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Latisha McDougal

THE PJ CEO

MEDIA KIT

Author | Mentor | Trainer | Travel Agent | Brand Creator

Hi. I'm Latisha!

AUTHOR & TRAVEL PROFESSIONAL

Latisha McDougal is a highly accomplished marketing guru, brand creator, and industry leader in the Travel sector, specializing in destination weddings and honeymoons. With over 20 years of experience spanning across various industries, she has built an impressive reputation as an entrepreneur, business strategist, and author. Her expertise lies in crafting effective marketing plans, creating captivating websites, and leveraging social media platforms to drive success for businesses in the travel industry.



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🌐 www.SLMBookings.com
www.MWHYTravel.com

📍 Order Your Copy of Wanderlust
on Amazon:
<https://amzn.to/3Qt1lVd>



 **18.5K**
@SLMBookings

 **3.2K**
monthly page views

 **75K**
podcast downloads

 **15K**
email subscribers



SPEAKING TOPICS

- ✓ **Make Your Business Make Sense:** Conversations with business owners on best practices for the proper use of social media and their brands.
- ✓ **A Travel Guide for Everything.** How using the travel agents methods of marketing and branding can positively change any business with their online campaigns.
- ✓ **Be Honost About Your Success.** Motivational moments with businesses that still think they have to fake it to make it. Be honest and face your growth potential.



AS SEEN IN

**iHeart
Radio**

**DR. OZ
SHOW**

**iTunes
Top Podcast**

**AM/FM
365**

Client Testimonials

“Latisha is a powerful source of support and such an amazing person. Looking forward to having her at our future events.

Isabel Mercado

“Latisha M. is one of the most amazing life mentors I've worked with. She is truly a gift and remained supportive along the whole journey.

Brigitte Schwartz

The Books

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"Wanderlust" is an exhilarating three-part series that delves into the captivating realm of marketing, branding, and networking for travel agencies. In this dynamic journey, viewers will be taken on an exploration of the hidden strategies, insights, and techniques that hold the key to unrivaled success in the vibrant and ever-evolving world of travel agency promotion.

Join us on this thrilling voyage through the uncharted territories of travel agency marketing, branding, and networking. "Wanderlust" promises to be an enlightening series that will inspire, empower, and equip travel agencies with the secrets to unlocking unparalleled success in the exhilarating world of travel promotion.

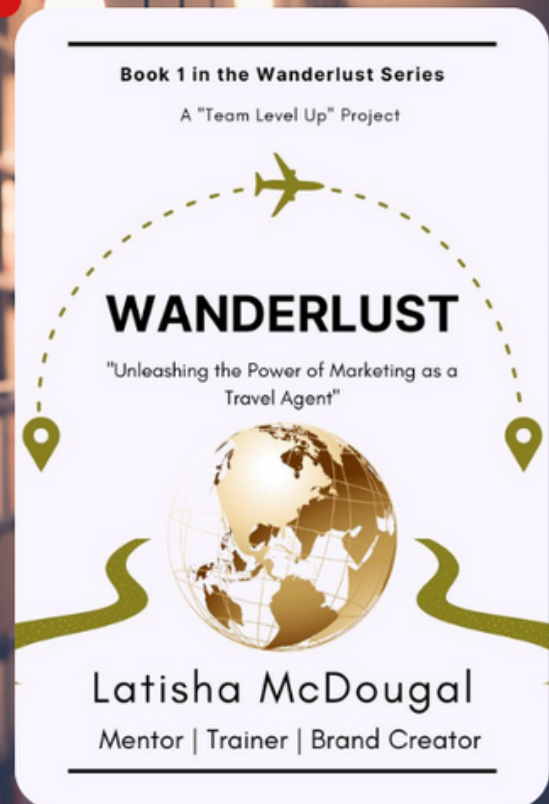
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2nd Book in the Series



