Plan Practice

A) Description about yourself

Tips: Think about your Role in your life, Are you a student? Are you a craftmen? Are you a working female? Are you a housewife with kids?

Then think about your Hobby/Interest/Lifestyle/Skills. Writing something about yourself first will help you make a more personal plan later. This will also allow the reader to understand if they have the same Characteristics as you.

GOOD: I'm a mother of a 5years old daughter and our favorite pastime is to go Disney, shopping, parks, eating together. I enjoy spending time with her!

BAD: I'm Tomoko, I like to talk to foreigners.

Hello my name is Mayu, I have a 5 year old son and I am a certified yoga instructor. I picked up yoga to relieve stress. If you have never tried yoga before, I recommend trying it! It will be fun!	good

1) カテゴリー Category (Choose 1)

tips: Choose the one that is closest to your interests/hobbies/Lifestyle(eg: what you do daily)/skills

Lesson and Culture ▼	ok

2) 対象 Suitability (choose as many or all)

tips: If the plan involves Disneyland – Family. If plan involves Nail art – Ladies only. If plan involves Hiking – DON'T select wheelchair. If plan select food that is not Halal – DON'T select Muslim friendly

○ Anyone	○ Muslim friendly	○ Kids (6yrs up)
○ Family	○ Seniors(60yrs up)	● Ladies only
○ Friends	○ Couples	○ Wheelchair friendly

pdfelement

3) プラン名 Plan name

tips: Put in a title that sells. Example : Plan involves Disneyland

GOOD: Disneyland Playdate with my kids – You tell reader instantly this is a visit to Disneyland + kids involved. Playdate = pls bring your kids too.

POOR: Disneyland visit – It just sounded boring and lack of attractiveness

Mummy and child yoga session	Sounds fun

4) 国 (Country)

~Japan~

5) 都道府県 (Prefecture)

Okinawa ▼

6) サービス言語 (Spoken language(s))

English and Japanese ▼

7) 集合場所 (meeting place)

The Okinawa Yoga Studio 1-313 Miyagi, Chatan, Nakagami District, Okinawa Prefecture 904-0113	ok

8) プラン時間 (service durtation)
tips: Make a mental plan first. Start from the time meet up at the meeting point + duration to the service location(10mins walk to disneyland entrance) + main service duration(5hrs in disnelyand) + any meal time (1hr dinner) + anything else (Maybe a playground nearby + 30mins) + walk back to station (+5mins) = 7hrs45mins. Just estimate will do because time may differ on actual situation.

3hrs ▼	ok

9) 開始時間
tips: Think what is the time you will do this easily. If I go at 930am, will this make me having to wake up earlier? If yes, then change time to the most usual time you go disneyland

10.00am	ok

10) プラン詳細 (program details) max 1000words.
tips: This is most important point of whole plan. A good description should include following
a) Timing b) what do do at each timing c) anything special/extra experience included?
GOOD: A short intro + schedule
It is easy to go Disneyland yourself or with your kids. However It would be a lot different when you are going with a real Japanese family. I know the best way to cut Queue, the best food to eat, the latest disney things to buy now. I grew up with Disney, and now with my kid. Let us have a playdate and I know my kid will benefit a lot with international exposure as well.

11am: meet at Tokyo station. We will take the train together to Disneyland together. The kids can start to make friends while travelling along the train. I will also be able to share with you what usually goes on in a japan train.
12am: We will reach Maihama station and let's have fun together with our kids!
EXTRA: I will make breakfast bento to share with everyone before we start playing~
5pm: Usually we do not stay till so late because kids get tired by this time. Let's go to my fav restaurant café in Tokyo that has a kid playground nearby for dinner.
7pm: I will bring you back to the closest train station and teach you how to go back to your hotel
(You do not need to be so detail but this **"diary style"** writing explains very clearly. A good plan description should have at least 2-3 paragraphs)

POOR: I will bring you to Disneyland and then Tokyo for dinner OR I will show you around Disneyland.
(You are not giving information, or enough attractive details to your guests. You are selling your product but you are not telling people what is interesting. How will anyone buy)

As a mother, we are always running after our children, taking care of their every need and trying to create fun memories for them in their childhood. However, I believe it is important to pause and reconnect with your body, and yoga is an avenue where you can do just that! Join me and my son, Taka for a yoga session at our studio. Our classes incorporate a variety of modified poses that are safe and fun for kids and mums to do with their babies. I strongly recommend bringing your child, it will be a good bonding session where both of you can get to relax and feel energised again. 10am: Let's meet at my studio called The Okinawa Yoga Studio. 10.00 -10.30 Studio tour, getting to know you 10.30-11.30: Yoga session 11.30-12.00 Meditation and Breathing exercises 12.00 - 1.00 Healthy and tasty lunch that even kids will love at a cafe near my studio	excellent intro, but the program is abit bland. there is not so much explanation how special this is? maybe if you say that in Japan, doing Yoga with the family member is very popular and it is proven that it reallys bond everyone together through some poses specially created for such objective. you develop trust and closer bonding~

pdfelement

11) 含まれるもの (Inclusions)
tips: you do not need to include in everything. Just some items will do. Example: Train ticket to Disneyland and back. Homemade Bento breakfast. My kids (make it sound fun).

