



**TRAVEL AGENT
HANDBOOK**



SPORTS | CONCERTS | THEATER

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WELCOME TO TEAM GOLDEN!

Dear Travel Agent,

Thanks for becoming an affiliate of Golden Tickets. Your sub-domain (affiliate link) for your new custom Golden Tickets website was in the body of the email in which you received confirming your account with us!

Our affiliate program will give your network of friends, family, and business associates access to your own personalized Golden Tickets website where they can browse and purchase from \$4B+ inventory and ***you earn a 10% Commission!***

We are proud to have you join **OVER 20,000** agents who trust us with their business!



WHY GOLDEN TICKETS:

- Golden Tickets has specialized in Tickets to all major sporting events for individuals, groups, corporations and incentive programs for over 31 years.
- Golden Tickets is one of the founding members of the NATB (National Association of Ticket Brokers) since its inception in 1994 (www.NATB.org).
- Golden Tickets is a member in good standing with the BBB.
- Golden Tickets has access to the best seats! We carry tickets to all NFL, NBA, MLB, & NHL games, as well as each sport's All-Star Games and Finals.
- Tickets to NCAA Football, Baseball, Basketball & Hockey. As well as NCAA football championships, including ACC, SEC, Big 10, and the Big 12.
- Tickets to major sporting events, such as: SuperBowl, Masters, Final Four, Daytona 500, Kentucky Derby, US Open Golf & Tennis, World Series, College Football Championship, Rose Bowl, Sugar Bowl and all other bowl games.
- Tickets to all major concerts, Broadway, and local theater.
- Motor sports such as NASCAR, (Including Sprint, Nationwide, & Camping World Truck series), Cart, Indy Racing, Formula One and the Grand Prix.
- International events, such as: The Olympics, Wimbledon, World Cup Soccer, Premier Soccer League, Ryder's Cup, British Open, The Euro Cup, Champion League Final, and Australian Open.

Most of all we pride ourselves on our outstanding customer service!



BUY WITH CONFIDENCE

We know that clients may initially feel uneasy at times with buying tickets from a company that they may have not heard of, and we want to help you ease their worries as quickly as possible by reminding you about the following:

- Golden Tickets has specialized in Tickets to all major sporting events for individuals, groups, corporations and incentive programs for over 31 years.
- Golden Tickets is one of the founding members of the NATB (National Association of Ticket Brokers) since its inception in 1994 (www.NATB.org).
- Golden Tickets is a member in good standing with the BBB.



WHAT'S NEXT?

STEP 1

Let everyone know that you have a website (affiliate link) and they can purchase tickets to their favorite concert, sporting, or theatre events directly.

Make a list of 75-100 people and request that they forward the below email to at least 3-4 of their friends. Remember nothing beats tapping into YOUR NETWORK!

Send the following email to the list you've made:

EMAIL INTRODUCTION

"Hello! I have recently partnered with Golden Tickets, a trusted company who has been selling tickets on the secondary market for over 31 years. I now have access to **sold out events and hard to get tickets** for you to buy on my new website! Please let me provide you with YOUR **Golden Ticket** to any sport, theatre, or concert!

When you're ready to browse for tickets, please visit my site: ***YOURNAME.goldentickets.com***"

STEP 2

Post on Social Media along with a general graphic -

[CLICK HERE](#)

Post the following message on your social media channels:

“Hello! I have recently partnered with Golden Tickets, a trusted company who has been selling tickets on the secondary market for over 31 years. I now have access to **sold out events and hard to get tickets** for you to buy on my new website! Please let me provide you with YOUR **Golden Ticket** to any sport, theatre, or concert!”

IMPORTANT: Make sure you insert your affiliate link (yourname.goldentickets.com) into the post you’re making

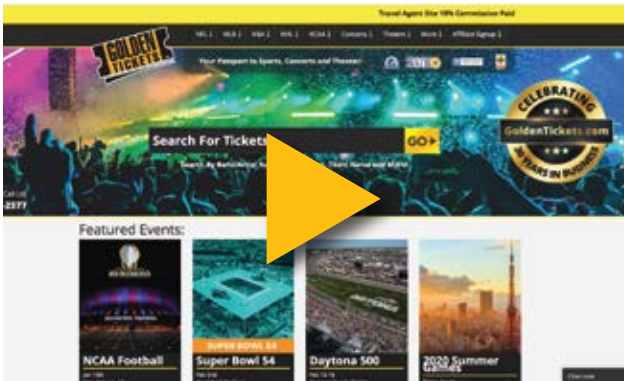


STEP 3

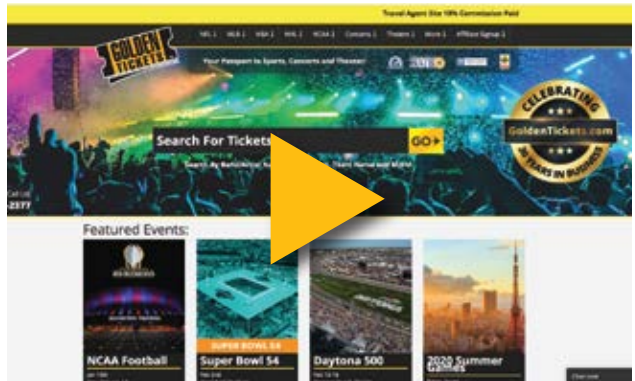
ADD A LINK TO YOUR WEBSITE TO
ALL OF YOUR COMMUNICATIONS

- EMAIL SIGNATURE
- SOCIAL MEDIA

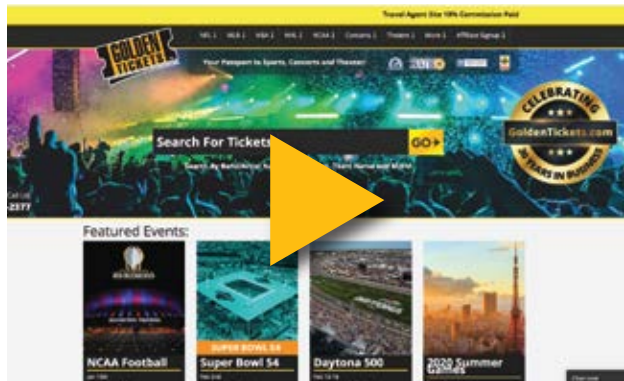
Jane Doe
Golden Tickets Affiliate
Direct (888) 888-8888
janedoe.goldentickets.com



EMAIL SIGNATURE SETUP



OUTLOOK SIGNATURE SETUP



APPLE MAIL SIGNATURE SETUP

STEP 4

We suggest that you make a social media calendar that outlines posting frequency and incorporates your ticket marketing strategy.

Suggestion: Post at least 3-4 times per week on social media

Below are some ticket strategies:

- **Local Teams:** Become the expert/go-to on your local sports teams. Send out the schedules and remind your clients of major match ups.


Example: If you live in the DFW area post frequently about the Dallas Cowboys, Texas Rangers, Dallas Mavericks, FC Dallas, etc...

