



# EXPERIENTIAL PLANNING GUIDE™

**\*FOR THE TRAVELER**

**MY TOWN TRAVELS**

## **PURPOSE OF THIS GUIDE:**

**THE EXPERIENTIAL PLANNING GUIDE (EPG) IS A PROCESS OF SEVEN STEPS THAT ARE PART OF THE MY TOWN METHOD. THIS GUIDE PROVIDES A SIMPLE AND LOGICAL APPROACH TO MAKING THOUGHTFUL CHANGE TO YOUR LIFE THROUGH PLANNED EXPERIENCES.**

***HAVE YOU EVER THOUGHT ABOUT PLANNING YOUR PERSONAL GOALS FROM THE PERSPECTIVE OF HOW TRAVEL EXPERIENCES WILL INFLUENCE THEM?***

**BY GOING THROUGH THIS GUIDE, YOU WILL BE TAKING A PERSONAL APPROACH TO EXPERIENCE TRAVEL PLANNING; WHICH IN TURN CAN HELP YOU BETTER UNDERSTAND YOUR PERSONAL NEEDS AND EXPECTATIONS FOR YOUR OVERALL GOAL-SETTING AND ANNUAL PLANNING.**

# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## WHY TAKE THE TIME TO DO THE EPG??

More and more individuals are starting to choose travel not just for their vacation time, but as part of their lifestyle and overall goals. Yet, while there are endless goal-setting tools today on the market, there's a lack of individualized plans to address the travel lifestyle and/or the travel profession.

Moreover, travel is simply looked at as the part of your annual goals that you may “budget” for, but not to evaluate how the experiences will shape and change you, your goals, and your lifestyle.

Finally, without addressing your travel goals as an individual item to work through, you may run into problems down the road. Not just in your financial planning, but missing out on a greater opportunity; preparing your mind to receive the joys and perspective, which travel can bring to your life.



# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## MY TOWN FOUNDER'S PHILOSOPHY:

Coming from a non-profit background in addition to travel (you can see my bio on [mytowntravels.com](http://mytowntravels.com)),

I have time and time again heard and used the phrase “life-changing” in my work. After much evaluation of what this means in my own life; what I have come to be passionate about is this:

*“It’s not about an event being life-changing, it’s about incremental steps to change your perspective on life.”*

We all have parts of us we want change, and many of us look to the new year, new quarter, or new month to figure out ways to motivate ourselves to make that change happen.

But change does not happen overnight, success is not immediate. These are all things that are true. Yet, in our fast-paced world, somehow these truths get continually overlooked to find the magic “quick fix.”  
We’ve all been there!

# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## MY TOWN GOAL FOR YOU:

**Regarding Travel, My Town's EPG,  
and Long-Term Experience Plan Journals  
(Coming Spring of 2022):**

*My Town's hope is to bring the Passion of  
Incremental Change through Travel  
Experiences- to change your perspective, which  
will help you gain a happier, healthier life  
in relation to your travel goals,  
aspirations, and lifestyle.*

**So Get Comfortable, Get Focused, Keep an Open Mind,  
Be Practical, But Leave Room to Dream.**

**Let's Start Planning With Step 1!**

# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## STEP 1: KNOW THYSELF

- **First, choose your category: I am using this guide and all prompts in the context of a/an (Circle One) \*Individual Traveler \*Traveling with a Partner \*Traveling with Family**
- **Second: Make sure to print Additional Sheets for Writing attached to guide on P. 13 before you begin, and use Sample Guide from website if needed.**
- **Third: Identify what your Current Experiential Planning Looks like by using the Prompts, and then ANALYZE your findings at Bottom of the Page or by using additional writing sheets.**

### WHY AM I HERE?

**\*\*WHAT PROMPTED YOU TO TAKE THE TIME TO DO THIS EPG? BE HONEST, TAKE TIME TO EVALUATE THIS QUESTION, YOU MAY LEARN SOMETHING ABOUT YOURSELF!**

**EXAMPLES: TO BE A BETTER PLANNER. TO BUDGET. TO SET 2021 GOALS. TO BEGIN A PROCESS OF GOAL-SETTING AND EVALUATION FOR YOUR ORGANIZATION, ETC.**

### ANALYSIS/COMMENTS:

---

---

---

---

# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## STEP 2: IMPORTANT RELATIONSHIPS

