



i-to-i Guru Guide



First of all, WOW we are so excited to have you on board!!!

As a Guru, you will play a central role in aggressively executing marketing opportunities at colleges right across the US & Canada. We're counting on you so make us proud!

This booklet contains information that will help you succeed in your sales and marketing work, but know that it is just a guide - we encourage creativity and enthusiasm and will do our best to support you.

What do we expect of you?

- Identify key events for i-to-i's attendance and/or sponsorship
- Represent i-to-i on campus at certain key events
- Increase awareness of i-to-i's products throughout the year, through regular postering and table displays
- Build relationships with the appropriate student unions, newspapers, clubs, societies, study abroad offices, etc
- Monitor activity of other travel companies on campus and report it all back to us
- Generate ideas for promoting i-to-i on campus
- Communicate your ideas to the i-to-i office and other Gurus
- Let us know if there is a great college paper to advertise in that everyone reads

What can you expect from us?

- Support, support, support! We will give you all we can to make your plan a success!
- Constant updates on how many leads you have brought in
- The excitement of working with a group of people that really love what they do and believe they are making a difference
- If you haven't taken a TEFL course already we'll give you one for free (either an online or weekend version)
- And of course.... Cold hard cash... Compensation will work as follows:
 - For every approved expo/fair you attend = \$100/day
 - \$.50 per lead—you have to put these into a spreadsheet for us
 - \$25 for every person that mentions your name when buying a TEFL course
 - \$50 for each meeting you have with campus advisors
 - \$100 if you get a story about i-to-i in your college paper
 - If someone books a trip and mentions your name in the process you get \$50!
 - If you can get a group of 10 or more to sign up for a trip we'll give you a free week's venture worth \$1295! Have them use your name when booking.
 - Bonuses... If you receive \$3000 or more from us for all of your efforts we'll give you a flight voucher worth \$600.

But what's a lead?

A lead is the contact details of an interested party, to qualify to be a lead we need the person's name, address, phone and email in full. We will give you forms to capture this data, then you just need to enter them into a spreadsheet we will provide to claim your lead \$\$\$. Make sure you send us this lead sheet at the end of every week (if you have new names) so we can keep our lists updated.


How do I get paid?

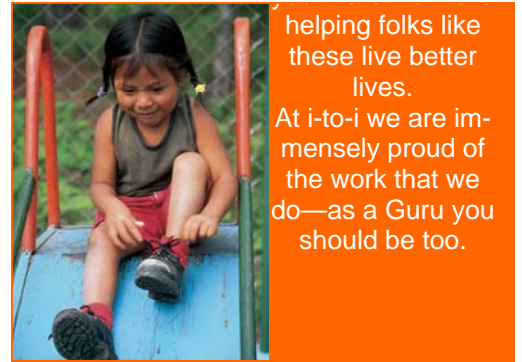
Make sure we have your invoice no later than the 5th day after the month ends. See the attached invoice as a sample. We will pay you via direct deposit so please fill in those forms ASAP so you can start reaping the rewards!

Find yourself here

- Australia
- Bolivia
- Brazil
- Cambodia
- China
- Costa Rica
- Croatia
- Dominican Rep.
- Ecuador
- El Salvador
- Ghana
- Guatemala
- Honduras
- India
- Ireland
- Kenya
- Mongolia
- Nepal
- Peru
- South Africa
- South Korea
- Sri Lanka
- Thailand
- Vietnam

1-24 Week Volunteer Breaks
Teach Conserve Care Build Create

 www.i-to-i.com
800-985-4864



Tips & Tricks

Here are some ideas to help you get started on your exciting year of marketing!

Plan ahead:

Check out right now what fairs and expos are going on in your area and sign up, they tend to pop up fast and you need to be ready. Also, check out how much it is to have a table on campus—what is involved in arranging it, etc.

Time your attack on the market:

When you are feeling like winter is getting you down, and you start to dream of getting away to somewhere exotic it's a fair bet everyone else will be feeling the same way. Think broadly about when students are making decisions about their summers, it usually starts in the winter to give them time to save the money. Which means that autumn should be spent increasing brand awareness and then loads of follow ups to secure sales in the winter/spring/summer.

Media focus:

Ensure that you make contact with the student press on campus. If they are receptive to receiving an article, on anything from TEFL training to fundraising advice for trips, let us know. We have a PR office that is here to support you, just let us know how we can help!

On campus promotion:

The simplest activity will be targeted postering on campus. Choosing your location and time carefully will ensure your effort is rewarded, think in your friends' shoes. We will keep you in constant supply of posters and doorhangers, so just let us know if you run low.

Faculty targeting:

Consider the targeting of specific centers and departments – Study Abroad, Languages (TEFL), Anthropology, Business (see attached list for ideas) – brush up on the appropriate projects to support your attack. Ask your professor if you can say a few words at the beginning of class, link the subjects, and then leave some flyers at the end. If you need more solid info or flyers just let us know! Think broadly here: we have media internships in India as well as teaching, health internships, etc.