- **Local Events:** Keep up with major concert tours and theatre events and make sure you are keeping your clients informed that you have access to these events. Utilize the Social Media Library to post quality graphics.
- **Major Events:** Super Bowl, The Masters, Kentucky Derby, Essence Festival, and NBA All-Stars are examples of major events that we offer tickets to.

Remember these are harder events to sell due to the higher ticket prices, but the commission payout for these are greater as well. It's good to mix in Major Event marketing along with your local strategy for marketing.



STEP 5

Join our closed Travel Agent Facebook Group - [CLICK HERE](#) 

We post a variety of different content to help you along your journey:

- New Concert Tours, Sports, and Theatre Announcements/Graphics
- Updated Podcast Episodes
- Helpful tips for selling
- Event Calendars to help you stay updated on what's happening.

KEY TAKEAWAYS



 **KEY TAKEAWAYS:
CREATE, BUILD, AND MAINTAIN
YOUR BRAND AWARENESS
BY PROACTIVE COMMUNICATIONS**



KEY TAKEAWAYS

PLAN FOR SUCCESS WITH A NICHE MARKETING STRATEGY

THE FIRST RULE OF MARKETING

NOT EVERYBODY WILL BUY WHAT YOU SELL BUT SOMEBODY WILL IF YOU PAY ATTENTION AND WORK FOR THE SALE!