**ASSESS YOUR MOST IMPORTANT RELATIONSHIPS. CONSIDER PERSONAL AND PROFESSIONAL RELATIONSHIPS. HOW DO YOUR RELATIONSHIPS ADD VALUE TO YOUR LIFE AND WORK?**

**LIST YOUR THREE MOST IMPORTANT RELATIONSHIPS IN THE COLUMNS BELOW. THEN CONSIDER HOW THESE PEOPLE ADD VALUE AND CONSIDERATION FOR YOUR PLANNING PROCESS.**

**PERSONAL**

**PROFESSIONAL**

**FAMILY**

**HOW DO THESE PEOPLE ADD VALUE TO MY LIFE? HOW DO I ADD VALUE TO THEM?**

---

---

---

---

# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## STEP 3: NEEDS MANAGEMENT

**WHAT DO YOU NEED TO DO OVER THE NEXT 3 MONTHS, 6 MONTHS? DON'T CONFUSE NEEDS WITH WANTS.**

**BELOW, IDENTIFY TOP THREE PERSONAL NEEDS AND WANTS FOR 3 AND 6 MONTHS.**

**THESE CAN BE UNRELATED TO TRAVEL, BUT IMPORTANT TO YOUR OVERALL GOALS. IF HELPFUL, YOU CAN THINK OF A WANT AS A GOAL AND A NEED AS THE MEANS TO ACHIEVE THAT GOAL.**

NEEDS	3 MONTHS	6 MONTHS
WANTS	3 MONTHS	6 MONTHS

**HOW DID YOU DECIDE YOUR TOP THREE NEEDS AND WANTS? HOW DO YOUR RELATIONSHIPS AFFECT YOUR WANTS AND NEEDS?**

**(SEE EXAMPLES IF NEEDED IN EXAMPLE EPG ON WEBSITE)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## STEP 4: YOUR EXPERIENCE CULTURE

CURRENTLY, WHAT IS YOUR EXPERIENCE CULTURE? HOW DO YOU CREATE A MEMORABLE EXPERIENCE FOR YOURSELF, FAMILY, ECT. (USE ADDITIONAL SHEETS) NOTE: THE ANSWER COULD BE THAT YOU DO NOT HAVE A PROCESS. DO YOUR BEST TO IDENTIFY HOW YOU CURRENTLY PLAN ANY EXPERIENCES.

WRITE A SHORT ANALYSIS OF THIS PROCESS ON AN ADDITIONAL SHEET. THEN IDENTIFY THREE PROBLEM OR CHALLENGE AREAS THAT NEED IMPROVED, THE POSSIBLE SYMPTOMS CAUSING THE PROBLEM, AND AT LEAST ONE FLAWED/UNREALISTIC EXPECTATION THAT HAS LET YOU DOWN IN THE PAST. LOOK BACK AT P. 7 AND ASK YOURSELF: WHY ARE THESE NEEDS/WANTS NOT BEING ACHIEVED? BEFORE YOU BEGIN THIS PROMPT.

**PROBLEM  
AREA**

**SYMPTOMS**

**FLAWED  
EXPECTATION**

**WHAT WAS MOST DIFFICULT IN THIS STEP? IDENTIFICATION OR REALIZING YOUR EXPECTATIONS ARE FLAWED? WHY?**

---

---

---



# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## STEP 5: VALUE PROPOSITION- USE ADDITIONAL SHEETS

USE THE FOLLOWING PROMPTS TO CREATE A *PERSONAL VALUE STATEMENT* FOR YOUR UPCOMING TRAVEL GOALS. MAKE THIS A PERSONAL INTROSPECTION AS TO WHY TRAVEL WILL ADD VALUE TO YOUR PERSONAL SELF-WORTH AND EXPECTATIONS FOR THE UPCOMING YEAR.

WHAT DO I DO? (AS IN PROFESSION/ DAY TO DAY)

TAKE A LOOK AT PAGE 7. WHAT NEEDS/WANTS DID YOU ASSIGN THE MOST VALUE?

- TAKE A LOOK AT P. 8- WHAT'S YOUR # 1 PROBLEM AREA?

WHAT AM I TRYING TO ACHIEVE BY ADDING TRAVEL TO MY PERSONAL GOALS??

BASED ON YOUR NEEDS, WANTS, AND PROBLEM AREAS, WHAT VALUE IS BEING ADDED TO YOUR LIFE BY INCORPORATING TRAVEL? WHY? WHAT SPECIFIC ATTRIBUTES ARE MISSING IN YOUR LIFE WITHOUT IT?

