

# 7 SECRETS

You NEED To Know Before  
Booking Your Next Cruise!

How To Avoid The Frustration,  
Worry and Bitter Taste of a Cruise  
Vacation Gone Wrong



**SHAWN POWER**

— YOUR TRUSTED CRUISE & TAUCK TOUR EXPERT! —

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# Introduction

Are you just starting or in the middle of researching your next (or first!) cruise vacation?

If so, BEFORE you spend any more of your valuable time combing through the endless information online, and BEFORE putting your hard earned money on the line to book your cruise...

... be sure to take a few minutes & read these key secrets which explain why:

**It NEVER makes sense to book your cruise directly with a cruise line (many people rely on this method because they just don't know who to trust) or on a faceless website or with an inexperienced travel agent.**

These 7 secrets will help you avoid costly mistakes and get the BEST VALUE for the dollars you spend, virtually ensuring that you have a great cruise vacation!

(Especially now that Coronavirus has entered our lives, there's more to consider than ever before when it comes to booking your cruise vacation!)

# Secret #1

## The Best Deals Aren't Always Online

It's true. Those booking sites give you so many options to compare — but the best ones aren't always even there.

NOBODY wants to overpay for their cruise (and who can blame them!) but many people assume when booking a cruise through expert cruise consultants they'll pay more than buying "direct" through the cruise line or an online website.

This is a FALSE assumption!

**The fact is, you'll NEVER pay a dime more for your cruise when booking through a travel agent compared to booking directly with a cruise line! (And MANY times you'll get a much better deal!)**

Just like how Walmart and other major

companies get better deals from their suppliers for your groceries & toiletries (due to buying power) so do the travel agencies who sell millions of dollars of cruises per year.

### **Not all agents can offer the same deals.**

So, if you want the BEST VALUE for the dollars you spend it's to YOUR ADVANTAGE to book through a REPUTABLE expert cruise consultant (make sure they're an expert on cruises and NOT a "Jack of all trades") for the most valuable deals and perks!

"Reputable" is the key word — not all agents get access to the same deals from the cruise lines as it depends on their integrity & sales volume.

### **The TRUTH:**

The worst you'll ever do by book-

# Secret #1

ing with a highly reputable cruise consultant is pay the same as you would directly with the cruise line. BUT, as mentioned in the next 6 secrets, you'll still get MORE "extras" like personal service & unbiased advice — which is truly invaluable!

## Golden Nugget #1:

To know IF the travel agent you are speaking with is genuinely reputable and an expert cruise consultant who is REALLY going to give you the best value, service and advice: ask for client testimonials.

The more they have, the more likely it is that they're treating their clients with attentive service, giving them great advice, and getting them the

best value for their cruises — and that they'll do the same for YOU

**Ready to get the best deals?**  
[Click Here To Connect With  
An Expert Cruise Consultant >](#)

# Secret #2

## You're Paying For Expert Advice Either Way

**M**ost people don't realize it, but the cruise line's prices ALREADY include the services of professional cruise consultants...

...which is why cruise line owners & executives always encourage you to book with a reputable agent.

**If you talk to no one and book online or directly over the phone (with a low-paid cruise line order taker who has little, if any, personal cruising experience) you're losing out!**

You're truly NOT getting what you paid for!

As mentioned in Secret #1, there is NO discount for going directly to the cruise line. In many cases you'll pay more, so don't put yourself at a disadvantage by going direct — there's no gain on your end at all, and it can literally COST YOU MONEY!

**Get the advice you're entitled to.**

[Click Here To Book A Cruise Discovery Session With An Expert >](#)

# Secret #3

## Booking Doesn't Have To Take That Long

You can book an incredible cruise experience in minutes. Not hours — minutes. One complaint cruisers bring up A LOT is how much time it takes to research the RIGHT cruise for them and “shop around” for the best price.

While it's true that getting the best price is very important, the effort people pour into researching cruises is astonishing: industry stats show that people spend DOZENS of hours surfing the Internet trying to figure it all out.