THE SECRET TO SUCCESSFUL MARKETING

FOCUS ON SELLING TO A FEW SPECIFIC MARKETS INSTEAD OF ALL MARKETS

EVERYBODY HAS THE SAME AMOUNT OF TIME

USE YOUR TIME WISELY ON WHAT YOU KNOW

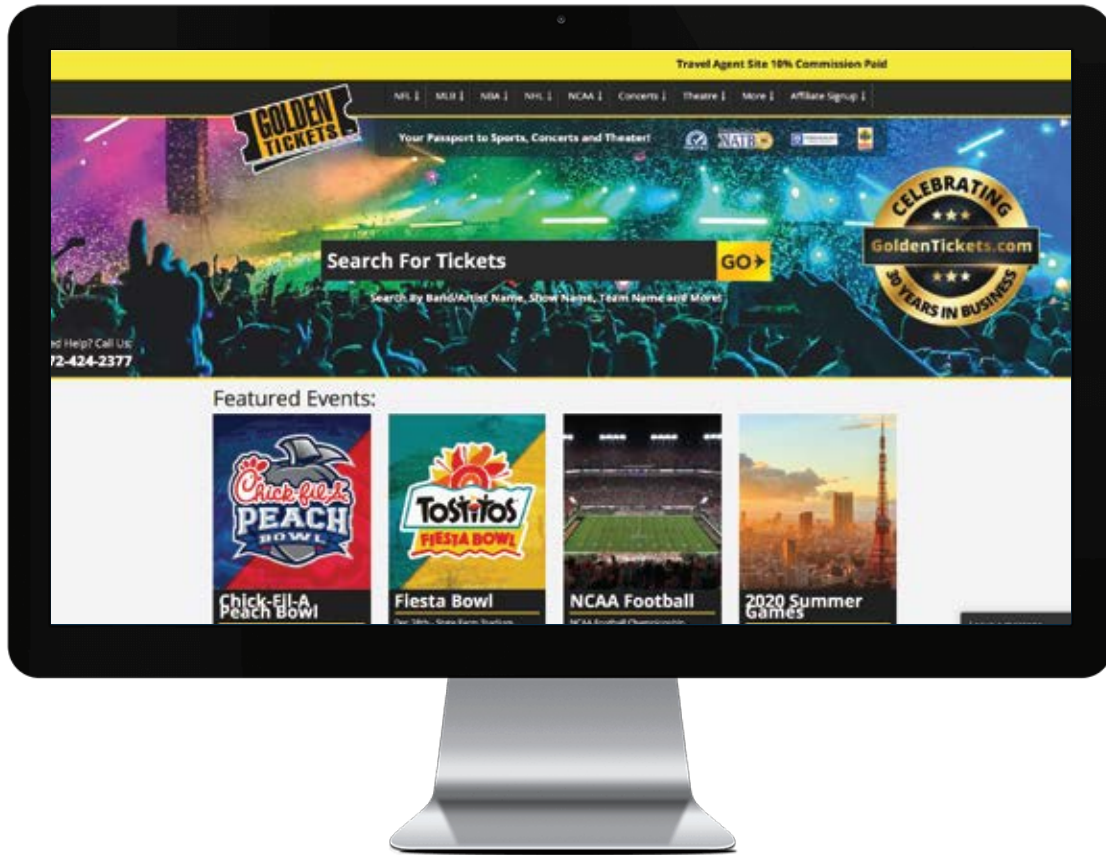
MORE EXPOSURE



MORE FREQUENCY



TRAVEL AGENT WEBSITE

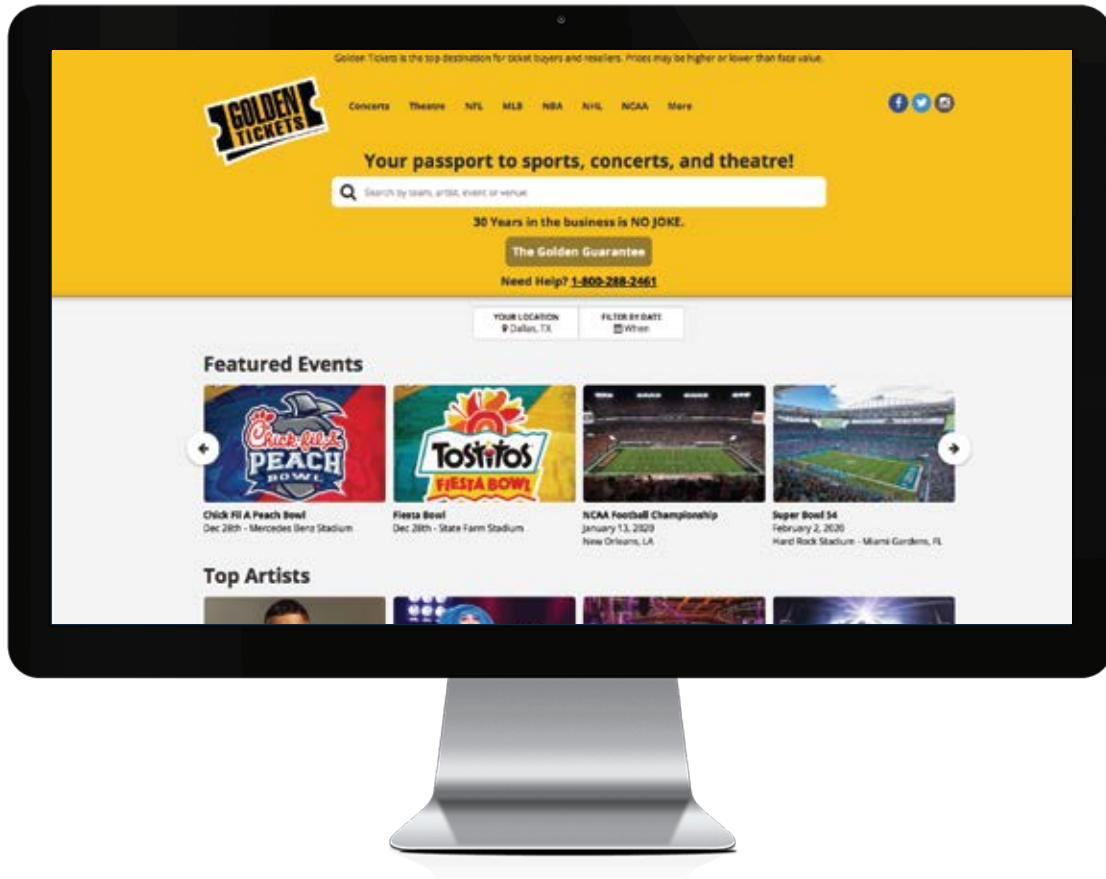


FEATURES:

- GoldenTicketsForTravelAgents.com - Top Bar will say **"10% Commission Paid"**
- This site is used when booking tickets **FOR your clients and/or yourself**
- This site should **NOT** be used by your clients to book tickets
- You will be prompted to setup/save a login to this website during your first purchase
- Fully-functional LIVE-CHAT feature if you have questions for our team
- At the bottom of the website there is a list of Resources to our Webinars, Social Media Library, Pro-Shop, and our Podcasts



AFFILIATE WEBSITE



FEATURES:

- YourName.GoldenTickets.com - This site is a subdomain of the main site
- Your clients will use your unique link to book tickets themselves
- You will still receive 10% commission from your link
- You **DON'T** have a login for this website
- The website is geo-targeted based on the users location when showing events
- Fully-functional LIVE-CHAT feature if you have questions for our team

F.A.Q's

****NOTE:** Questions about Commissions are handled in the "About Commissions" section of this handbook

Q: As a travel agent will I receive a discount?

A: No. We don't offer discounts, however we offer a 10% commission to all Travel Agents.

Q: Do I need to set up an account before I start using the website?

A: No. You will be prompted to set up an account when making your first purchase.

Q: Why do I see prices cheaper on other sites?

A: Many ticket companies may add a large service fee in the shopping cart. Please make sure to compare our prices against that price.

Q: Why is there no inventory for an event I'm looking for?

A: Golden Tickets does not sell tickets for all events but generally for all major sporting events, concerts and theatre.

Q: What hours are you open?

A: 8:00 am to 5:00pm CST.

Q: How do I contact Golden Tickets after hours?

A: We are available for after hours emergency calls by clicking Contact Us

Q: What is your cancellation policy?

A: All sales are final. We do not accept cancellations once an order is placed.

Q: Why am I getting an error message on the shopping cart page?

A: when this occurs it is usually due to a billing address mismatch. Please make sure you have the correct billing information.



F.A.Q's

Q: Why is someone else's name on my ticket?

A: That is the season ticket holder/original purchasers name. All tickets are transferable. ID is not required.

Q: What are Flash Seats?

A: Flash seats are electronic tickets that are transferred through a flashseats.com account.

Q: What are GA/SRO tickets?

A: They are General Admission/Standing Room Only tickets. NO RESERVED SEAT.

Q: What if an event is postponed?

A: Tickets are good for the rescheduled show.

Q: Do you offer group rates on tickets?

A: No. We do not offer discounts for groups as we already give you 1/2 our mark up. Which would leave very little room for profit for either of us.

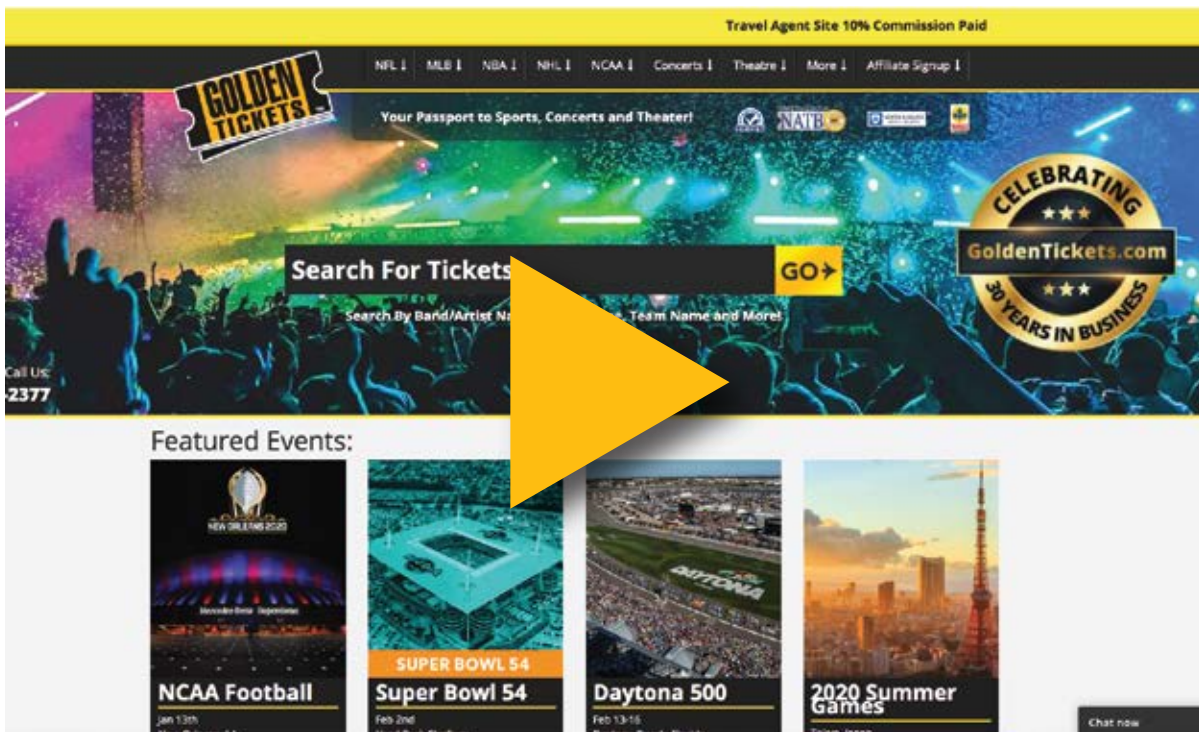
ABOUT COMMISSIONS

- Commissions are paid at the beginning of the month - AFTER the event date.
Example: December 1st event ticket will have commission paid the first week of January
- You will be notified via email from our team when you make a sale - FYI please check your junk mail from time to time just to make sure you didn't miss an email from us
- Your commissions will be paid to you from your Host Agencies
- Most host agencies require you to post an outside booking for your outside sales to receive a commission.
- You will receive a commission notice via email from Golden Tickets containing the information needed to make your outside booking once a sale is made from your site
- Use your emails from us to make your outside booking post to your Host Agency.

