

People.
Places.
Opportunities.

AFRICA AWAITS

TRAVEL
MORE.
LIVE MORE.
EARN MORE.

TOUR
GUIDE

AFRICA

TOUR GUIDES NETWORK PLAYBOOK

*A Simple Guide to Turning
Tourist Connections into Opportunities*



CONNECT
WITH TRAVELLERS



SHARE
IDEAS &
EXPERIENCES



DISCOVER
NEW
OPPORTUNITIES



STRONGER
TOGETHER
FOR AFRICAN TOURISM



Travel Paycheck

TRAVEL THAT PAYS FOR ITSELF

GUIDES | TRAVELLERS | BETTER EXPERIENCES | BRIGHTER FUTURES



JOIN THE **AFRICA TOUR GUIDES NETWORK**

CONNECT. SHARE. LEARN. GROW.



WELCOME: WHY TOUR GUIDES ARE THE PERFECT BRIDGE

TravelPaycheck starts with a simple observation: **tour guides already have the relationship that most travel marketers are trying to create.**

Every day you meet international visitors who are already exploring, spending and making travel decisions. You guide them, answer their questions, recommend places and often remain connected through WhatsApp during their trip.

That makes you a natural bridge between travellers and a new travel proposition. You do not have to go looking for a cold audience - the audience is already in front of you.

WHY TOURISTS ARE THE RIGHT PEOPLE

Tourists already understand the value of hotels, destinations and travel savings. Many will travel again, and many talk about travel with friends, family and colleagues when they return home.

TravelPaycheck gives them something relevant to discover: a private hotel booking engine with member rates, travel benefits and a wider membership opportunity.

**YOU ALREADY MEET THE TRAVELLERS. WE GIVE YOU
SOMETHING NEW TO SHARE.**

This playbook explains the tour-guide system. It is not a substitute for Viago training. The Africa presentation and daily Global Zoom sessions are where you learn the business itself.

HOW IT WORKS: TWO SIMPLE PHASES

The idea is deliberately simple. First you test it. If you like the response and decide to come onboard, the system becomes yours.

PHASE 1 - TEST IT

During the pilot, use the TravelPaycheck test-run card with international tourists you already work with. Share it naturally in temporary tourist WhatsApp groups or directly with interested travellers.

The QR code takes the tourist to the TravelPaycheck information page. They can look for themselves without you having to deliver a presentation.

TEST FIRST. SEE THE RESPONSE. NO HARD SELL.



A promotional flyer for TravelPaycheck. The top section features a man in a blue shirt and sunglasses holding a coconut, with a tropical beach background. The text reads: "A HOTEL BOOKING ENGINE WITH A *TWIST.* JOIN. SAVE. VACATION. REPEAT." Below this, there are three bullet points: "GLOBAL HOTEL ACCESS" (Access a private booking engine with member rates on hotels worldwide), "GET A FREE VACATION WHEN YOU JOIN" (7 nights / 8 days - on us!), and "THEN GET ANOTHER FREE VACATION at the end of your first year." At the bottom left, it says "YES. TWO VACATIONS. Your journey starts today." On the right, there is a QR code with the text "SCAN TO DISCOVER HOW IT WORKS!" and "TRAVEL MORE. SPEND LESS. LIVE MORE." The bottom of the flyer features the TravelPaycheck logo and tagline "TRAVEL THAT PAYS FOR ITSELF", along with the text "Smarter Travel. Better Benefits. Stronger Experiences." and icons for "TRUSTED. SECURE. MEMBER FOCUSED." and "GLOBAL CLUB ANNUAL BENEFITS".

The purpose of the pilot is to establish whether real travellers respond before you decide how far you want to take the opportunity.

PHASE 2 - MAKE IT YOURS

If you decide to come onboard, you receive your own TravelPaycheck promotional card with **your WhatsApp number**.

The QR code on this version takes the traveller to the Global Viago video. The presentation introduces the platform; interested travellers can then come back to the person who introduced them - you.

THE CARD OPENS THE DOOR. THE PRESENTATION DOES THE EXPLAINING.



A HOTEL BOOKING ENGINE

WITH A *TWIST.*

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SAVE.
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TRAVEL MORE. SPEND LESS. LIVE MORE.