Lunch Fee Yoga session Meditation exercise Yoga mat from our studio's collection	ok

12) 含まれないもの (Exclusions)
tips: Don't be afraid not to include some cost so your selling price don't look too expensive. Example:
1) Disneyland tickets not included – we will buy the tickets together and maybe teach the kids how to buy too!.
2) Dinner cost.
tips: DO NOT exclude all costs. It will not be easy to convince people to buy your plan by just including your time only unless your time includes a skill. See pricing tips later.

Transport Fee	ok

13) 注意事項 (Things to Note)
tips: This is to pre-inform the guests what they should prepare before the plan. It should also include the exact meeting point if required.
GOOD: Please bring comfortable stroller too if you are not comfortable renting at Disneyland. Meet me at Tokyo station, at the keiyo line. Message me if you are lost.
POOR: meet me at Tokyo station.

Meet me directly at Okinawa Yoga Studio Please indicate your interest one week in advance as I teach other regular classes as well and may need to adjust my schedule	ok

14) ゲストへのお願い (Note to Guests)
tips: this is something if you need to guests to reply to you.
Example: I have a 5years old boy. His name is Taka chan. He is friendly and active.
Your kids' age/gender/name. So I can also share with my boy that he will be meeting a big/younger brother/sister in advance.

Please let me know if you are bringing your children. Please let me know the age and gender of your child Please let me know if you have any food allergies Please let me know if you have any previous ijuries	ok

15) プラン概要 (Summary) – max 100characters
tips: This is another important selling information. It is like a subject of your email. An subject that is too long or boring will not make reader open that email. **It should sound proactive using verb!**

Tips 2: You can fill in the USP section first then come back here
GOOD: Let's have a Playdate with my 5yrs old son & I will show you how local family enjoy Disney! (92 characters)
POOR: Let's go disneyland together! (this does not capture how special is this plan. Going disneyland is easy for travelers by themselves, why will they want to go with you?)

Mother and Child Yoga session at scenic studio with healthy lunch afterwards	GOOD

pdfelement

16) プランの魅力(USP)

tips: Take the unique points in your program details. Without a proper program details, this part becomes difficult. It can be picked up from inclusions as well!

Example:

1) Playdate with a 5 years old Japanese boy
2) Hang out with me at my fav dinner place with kids playground
3) Homemade bento set

1) Relaxing yoga session at beautiful yoga studio near the beach 2) Mother and child bonding time 3) Healthy and tasty acai bowl for lunch 4) Souvenir yoga mat from our studio's collection designed by me	The USP sounds very classy and comfortable too

17) プラン開始日 / プラン終了日(start date/end date)

tips: Try to make it at least 6months forward. You can pause your plan in between. Otherwise, it will make your plan hard to book. UNLESS it is a festival or season focused plan.

5 Jul 2018 to 5 Jul 2019	ok

18) 予約可能日 / 予約不可能曜日(available and unavailable days)

tips: Although making it daily makes it easy to get booking, but it should not be making Host having to adjust too much of their daily lives.

Example: I usually goes Disneyland every Wednesday, 4 x a month. But I think if I have a friend joining me, Tues or Thurs is also ok.

Weekends is family day with my husband. So NO weekends.

Unavailable on Sundays	okok

pdfelement

19) 何日前まで予約が必要です (cut of timing)

tips: 3/5/7days before plan.

3 days is good if no preparation is required. : going Disneyland

5/7days is good if you need to prepare or make reservations: I will bring you to Ghibil museum after Disneyland.