Most people would never do this when it comes to their health, legal issues, car issues, etc. Instead, they'd just consult with an expert, like a doctor, lawyer, or mechanic — so why do they behave differently when it comes to cruises?

**BEST ADVICE:**  
**Just like doctors or lawyers, cruise**

**consultants are experts in their field. Working with an experienced one won't cost you anything extra, but it WILL help you save time, money, and stress.**

It would take you YEARS to learn what they know about cruising!

**Aim for great value, not just a low price.**

After getting to know you and your needs, they'll be able to narrow down your choices and help you find the the cruise that offers the best value for YOU. Yes, value — as we all know, there's a BIG difference between “best value” and “lowest price”. The fact is, there are dozens of choices when cruising:

Alaska alone has over 100 cruise tour choices

# Secret #3

- In Europe there are over 3 dozen different itineraries
- And river cruises are another world altogether!

The saying, “you get what you pay for” is repeated so often because it’s typically true. Do you really want your dream cruise vacation to be decided by what price looks best on the Internet?

**What you lose with that lower price might be trivial, or it might be a major headache in the making — with a cruise consultant, you’ll know for sure.**

So, instead of pouring hours into “figuring out the details” and going into your cruise feeling frustrated instead of excited, borrow a bit of expert guidance instead. You’ll be glad you did!

## **Faster customer service too?**

Not only can you waste a lot of time up front when not using an expert

cruise consultant, it can be even WORSE on the back-end if things go wrong. During the Corona virus crisis, there were horror stories from THOUSANDS of consumers who partnered with inexperienced agents, worked directly with cruise lines, or booked through a faceless website.

**They had to wait days for replies and spend dozens of hours on hold just to receive basic, essential information. The amount of time people wasted was staggering!**

By comparison, those working with expert cruise consultants received responses in just minutes, and their consultants took the stress off their hands by handling all of the calling, waiting, and reorganizing.

**Book better cruises in less time.**

[Click Here To Book With An Award-Winning Cruise Consultant >](#)



# Secret #4

## Agents Can Make Demands & Pull Strings

**W**ouldn't it be great to get skip-the-queue, VIP-level service all throughout your cruise experience? With the right agent, you can.

We ALL dislike calling a bank or utility company to just be put on hold after unsuccessfully talking to an automated voice. Even when you finally do get through to a real person, it's someone different every time, and it isn't always easy to communicate with them.

**“There's NO NEED to go through those same frustrations when planning your cruise vacation!**

This should be a pleasant experience with a person who gives you their

DIRECT phone number and calls you by name!

There's an advantage to booking with an expert cruise consultant rather than buying directly with the cruise line or a faceless or phone-number-less website — you'll ALWAYS deal with the same person & will get timely responses!

As mentioned in Secret #3, DON'T fall victim to 7-hour wait times to speak to a customer service agent like the poor souls who booked cruises with Costco Travel during the Corona virus crisis.

7 HOURS!! That is unfathomable and completely unprofessional!

<https://www.travelmarketreport.com> > articles > Costco-... ⋮

### Costco Travel Clients Fill Social Media with Complaints Amid ...

Mar 9, 2020 — Costco Travel clients are taking to Facebook and Twitter to complain about seven-hour hold wait times and poor communications at the ...

# Secret #4

**By working with a professional cruise expert, one on one, during times like these you can simply call or email them directly and have ZERO hold times!**

What's better (and this would NEVER EVER happen with a travel agency like Costco Travel, for example) is when your expert cruise consultant gets in touch with you FIRST without you having to contact them at all.

You'll feel like they've been reading your mind, but - really - it just comes down to caring and having the right expertise to recognize problems before they happen.

You won't get the former directly from the cruise line, and online services can't give you the latter — but an experienced cruise consultant can,

and does, always give you both.