TRUSTED. SECURE. MEMBER FOCUSED.

GLOBAL CLUB ANNUAL BENEFITS

+XX XXX XXX XXX

The dummy number shown above is replaced with your own WhatsApp number.

CAN'T AFFORD TO ONBOARD ALONE?

FORM A CO-OP.

If the cost of onboarding on your own is out of reach, **get together with a few tour guides you know and trust.**

Pool your funds and open **one Viago account under one agreed member's name.** The co-op can then operate that account together as a shared starting point.

SET UP A DEDICATED CO-OP ACCOUNT

Create a brand-new email address specifically for the co-op. Do not use anyone's personal email address.

Create dedicated login credentials for the Viago account and share those credentials only among the agreed co-op members. The email address and login details belong to the co-op account, not to any member's personal online accounts.

WORK IT TOGETHER

Each guide continues meeting and introducing their own tourists. Together, the co-op reaches more travellers, more excursions and more tourist WhatsApp groups than one guide could reach alone.

The members can share access to the co-op account, attend presentations and training together, compare results and support one another with follow-up.

SHARE WHAT YOU EARN

The income generated through the shared account belongs to the arrangement you have created together. **Agree in advance how earnings will be divided among the co-op members.**

FORM YOUR CO-OP PROPERLY

A co-op works best when everyone understands the arrangement before money starts moving.

Before onboarding, agree on:

- **Who the members are** and who is allowed access to the account.
- **How much each person contributes** toward onboarding and ongoing costs.
- **Whose name the Viago account will be registered under.**
- The **new dedicated co-op email address** and account login credentials.
- **How income will be divided** and who will handle withdrawals or payments.
- What happens if **someone joins, leaves or stops contributing.**

**DON'T LET AFFORDABILITY STOP YOU. FORM A CO-OP.
POOL YOUR FUNDS. BUILD TOGETHER.**

The co-op can be your starting point. As the business develops and individual guides become able to afford their own accounts, they can explore onboarding individually.

The pooled-account arrangement described here is based on the Viago co-op approach being used for this project. Keep the account structure and operation consistent with current Viago requirements.

YOUR SIMPLE TOUR-GUIDE ROUTINE

1. Meet travellers.

Keep doing what you already do: guide, recommend, assist and create a great experience.

2. Share the appropriate card.

During the pilot, use the test card. Once onboarded, use your personal or agreed co-op campaign card.

3. Let them discover.

The QR code routes the traveller to the information. Give them space to look in their own time.

4. Respond to genuine interest.

You do not need to become a presenter. Point interested people to the Viago information and help them take the next step.

5. Work with your co-op.

Share results, attend training together and keep everyone informed about activity through the shared account.

6. Repeat.

Make the introduction a natural extension of the traveller relationships you already have.

**NO COLD CALLING. NO CHASING STRANGERS. NO
COMPLICATED SALES SCRIPT.**

A simple introduction is enough: *"Take a look at this when you have a moment. It's a travel membership and booking platform I'm working with."*

LEARN THE VIAGO BUSINESS

TravelPaycheck gives you the tour-guide sharing system. **Viago provides the business information, presentations and ongoing training.**

WATCH THE AFRICA PRESENTATION

Use the Africa presentation to understand the opportunity, what the membership includes and how the wider model works.

PLUG INTO THE DAILY GLOBAL ZOOM

The daily Zoom sessions are where you continue learning. This is where you can hear current information about membership, referral arrangements, commissions, member benefits and how others are building the business.

**YOU DON'T NEED TO KNOW EVERYTHING BEFORE YOU
START SHARING. KEEP LEARNING AS YOU GO.**

THE BIG IDEA

You already meet the travellers.

TravelPaycheck provides the introduction.

Viago provides the platform and presentations.

If affordability is a barrier, a co-op gives several guides a way to pool resources and start together.

Share it. Let them look. Help the interested ones take the next step.

TRAVELPAYCHECK - TRAVEL THAT PAYS FOR ITSELF

Africa Tour Guides Network - Onboarding Playbook

Questions? Ask us right here in the [Africa Tour Guides WhatsApp group](#).