Society targeting:

Target clubs and societies that would be most receptive, changing your approach to appeal to each target. Think about our profile student customer – energetic, motivated, globally aware, concerned about world development, involved in societies. Start with the Student Association website and pull off the contacts for the outdoor type societies, social and political awareness, environmental, business and economics – then go from there. Consider the potential for us sponsoring an event with a raffle prize, branded tickets etc.—think how many leads you'd get out of that!

Career Services & STA: Build up a relationship with the Career Services office on campus, make sure they have enough of our information on file, we are listed in the appropriate publications and stay on top of their events, talks opportunities etc.

Branding: Wear your i-to-i branded T-Shirt when you are manning a table or postering. It's a pretty funky shirt and will only help people to remember our brand and go to our website which can lead to great sales for you!

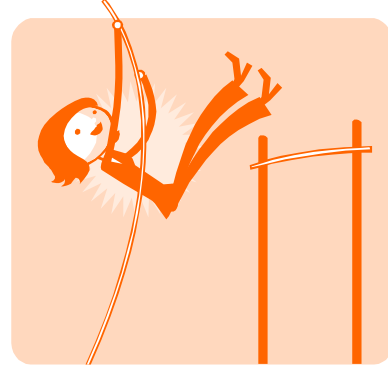
Sales culture: Making sales is an ongoing process, and sales generation should tie into every aspect of your activities. Again, remember you are not on your own here—we are here to help!



Places to Start

Faculty Depart-

- Anthropology
- Art Majors
- Cinema and Media Studies
- East Asian Languages and Civilizations
- Education
- English Language and Literature
- Geographical Studies
- Health Studies
- History of Culture
- Human Development
- Human Nutrition and Nutritional Biology
- Intercultural Centers
- International Relations
- Latin American Studies
- Linguistics
- Marketing
- Media
- Middle Eastern Studies
- Music
- Nursing
- Philosophy
- Political Science
- Social Sciences
- Sociology
- South Asian Languages and Civilizations
- Tourism



Other Local Ideas

- High Schools
- Libraries
- Employment Centers
- Volunteer organizations
- Sports or Outdoor Stores
- Coffee Shops
- Community Centers

Resources We Can Offer

- Brochures
- Frisbees
- Playing Cards
- Internship Flyers
- Pens
- Posters
- PR support—news releases, etc.
- Whatever else you think you may need, just

Club & Society Ideas

- Volunteering Clubs
- Newspapers
- Outdoor Clubs
- Film Clubs
- Cultural Clubs
- Career Centers
- Study Abroad Offices
- Intercultural Centers



Event/Fair Guide



Events are expensive. We need to make sure that we get the most out of our events if we are to continue to grow and help people make a meaningful difference. Please find below information on how you should approach the event, and then execute it as professionally and effectively as possible.

What is an 'event'? Any time you rent a table on campus, attend a fair or organize something cool on campus.

Checklist:

- Be proactive in searching out events for attendance, get in touch and we can send you all the materials you need to make it a success.
- Check with Andrew that the event is approved and then forward all the info on so we can pay and register you for the event—if it is free then you will normally organize it yourself as it is simpler.

At the event

Please make sure that you are up-to-date on our projects and TEFL courses before an event. You don't need to know every detail but know the basics (why pay to volunteer, etc) and also know where to direct people if they need more info.

Flyers and brochures should be arranged to cover the entire surface area provided and brochures towards the back (try not to let the dreaded "brochure collectors" near the brochures as they are very expensive to produce – keep them for interested people only). Also, please bring your own collections of photos from your experience and feel free to tell everyone all about it.

Should you find a question to be beyond your knowledge, you should refer the inquirer to our website or encourage them to call the office number (both of which will appear at the bottom of each flyer/brochure/promo piece).

Sales Banter: The key here is enthusiasm and an unswerving belief that the person you talk to will benefit from our product. But most importantly, have fun! Tell your stories and learn about everyone else's.

Opening questions: Are you looking to travel soon...? Where do you want to go...? What do you want to do...?

Some will ask: What do you do as a company? Keep it brief but always explain what we do with colorful examples of our projects. Have a favorite example in mind, such as working with lions in South Africa or orphans in India, that you think is great. Even the people who have no idea of what they want to do will want to say something – give them the opportunity!

Some questions you may get asked are going to be difficult to answer, always go back to the advantages.

Be open to questions and emphasize how flexible i-to-i projects are: "we can send you to any one of 500 programs in 23 countries to work as a volunteer. You choose your occupation, where you go, when you go and for how long you go for (from 2 weeks to 1 year)"

Emphasize TEFL courses as a great opportunity to get paid while you travel. We have paid teaching placements around the world and taking a TEFL course will help get that process started. TEFL courses can be taken online (www.onlinetefl.com) or in certain cities throughout the US (www.weekendtefl.com)

Offer assistance: Can someone call you? Take details to follow up. Fill those lead sheets!