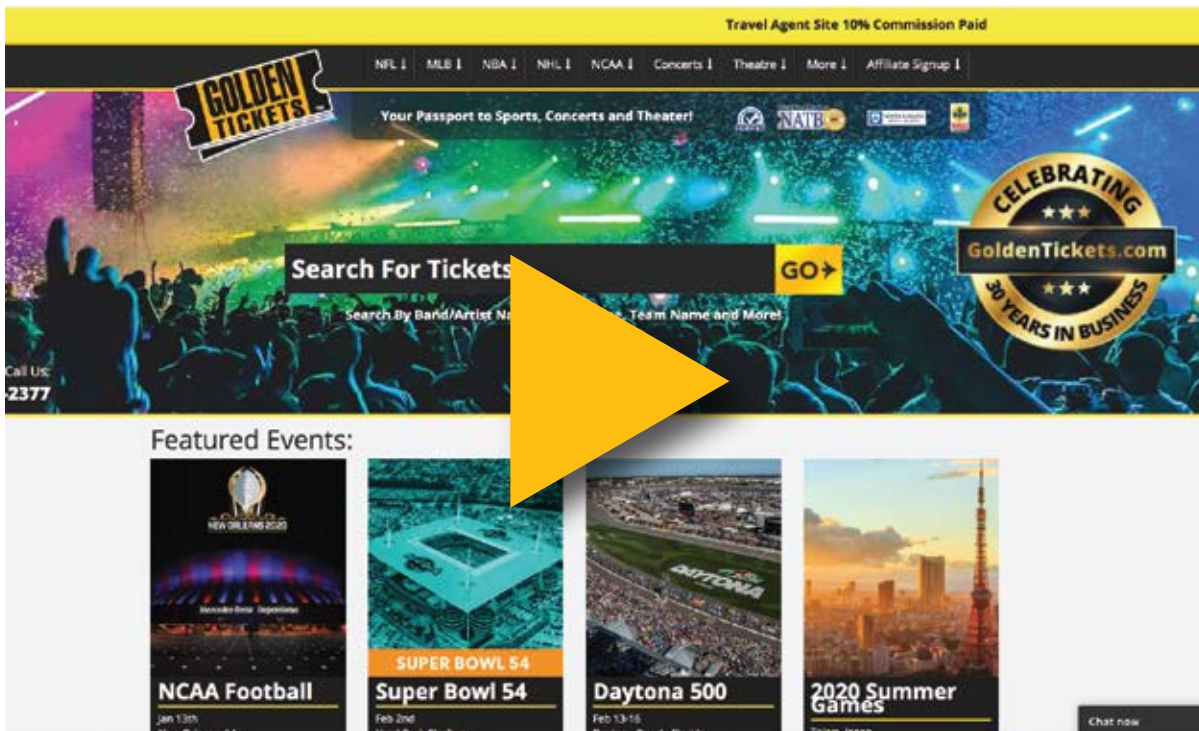


TRAINING VIDEOS

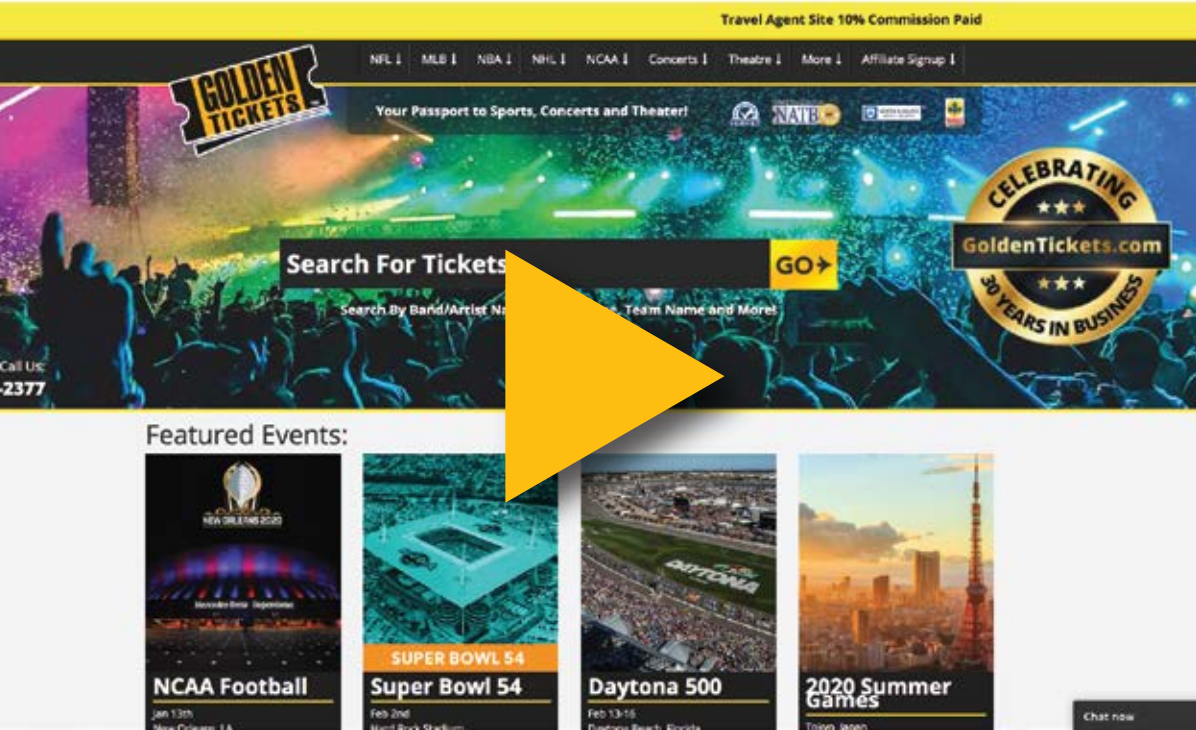
USING THE "SEARCH" FEATURES



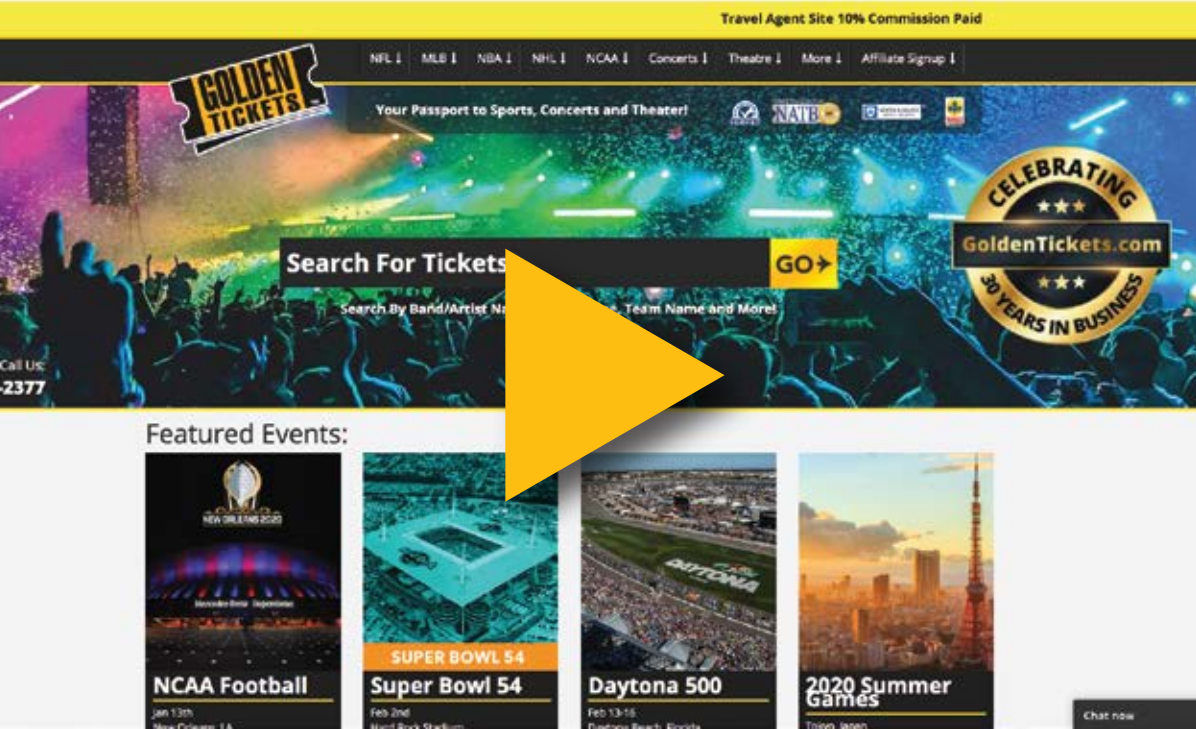
USING FILTERS



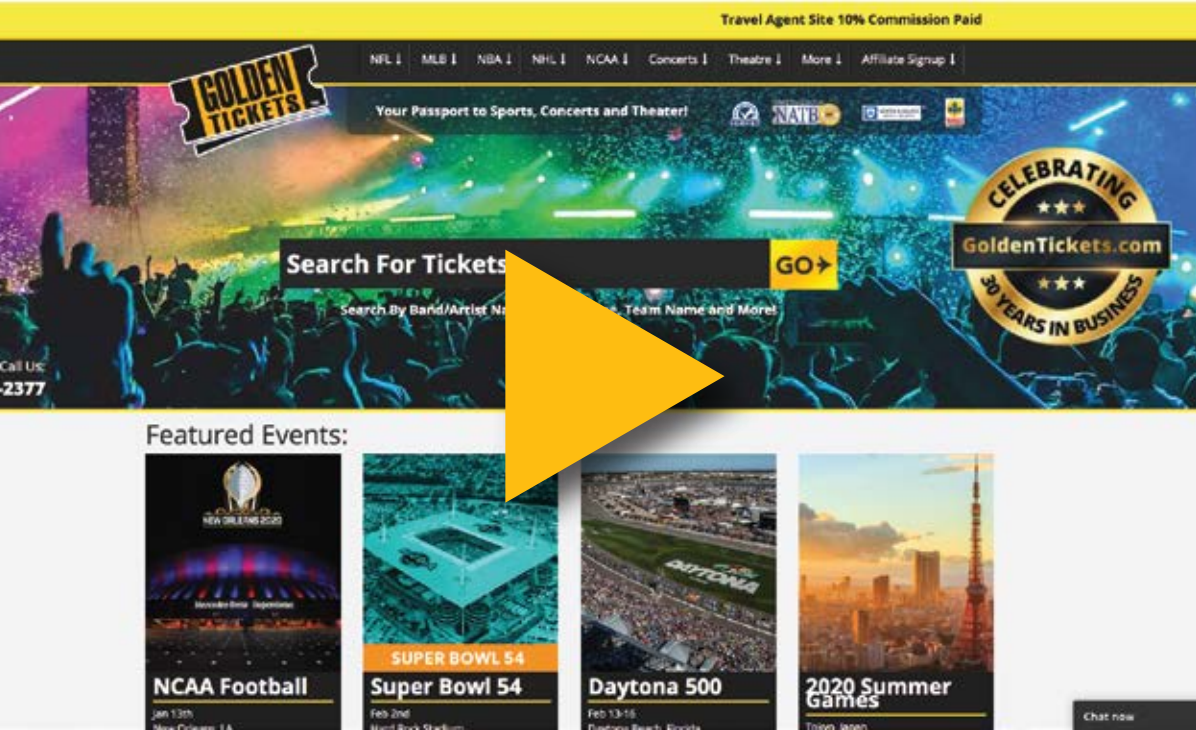
HOW TO USE INTERACTIVE MAPS



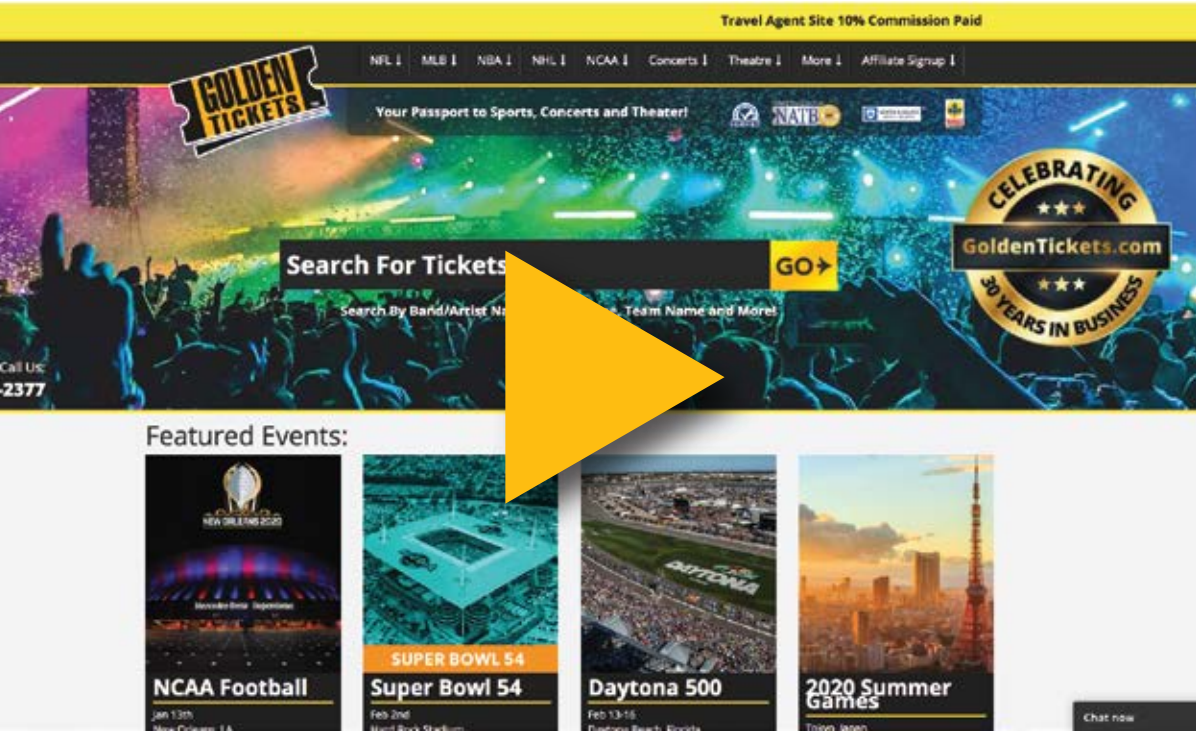
CHECKOUT PROCESS - STEP 1



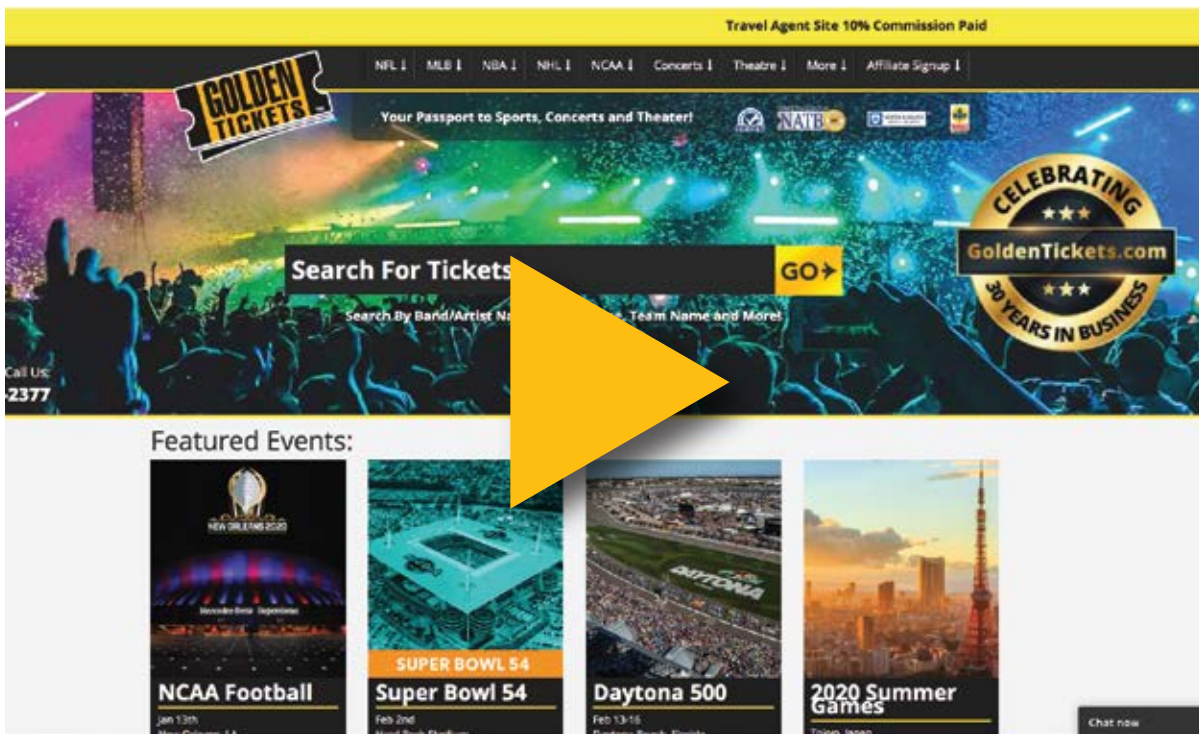
CHECKOUT PROCESS - STEP 2



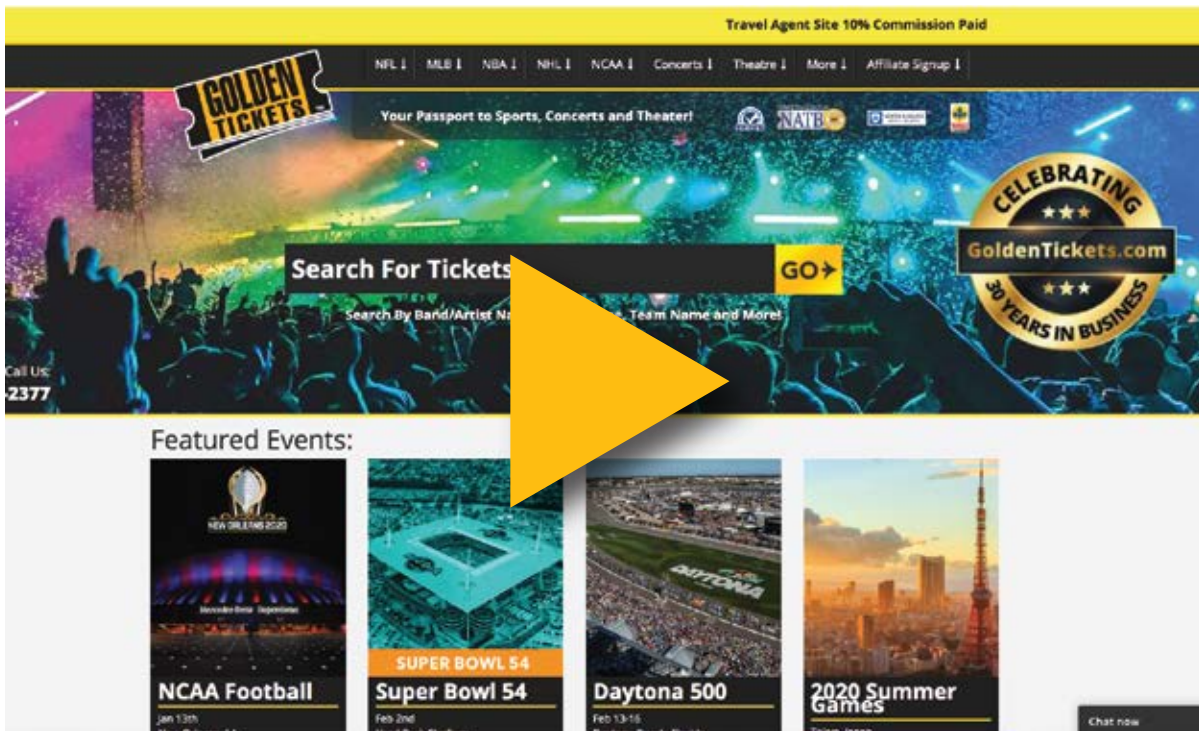
CHECKOUT PROCESS - STEP 3



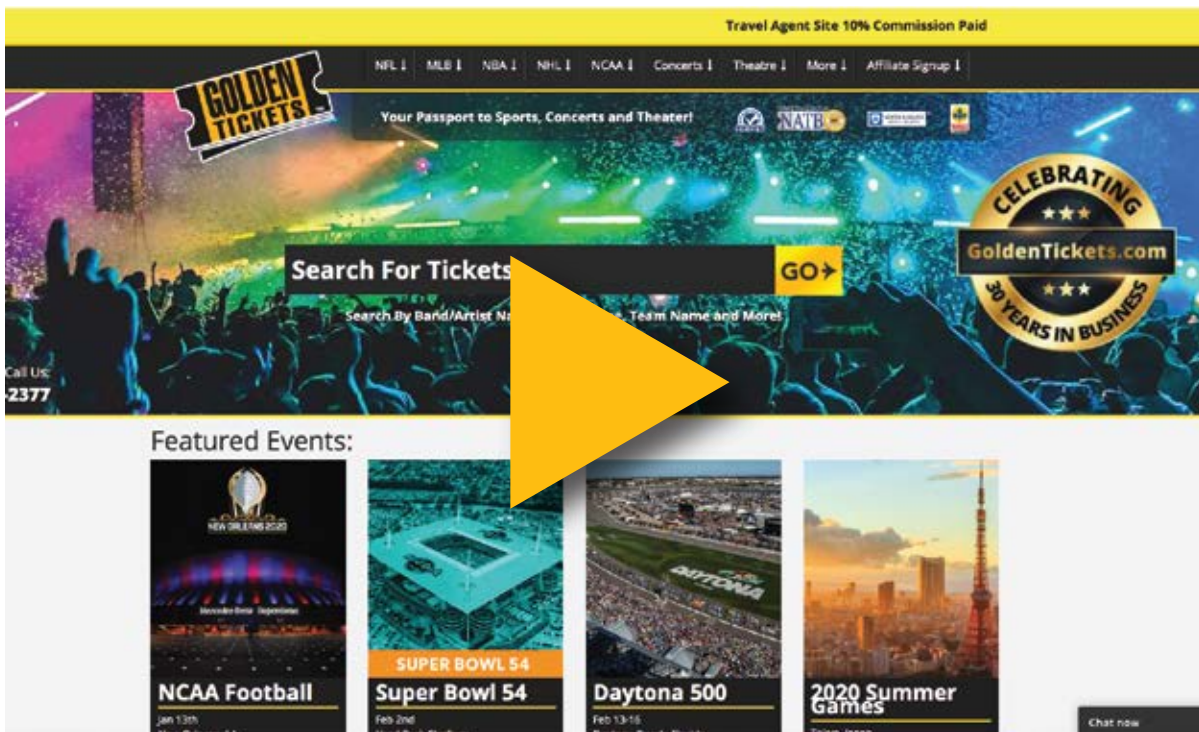
SOCIAL MEDIA LIBRARY OVERVIEW



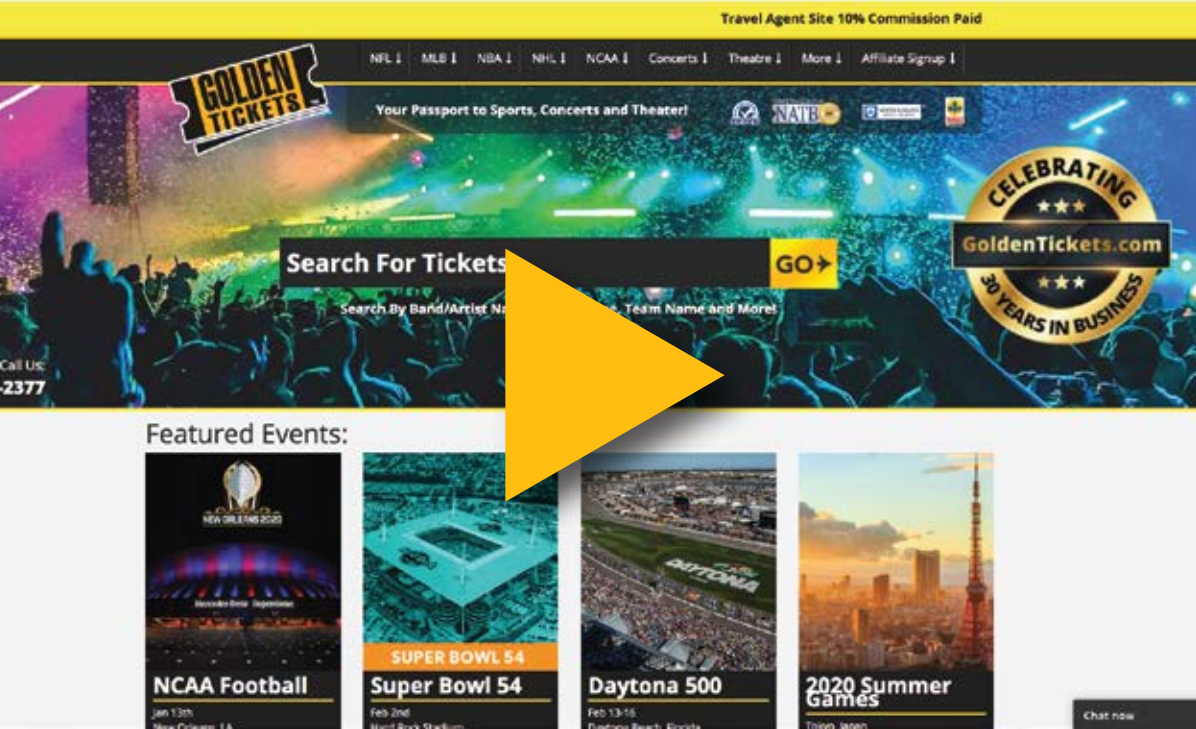