CREATE YOUR VALUE STATEMENT ON ADDITIONAL SHEETS:

NO ONE SHOULD FEEL GUILTY ABOUT ADDING VALUE & PURPOSE TO THEIR LIFE THROUGH PLANNED EXPERIENCES. THERE WILL ALWAYS BE A REASON TO SAY NO, BUT HERE YOU CAN REMIND YOURSELF OF THE ENRICHMENT EXPERIENCES BRING TO YOUR LIFE & TO OTHERS YOU CARE ABOUT.

EXAMPLE: BY TRAVELING TO X THIS YEAR, I WILL BE ENRICHING MY LIFE THROUGH X, WHICH WILL AFFECT ME AND MY REALTIONASHIPS IN A POSITIVE WAY THROUGH....

# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## STEP 6: HAVE, DO, BECOME

NOW THAT YOU HAVE DETERMINED YOUR CURRENT EXPERIENCE PLANNING GUIDE SITUATION, IMPORTANT RELATIONSHIPS, NEEDS, CULTURE, AND VALUES, IT IS TIME TO IMPLEMENT. THIS STEP IS ABOUT ACTION.

GO BACK TO STEP 4: LOOK AT YOUR TOP 3 PROBLEM AREAS AND UNREALISTIC EXPECTATIONS. NOW CREATE THREE ACTION STEPS TO ADDRESS EACH ISSUE. BE HONEST IN YOUR ASSESSMENT.

---

---

---

**ACTION STEP 1**

**WHO WILL IMPLEMENT?**

**ACTION STEP 2**

**ACTION STEP 3**

---

---

---

**HOW WILL YOU MEASURE SUCCESS?**

---

---

---

# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## STEP 7: EVALUATE PART 1

EVALUATION IS INTENTIONAL AND SPECIFIC. JUST AS IN STEP 1, WE HAD TO TAKE AN HONEST LOOK AT OURSELVES. WE AGAIN MUST LOOK AT OUR PROGRESS AND SHORTCOMINGS.

### HOW TO TRACK AND DETERMINE YOUR PROGRESS

1. CREATE AN *EVALUATION QUESTION* FOR EACH ACTION STEP YOU CREATED IN STEP 6 OF THIS GUIDE( MINIMUM OF 3). USE THE GRID BELOW AS A GUIDE FOR EACH EVALUATION QUESTION.
2. MAKE A COPY OF PAGE 12 FOR EACH QUESTION AND GRID.
3. FILL OUT YOUR EVALUATION QUESTIONS AND ANY ADDITIONAL INFORMATION IF NEEDED TO EVALUATE.
4. MARK YOUR CALENDAR FOR FUTURE DATES TO EVALUATE (MONTHLY, 3, 6, 9, MONTHS ETC.) AND FILL IN YOUR RECOMMENDED ACTIONS IF GOALS WERE NOT MET.
5. BIND TOGETHER WHEN FINISHED AND PUT IN FOLDER FOR CONTINUED EVALUATION

# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## STEP 7: EVALUATE PART 2

EVALUATION QUESTION #

**INFORMATION  
NEEDED**

**WERE GOALS MET?**

**RECOMMENDED  
ACTION(S)**

**NOTES: CONSIDER THE ULTIMATE PURPOSE OF THE EVALUATION WHEN CREATING YOUR CRITERIA FOR EVALUATION QUESTIONS. MAKE SURE TO CREATE QUESTIONS THAT ARE MEASURABLE, AND THAT CAN CONTRIBUTE INCREMENTAL STEPS TOWARD YOUR GOALS.**

**\*\*\*We all set expectations that do not get met, if your first goals need adjusted, that is okay! Constant evaluation will make sure you adjust your actions and timelines. Even in a busy world that demands deadlines, good evaluation can show incremental change that will make the biggest difference!**



# **EXPERIENTIAL PLANNING GUIDE™**

**MY TOWN TRAVELS**

## **ADDITIONAL SHEETS FOR WRITING**

Lined writing area with 20 horizontal lines for notes. The page is bordered by a blue strip on the left and right sides, which contains small white rectangular boxes.

# EXPERIENTIAL PLANNING GUIDE™

MY TOWN TRAVELS

## ADDITIONAL SHEETS FOR WRITING

A large white rectangular area with horizontal ruling lines for writing, bordered by blue vertical bars on the left and right sides. The blue bars feature white rectangular checkboxes along their edges.