Lead collection: Events are a great opportunity to gather data, bring your conversation around to this – use the paper lead sheets and then put the data into the excel sheet and send it to i-to-i to cash in on your \$.50/ lead. Please make sure you note where the lead is interested in travelling or what sort of project they would like to. This helps our sales team greatly!

After the event

Please fill in an Event Feedback form following every event. This is imperative, and a requirement to receive payment for the event. This form lets us know how successful the event was, what we can learn from it and help us decide if we should do it next year.

Key Questions

Ventures

Q: (from them) What do you do?

A: We organize volunteer projects for people who want to travel, but don't want to do it as a tourist. Our trips are for those who want to give something back, but would like some training and support so that they have a good time abroad. The projects and the countries we serve are chosen because they are developing countries and they provide a great learning experience.

We also train people to teach English as a Foreign Language. Because you are a native English speaker, you could travel anywhere in the world and earn money teaching English. We train you how to do that with an online course or weekend course. You can even take a free 10-minute sampler. www.teflcourses.com

Q: How far do I have to book in advance?

A: We recommend at least two months in advance because you will need to get inoculations and take care of other details, but we can definitely manage less advanced booking times. Always encourage people to call us and hash out their situation.

Q: Pay to volunteer? What's that about?

A: It's the same concept as paying to go on a safari. You wouldn't think of just flying to Uganda and asking a cab driver where the elephants are. Likewise with volunteering. Many people want to help out but they don't know the local language, or how the schools operate, or where to find a good apartment. We sort all that out for you, prepare you before you go, give you travel insurance, and give you a support person in-country.

The fee is for:

- Peace of mind
- Airport Pick Up
- Orientation
- In Country Coordinator
- Docleaf (Crisis management system)
- 24/7 Hotline
- Insurance
- Resources for the project
- Sometimes Accommodation/Meals depending on the project

In the last year we've sent 5000 people to 500 worthwhile projects around the world. This year we want to triple that—help us make a difference!



Q: How old do you have to be?

A: We have people on our trips from 16-80, so almost everyone you talk to will fit in nicely.

TEFL

Will it get me a PAID job?

Yes – people are working with this qualification all over the world, we have over 10,000 graduates. Have people call us and ask about Paid Teaching Placements.

What can you really learn on a weekend course?

Firstly, the course is run over 20 hours, it is a practical 'hands on' course. Our aim - at the end of the course that the students plan, prepare and teach their own lessons along with having gained confidence and a knowledge of the overseas jobs market.

What about the online course?

i-to-i have a 40 hour on-line course that you can log on to anywhere in the world. With access to virtual tutors you'll learn enough to help you get by in your classroom and do it well.

The beauty of this is convenience – you can do it anywhere in the world, in your own time. We have tutors all over the world, so you will get a very quick response to your submitted work whatever your location. Mention that you can combine the two, giving you the best of both worlds – the live version to improve your teaching, the online version to give you the grammar technique.





Guru Name: _____

Event/Fair: _____



Location & Date: _____

Contact Person & Number: _____

Event Feedback Form

Did you find the event useful?

How many leads did you generate?

Were any of our competitors there or companies with similar offerings?

Did you have all the resources you needed?

What could make it better next time?

Please fill this out and send back to Andrew at the end of each event — andrewerb@gmail.com
Thanks so much!!!



i-to-i

Invoice for Guru X

Name XX
Address blah blah
City, State ZIP
Country
Phone
Email

Month/Day/Year

Invoice for the month of: _____

Leads
Leads generated x \$.50:..... \$ XX
(attached excel sheet included)

Fairs
Fairs Attended x \$100:.....\$ XX
(attach Event Feedback form)

Advisor Meetings
Advisor Meetings x \$50.....\$ XX
(supply advisor name, department and phone number)

Press Articles
Press Articles x \$100.....\$ XX
(please send us the article and the contacts for the reporter you worked with)

Any group sales?
If you think a group booked because of you let us know their names and we'll check it out.

Any direct venture or TEFL sales?
If you think a person booked because of you let us know their names and we'll check it out.

Total Due: _____

Payment should be made to:

Bank Name:
Bank Address:
Account Name:
Account Number:
Routing Number:

Please send this invoice to: andrewerb@gmail.com



Name: _____ Age: _____ School name: _____

Email: _____ Phone: _____

Address: _____

Thanks for taking the time to answer a few questions for us, please circle the appropriate answers below.

I have heard of i-to-i Yes No If yes, how did you hear about us? _____

I am interested in volunteer travel. Yes No If yes, what country are you most interested in? _____

I am interested in TEFL.
(Teaching English as a Foreign Language) Yes No

I would like to receive more i-to-i information and be made aware of promotions through e-newsletters Yes No



Name: _____ Age: _____

Email: _____ Phone: _____

Address: _____

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