HOW TO MAKE A POST



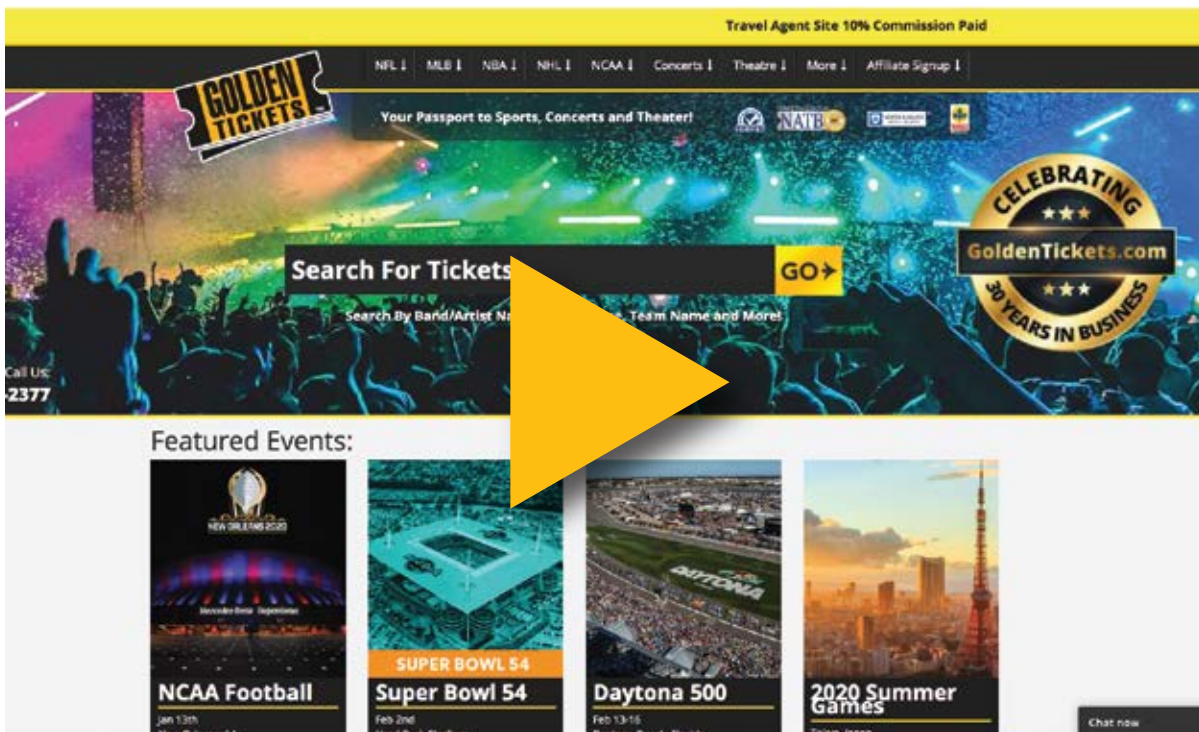
FINDING ADDITIONAL RESOURCES



CONTACTING US



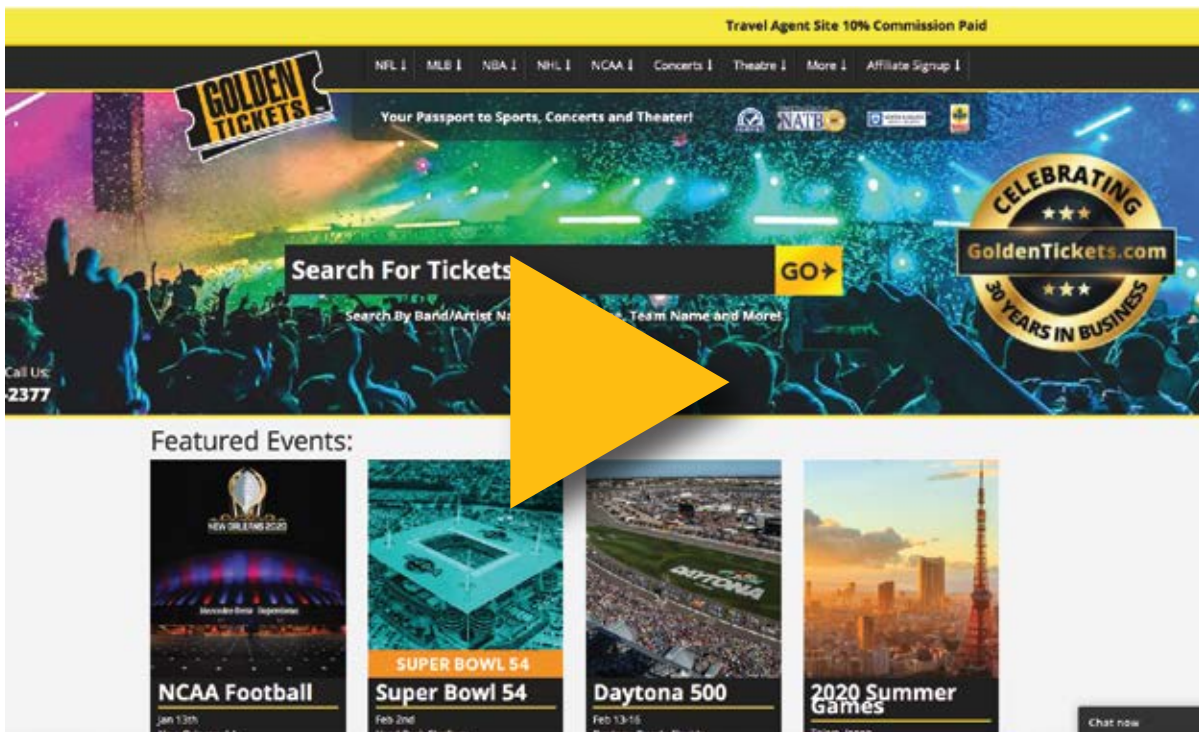
SEAT GEEK TRANSFERS



TICKETMASTER TRANSFERS

The screenshot shows the GoldenTickets.com website. At the top, a yellow banner reads "Travel Agent Site 10% Commission Paid". Below this is a navigation menu with links for NFL, MLB, NBA, NHL, NCAA, Concerts, Theatre, More, and Affiliate Signup. The main header features the GoldenTickets logo, the tagline "Your Passport to Sports, Concerts and Theater!", and a search bar