

How to Be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides

Nick Manning

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Nick Manning : How to Be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides:

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you how to become a tour guide with clear, practical advice and easy to follow steps. It will teach you what you need to say, how to advertise your services and how the pros make their money and ask for tips. It will teach you how to start your first tour, how to get repeat business after you've finished it and even what life is really like 'out there on the road.' Written by a Tour Guide with experience in guided tours across 15 countries and with contributions from experts all across the world, there's no better way to start one of the best careers in the world. SNEAK PEEK: TABLE OF CONTENTS 1. Tour Guiding 101 2. The Different Faces of a Tour Guide: What the job actually involves3. Is there a Tour Guide in You? 4. Essentials of a Good Tour Manager: Including service, research and speling advice5. Public Speaking: Including how to overcome anxiety, and how to ask for tips6. For Love or Money: Including how much you can earn as a guide7. Creating Your First Tour: Find the idea8. Creating Your First Tour: Create the route9. Creating Your First Tour: Setting a price10. How to Freelance11. Working for a Tour Agency: Including essential CV advice12. Marketing Plans13. Offline Marketing14. Online Marketing15. Lead and Control Large Groups16. Guiding Away from Home17. Dealing With Problems18. Advanced Advice19. Self-Improvement techniques20. Well What Are You Waiting For? 21. Bonus Content - 3 x Tip Spiels22. Bonus Content - Bus Spiel23. Bonus Content - Specialty Spiel24. Bonus Content - Socio-economic Spiel