of the year, and somebody hit a pole and so they were going to take it out.

Well, that day was the day that I have set aside to go through some steps with your course and work on my website, and I was watching them up until the scheduled power outage and I just flipped over to my iPad in 3G and continued on.

Tim Warren: Right.

Doreen Toller: So it was perfect.

Tim Warren: Oh, that's great. That's great.

Doreen Toller: Yeah. It's all great, Tim. I'm really excited. I just can't tell people enough. When you interviewed me last, you were asking about my investment in advertising, which, as you know, that's where we put the most of our money. We are a small company who does a lot of the work on our own, and there are a lot of pieces that we don't hire out.

But aside from the money that I invest in my advertising, the best investment is my training, the education, the courses that I have purchased from you, the free courses that you've sent me, the book.

I mean, you can do a lot of things yourself, but you need some guidance from a professional, and that's what you've given us. We're just so excited.

I mean, we had a great increase in sales this year, and we just know with this new website, with this grabbing them quickly, that it's just going to take off again.

Tim Warren: You may have to be buying yet another new van. For people who haven't seen Doreen's comment or video ([see here, a short testimonial I've put out recently](#)) I believe you said that your sales for 2011 in a pretty competitive environment in Alaska were up by 41%.

Doreen Toller: We went up to 45% by end of the year.

Tim Warren: Wow!

Doreen Toller: It's 45%. I know, phenomenal, and truly, we did. We purchased a new van, hired new employees, and so we're running. We operate with executive coaches. They do kind of set us apart a little bit, and we now have three that we own and operate, and I have dates in July that are already booked to all three of them.

Tim Warren: Outstanding.

Doreen Toller: Another is first of November.

Tim Warren: Outstanding. I love it. I wanted to back up for a second and touch on something you just mentioned about investing your time and education. Again, when I put this together, I was a little concerned that people will be concerned with two things, that one, I haven't got time to spend watching a bunch of videos and educating myself, or that I put so much good content in there that people would go, "Oh my God, I'm overwhelmed."

Now, would you reflect on that a little bit about "I haven't got the time" or "is it worth it to spend some time on these videos" as far as the takeaway, one or two ideas.

Doreen Toller: Well, from a person who truly knows that I have the time, because I am one of those people who wears many hats in my business and then try to have a little bit of personal life. I understand that feeling, but the beauty of your course is that you can step in and out of it at any time.

You broke [the videos](#) out so that each step then has segmented videos that it allows you a place where you can stop if you need to and then continue on.

Tim Warren: Good.

Doreen Toller: You need to make the time, that's all there is to it. There are sayings in life that you can say, "I don't have the time for it," but if you have the time to learn how to promote your company, that's not right.

Tim Warren: Yeah. I think it's probably one of the best investments you can ever do in and out. Not all of us are technically as adept as you are, and then looking at your new website, it does look awesome, and I hope we can use it as a before and after case study at a later point. But Dan Austin who I recently interviewed who won the Travel & Leisure's Tour Operator of the Year multiple times on this and that, I don't know, did you catch his interview recently on what he said about the mistakes that he found his webmaster made?

Doreen Toller: No, that one just came out, and you see, here again that not having time, I do get a lot of videos that I come across, but all of yours go into this read file, but then I get a point in time where I have the ability to go through. So I just keep them. I do have Dan's and actually today and tomorrow were additional days that I wanted to read a little bit more. Because even though I am going to Hawaii, we are a small business and I do work a little bit on vacation.

Tim Warren: [You could download the course](#). I don't know if you notice it, but there's a download link for every little segment so you could download everyone of those segments.

Doreen Toller: I did. I already thought about that. I'm going to watch it on the plane.

Tim Warren: Perfect. Perfect. Although I am an advocate of decompressing and disconnecting from your business, but it would be an ideal time to kind of do that. But what Dan said was he really relied on some of his webmasters like most of us do, and when he decided to get more involved and personally take it over and learn what he needed to do, he was shocked how many things, I mean, basic things, were just missing or were improper that helped him get indexed in the search engines or just a bunch of stuff.

I just got a call from another guy who's in the inner circle, Mike Vondruska, with Discover Veracruz Tours, and he said the same thing. When he started looking closer at his site after watching the course, he went, "Oh my God, I can't believe my webmaster who I paid a lot of money to do this just missed this stuff."