3rd Book in the Series



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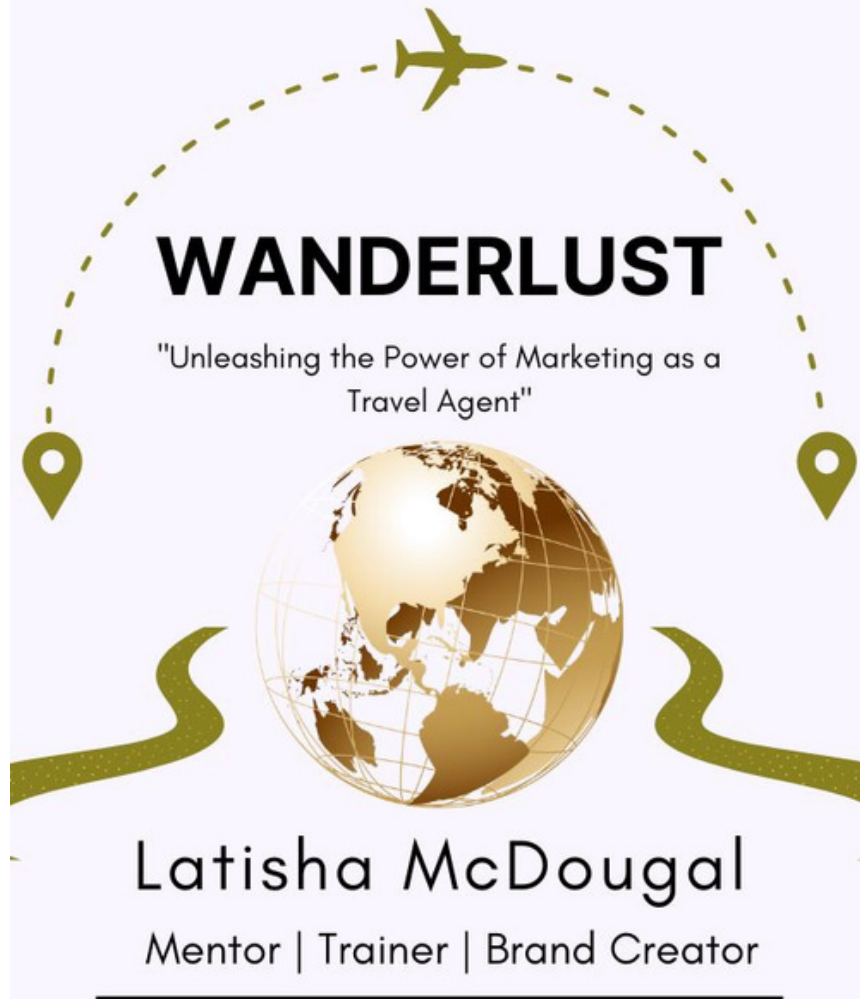
Press & Media Kit

Book 1: "Unleashing the Power of Travel Agency Marketing"

In the opening book, we embark on an exciting expedition to discover the untold secrets behind mastering travel agency marketing. Guided by industry experts and seasoned marketers, we will delve into a comprehensive analysis of the latest digital marketing trends, content creation tactics, and cutting-edge advertising methods that can captivate audiences and generate a constant stream of potential travelers. From harnessing the magic of social media to creating compelling online campaigns, this episode will leave viewers equipped with the tools they need to navigate the digital landscape and create a powerful marketing presence for their travel agency.

Book 1 in the Wanderlust Series

A "Team Level Up" Project



Press & Media Kit

Book 2: "Crafting a Timeless Brand Identity"

The second installment of "Wanderlust" unveils the art of crafting an enduring and charismatic brand identity for travel agencies. As we traverse through the fascinating world of branding, we will learn the importance of storytelling and emotional connections in establishing a brand that resonates with clients. Viewers will be introduced to branding wizards who will share their expertise on designing visually stunning logos, crafting compelling brand messages, and maintaining consistency across all touchpoints. This episode aims to empower travel agencies with the ability to forge an unforgettable brand image that leaves an indelible mark on the hearts of travelers.



Press & Media Kit

Part 3: "Networking: Forging Alliances, Creating Opportunities"

In the final chapter of "Wanderlust," we set our sights on the influential realm of networking. Unraveling the intricacies of building fruitful alliances, we will meet travel agency owners who have mastered the art of networking to create a powerful ecosystem of partnerships. This episode uncovers the strategies for establishing collaborations with hotels, airlines, tourism boards, and other industry stakeholders, ultimately leading to increased visibility, credibility, and growth for the agency. Armed with the knowledge from this episode, viewers will learn how to expand their horizons and propel their travel agency to new heights through the power of well-established connections.



Career Highlights:

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Trainer and Mentor: Latisha has been a dedicated trainer and mentor for professionals in the Travel Industry, guiding them towards achieving greatness in their careers. She shares her extensive knowledge of brand creation, marketing, and business strategies to empower new Independent Business Owners (IBOs) on their journey to success.

Travel Agency Owner: As an accomplished professional in the Travel Industry, Latisha McDougal is also the proud owner of a successful travel agency, SLM Bookings. Her agency caters to travelers seeking exceptional experiences, especially those planning destination weddings and honeymoons.

Acknowledgment and Recognition: Latisha's contributions to the industry have not gone unnoticed. In October, she was recognized as one of the top ten "Evolutioners" in the country, securing the impressive #5 spot. The acknowledgment was bestowed upon her by Archer Travel and Evolution Travel, a testament to her quick wit and expertise in brand creation and marketing.



MOST VIEWED TRAININGS

How to Create a Website

Multiple Destinations
with guest Isabel Mercado

Social Media & Your Business





ADDITIONAL PROJECTS

Latisha is also the creator of, May We Help You, LLC and MWHY Radio. Assisting business owners in creating an online and print marketing campaigns as well as giving them a voice in the community. With over 22 host in the network MWHY Radio has been broadcasted worldwide, since 2013.

AS A LEADER

Latisha's passion for marketing, brand creation, and the travel industry drives her to inspire others and lead the way in this ever-evolving business landscape. Whether you are a seasoned professional seeking mentorship or an aspiring entrepreneur looking to make your mark, Latisha McDougal's expertise and experience make her a valuable resource in the world of marketing and travel.



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GET IN TOUCH

To connect with Latisha McDougal and learn more about SLM Bookings, you can visit her website: www.SLMBookings.com. She is also active on various social media platforms where you can find her under the handle @SLMBookings. Her books and the works of other Authors can be found on www.TheAuthors.Club