7days ▼	ok

20)最低参加人数 / 最高参加人数 (min and max pax)

tips: Min is 1 person, max is 8 person

If your plan involves kids or a lot of walking in crowded areas, then better to have lesser person

If you plan is easy to handle like going for a run around Disneyland, then you can have more person

For practice, we will use min 1 pax and max 4pax

~no need to fill in~

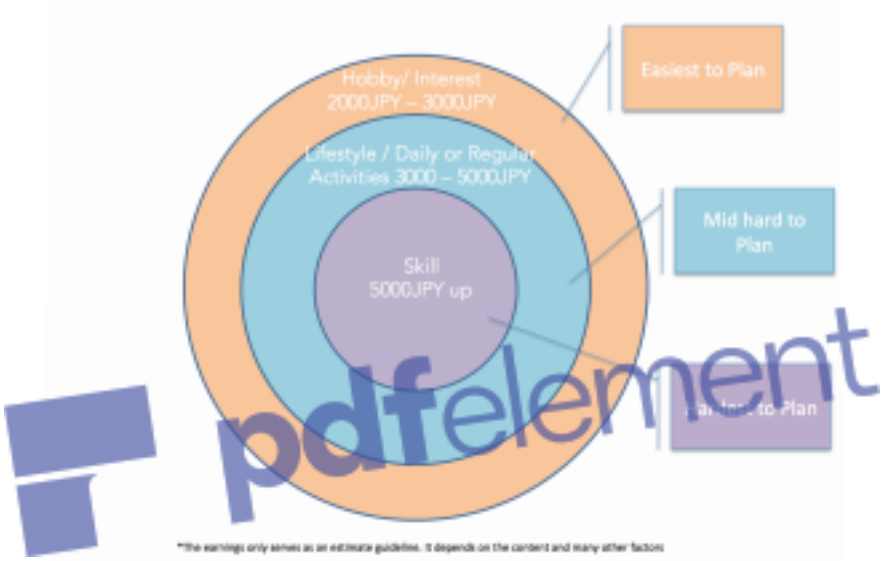
21) 価格を設定する (Pricing) – sorry this is abit long but examples here will make it clear how to make a good pricing plan.

No of guest	Adult	Child
1	6500	2500
2	6500	2500
3	6500	2500
4	6500	2500

The mum and son yoga plan is also a good example how we can attract young mum/couples that like to do something TOGETHER with their children, healthily. Just not so sure if yoga alone is enough to attract. it is something that is easy to do it even at home.

Approved ▼

tips1 : This is another very important area. Enter correctly based on your plan and you will make your plan very attractive. It does not always need to be cheaper better but rather what type of plan it falls under.



There are 2 types of plan we found out travelers are looking for

1) **<u>Sharing time</u>** – sharing hobbies/interests/lifestyle
    a. Example: Disney playdate with my kids
    b. Reccommeded uploaded price: 3000-5000JPY/person
    c. Tips to make such plan to have higher and sellable price:
        i. If you include in meals or gifts or transportations (homemade bento)
        ii. Have multiple experiences in a plan (disney with kids + dinner with playground + Kids subway culture)
2) **<u>Skill sharing</u>** – They learn a skill from a senseh or someone who is good at something.
    a. Example: Having tea ceremony by a retired tea master.
    b. Reccommeded uploaded price : 6000-8000JPY
    c. Tips to make such plan even more attactive because of higher selling price
        i. Have more than one experiences in a plan (teaching how to look out for good tea leaves even at the supermarket + tea ceremony + a visit to a tea place the tea master usually hang out)

Tips 2: price is by per person. Hosts can reduce the price to attract group booking. Example: 1-2person: 6000JPY per person. 3-4 person booking at the same time : 5000JPY/person. You are giving a 1000JPY discount but you gain 4persons booking at one shot

Renew Automatic Now

Tips 3: price for kids. To attract family customers, usually what tour agency do is to make child price really low or even free. But they up the adult pricing.
Example: Pay 2adults and child super discount tactic:
Normal pricing: Adt : 5000JPY Chd: 3000JPY = 13000JPY in total
NOW: Adt : 6000JPY Chd: 1000JPY = also 13000JPY in total but in this case, family more willing to pay because i can have the child experiencing a fun time while his cost is so low.

Tips 4: Making it profitable for host on long run. There are a few main cost HOSTs need to cost in.

1) Host get 80% of uploaded price. Selling price on APP is not uploaded price.
2) There is a 250JPY transcation fee for each payout
3) All the costs involve in plan : entry fee, gift/transportation cost
    a. Example: Host uploaded 5000JPY
    b. Our APP selling price is 5500JPY (this is explained in T&C that we need to buffer xrate lost and bank charges)
    c. Host completed 2 person booking. His earnings will be (5000*2)*80% - 250jpy = 7750JPY
    d. The cost for train and bento is 1500jpy. Thus my actual earnings is 7750-1500 = 6250JPY

Tips 5: Don't fall into the trap of selling too cheap and later realized it is not worth doing OR try to sell too expensive hoping to make a lot of money. At the end of the day, Hosts getting regular income is better than Hosts making bigger profit but only once a month.

pdfelement