Doreen Toller: Well, and I believe it, and that's one reason why. I mean, I knew that, to be honest with you, my site didn't have that polished professional look, but I was more concerned with its ranks. Its organic ranks, and that's what I worked on. That was kind of my little computer game have you. I would read what algorithm, say, the search engines were using and try to manipulate my page to achieve higher ranks. So I didn't have the polished look, but I had great organic ranks.

I think you need both, and for me, again, there are just certain things I don't like to let out of my control, and I saw that with other pages and companies. It was like, "Wow, that's a beautiful looking page, but you don't find it unless you know the address to go to directly."

So it's important whether you're doing it yourself or not, you need to know what's happening with it if you want it to have an ROI for you, period.

Tim Warren: Yeah, you don't have to be a web guru, but you have to understand the basics to be able to work that or to work with the team. Have you had a chance to look at [Parts 5 and 6](#) at all, which are some of the stuff where we're going through the keywords, brief descriptions and some of that, that web SEO type stuff? I know there's a lot there.

Doreen Toller: They'll be the next steps that I am going to download and take on the plane with me.

Tim Warren: Okay, good.

Doreen Toller: So no, I got as far as Step 4. We had a little rush of business, so when that comes in, of course, taking care of the client at hand is the

priority. So I stopped and those are the steps that I'm taking with me. I am eager to get to them and again I just can't thank you enough. It was just my good fortune, our good fortune, that I met you so long ago and I'm definitely a fan. The proof is in the pudding.

Tim Warren: You're great. You and Bob are great students and great examples of what's possible. That little incremental changes and improvements make a big difference over time, and we're all in this together. I'm constantly learning, and really, I look forward to creating more community amongst all the viewers and watchers and listeners and all that good stuff so we can help each other.

A couple more quick things before you go, because you've got to go to Hawaii, and I don't want to hold you back on that. But two things, you can watch this stuff and you know that the coaching that I did and recorded about other people's websites and all the stuff in Parts 1 through 4 on the course, we get into great detail, but you said, "Hey, Part 7 rocks."

Doreen Toller: I think it's very powerful to have your peers and professional coaching. What you can do with it for your business? The sky is the limit, in my opinion, because I'm headed there.

Tim Warren: One of the things that you said to me, and in closing, that I remember relative to value and worth it, what kind of investment of money, is that you just remember that, "Hey, it only takes one or two bookings." That's it, one or two bookings to more than pay for this sort of thing." I thought it's really about return on investment, your time and your money. What would you say about that?

Doreen Toller: Well, I would say my investment in [your courses and material](#) over the years has had the biggest return on investment. I mean, your pricing or costs, they are more than fair, yet you do give a lot of information, and anyone who isn't taking advantage of it is really missing out.

I mean, Tim, I've done the gamut with advertising. I've done trade shows. I've done magazines. They're very expensive and I have gotten little to no ROI on them.

“...biggest ROI of anything I've done to market my travel business”

...“but the investment and improving my web and the points that you have brought to the forefront for me, by far, the biggest ROI of anything I've done to market my business, and that's what I have to say.”

Tim Warren: Wow! Well, it's so cool. When I hear things like that in some of the emails I've gotten, it reminds me, “Okay, Tim, that's your mission. This is what you are.” I think this is what I was put in the planet to do. It's to help the thousands of tour operators and hotel owners and B&Bs and guides that got a great passion to do what they do, but the business and marketing side is elusive and they need help. There is just an enormous cry for help, and so I'm blessed and honored that I get to do that for you and for others.

One of the things that I thought was because I updated the guide, you saw the new sections on social media that I've put in there.

Doreen Toller: I did, and I like that.

Tim Warren: Cool, and I'm thinking, “Well, there's a lot of people.” “So I already bought his Ebook”. Which was good. It was helpful, but well, I'm not sure. Why would I want to spend a bunch of more money on a course. Is it going to be that much different? Am I going to get that much out of it? You bought my original guide. You got my new course. What would you say to that?

Doreen Toller: I was so excited after Step 1 in your new course, and then Step 2 and into 2A and 2B and 3A and 3B and even my own. I mean, the book, yes, it was helpful. [The course](#), oh, it's exponentially helpful, you know?