with a "GO" button. A large yellow play button is overlaid on the search bar. To the right of the search bar is a circular badge that says "CELEBRATING GoldenTickets.com 30 YEARS IN BUSINESS". Below the search bar, the text "Search By Band/Artist Name, Team Name and More!" is visible. On the left side, there is a phone number "Call Us: 2377". The "Featured Events:" section displays four event cards: "NCAA Football" (Jan 1-20), "Super Bowl 54" (Feb 2nd), "Daytona 500" (Feb 13-15), and "2020 Summer Games" (To be announced). A "Chat now" button is located in the bottom right corner of the featured events section.

MLB.COM TRANSFERS



FLASH SEATS TRANSFERS

The screenshot displays the GoldenTickets.com website. At the top, a yellow banner reads "Travel Agent Site 10% Commission Paid". Below this is a navigation menu with links for NFL, MLB, NBA, NHL, NCAA, Concerts, Theatre, More, and Affiliate Signup. The main header features the GoldenTickets logo, the tagline "Your Passport to Sports, Concerts and Theater!", and a search bar with the text "Search For Tickets" and a "GO" button. A large yellow play button is overlaid on the search bar. To the right of the search bar is a circular badge that says "CELEBRATING GoldenTickets.com 30 YEARS IN BUSINESS". Below the search bar, the text "Search By Band/Artist Name, Team Name and More!" is visible. On the left side, there is a phone number "Call Us: 2377". The "Featured Events:" section contains four event cards: "NCAA Football" (Jan 12th, New Orleans, LA), "Super Bowl 54" (Feb 2nd, Hard Rock Stadium), "Daytona 500" (Feb 13-15, Daytona Beach, Florida), and "2020 Summer Games" (Tokyo, Japan). A "Chat now" button is located in the bottom right corner of the featured events section.