Tim Warren: [Agrees]

Doreen Toller: Reading it yourself and figuring out what you're doing on paper is one thing, [watching you go through websites with other tourism businesses and watching you point out improvements that they can make in their site or seeing your comments on their site that the things they're doing right, it's a whole another world](#). It's right before your eyes, and the course, Tim, it's worth ten times what you're charging.

Tim Warren: Thank you. Thank you. Well, that's great. Well, I love video.

Doreen Toller: Don't back bill me. Not...

Tim Warren: No.

Doreen Toller: I'm just teasing.

Tim Warren: That's excellent advice. I mean, that's the big difference, folks. If you already have one of my original e-books, Video Rocks, it is the best instructional tool I've ever had, and it allows you to kind of just keep taking your understanding level deeper and deeper so that you can apply that stuff. So Doreen, on that note, truly, I could ask you another question, because you know I could.

Doreen Toller: Well, and I could answer too. Do you have a fan? I'm just super jazzed about our website, so thank you so much.

Tim Warren: Well, it really looks good and you know me, of course, I can see a couple more little things (on her website).

Doreen Toller: I know, I know, I know. Well, I'm looking forward to hear, and it's still a work in progress.

Tim Warren: Yeah.

Doreen Toller: I am looking forward to reaching Step 7 and having a before and after and I know that it's forever taking improvements.

Tim Warren: Absolutely.

Doreen Toller: I don't think once I have this done, that I'm done.

Tim Warren: Yeah.

Doreen Toller: I will continue to learn with you as you teach me.

Tim Warren: Good, good, yeah, and that's a really good way to hold it. We're always learning because, gosh, technology is always changing, and if you don't make an attempt to at least stay up with it a little bit, it's going to pass you by and someone else is going to get that business. So yeah, I know you're doing great. Well, very good. Okay, this is really it.

Doreen Toller: Okay, Tim.

Tim Warren: Listen, Doreen, thank you so much. Have a wonderful vacation.

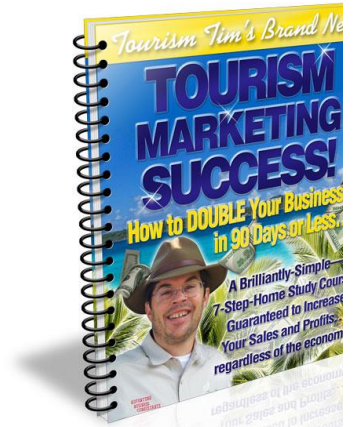
Doreen Toller: Same here, Tim.

End of Audio

Tourism Website Marketing

Definition of Terms from [Tourism Marketing Success](#) that helps you create clear and compelling tourism marketing – especially on your travel website – guaranteed to increase your leads, sales and profits.

If you want to convert more travel shoppers into travel buyers, fast and easy check out this program.



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All these terms below and how you use them pertains especially to these forms of travel, tourism or hospitality marketing:

- Websites
- Advertising – print and online
- Trade show marketing

Credibility Statement©:

- Communicates to your prospects your experience and credibility in your business and service in 2 seconds or less which help distinguish you from your competition. How you create it and where you use it is critical. [Learn how to here.](#)

Defining Headline©:

- Communicates to your prospects in 2 second specifically what you do and what sets you apart. Most travel website completely miss this super important step which cause your website visitors to leave fast. [Learn how to create a Defining Headline here.](#)

Location Statement©:

- Communicates to your prospects where you are located or which area of the world you specialize in. This will increase leads, sales AND help with your search engine ranking. [Find out why this is critical](#)

Descriptive Text©:

Communicates to your prospects fast and easy important details that distinguish on what you do and why prospect should chose you. Most travel website completely miss this which is why you may have a high bounce rate or poor results on your travel advertising... [Learn more here.](#)

Tourism Tim Warren Biography

Since 1994, I work to guide, inspire and connect tourism stakeholders to realize their dreams.

Doreen Toller Biography

Private tour business owner, guide and B&B owner in Anchorage

Profile:

I have been an Alaska resident since 1989. We started a tour company in 1998 and have been offering privately guided tours around the state of Alaska. I am an active participant in the outdoor activities, favorite points of interest include those that are slightly off-the-beaten-path and away from the larger tour groups as much as possible.

Tour guide services/sample itinerary:

Private and custom tours available to small groups. Single and multi day package include custom planning, and include personalized service. Scenic or active itineraries can be shared. Back-packing guiding is not available. No overnight camping arranged.