**The best way to make sure your vacation plans go smoothly, cruise after cruise, and to have your special occasions recognized, specific needs met, etc. is to always deal with the same cruise expert. It's as simple as that!"**

**Bring VIP service to your next sailing.**

[Click Here To Book With An Expert Who Has A 90%+ Repeat Rate >](#)

# Secret #5

## You Can't Ask What You Don't Know About

**W**hen visiting your doctor, lawyer or mechanic, you expect them to KNOW what they're talking about, right?

Of course you do. You trust their expertise to help you get solutions to problems you know about, and to make you aware of problems that they can see with their tools and experience.

Like any of those professionals, TRUE cruise experts take their business VERY seriously (ideally you'll deal with an agency owner who has a lot of "skin in the game"!) and educate themselves constantly.

- Is the person you're speaking with certified by the CLIA (the organization who regulates the cruise industry)?
- Have they graduated from the cruise lines' education programs (particularly the ones you're considering sailing with)?

A TRUE professional will also have a shelf full of awards and have been written up in several magazines for their exemplary contributions.

### **Golden Nugget #2:**

Ask your potential expert cruise consultant if they have awards and magazine write-ups with publishers bragging about them. Ask if they can share those with you so you can celebrate their success....if so, likely you'll have found yourself a real pro who will take care of you, help you get the right cruise for your specific needs, and get you the best value for your money.

### **Golden Nugget #3:**

But, MORE IMPORTANTLY than awards on shelves or their pictures in magazines, your cruise expert should have a TON of REAL-LIFE cruising experience — the more the merrier! The industry is always changing, so active cruise consul-

# Secret #5

tants should be taking multiple trips each year to stay in the know and be able to answer any questions their clients have. As well, they'll have inspected dozens of other ships through those 4-hour "Travel Agent Inspection" tours...and realized those aren't good enough. At that point, if they're really committed to bringing you insights on the authentic cruise line experience, they'll continue to take cruises each year.

Ultimately, that's the only way to stay current on any changes and to get hands-on details that outdated magazines and brochures (yes, they often are outdated) don't cover.

**The bottom line is, unlike calling a cruise line and talking to an employee who's probably never taken a cruise before, a true cruise expert does NOT just get paid to talk to potential clients and give price quotes — they only make money if you BOOK your cruise with them.**

That pushes them to work extremely hard to educate themselves so they

can provide you with both an amazing cruise and booking experience — one that makes you want to book a cruise again and brag about just how easy it was to get that amazing experience.

Like with your doctor, lawyer, or mechanic, it's to your advantage to deal with someone who has YEARS of education & real-life experience compared to someone getting their information from books, brochures, scripts prepared by the cruise lines they work for!

## Details make or break your experience

It's the little bits of knowledge that make the BIG differences — and these are things you may never stop to think about if you aren't an experienced cruiser:

1. Knowing what an "obstructed" view room is and where they are located. FYI, the brochures/websites don't tell the full story!
2. Knowing the rooms where the 2

# Secret #5

twin beds can't push together for a Queen Bed? (Not very romantic for a couple excited for their getaway!)

3. Being able to answer this common question with 100% confidence: "What is the best side of the ship we should be on for the best views?"
4. Knowing the best room locations on certain decks to avoid excessive noise, heat from the kitchen, vibrations from the engine, the kid's play areas, etc.

Don't risk your cruise vacation by letting it be booked by someone without the knowledge! Many people risk their cruise vacation turning into a disappointment or a frustrating experience simply because they booked it with someone who didn't have PERSONAL knowledge and experience. Don't let that be you!

## Cruising in a COVID world

Also, you **NEED** to be properly

**educated on the new considerations from the Corona virus, such as:**

- Which cruise lines have the best safety protocols
- Which ones take care of their clients the best when their cruise gets cancelled
- Which ones offer refunds and which don't,
- Whether you should take a refund or future cruise credit
- Which ones offer the best cancellation policies,
- What will/won't travel insurance cover, etc.)

**Unpleasant travel surprises? Not anymore.**

[Click Here To Chat With A CLIA-Certified Elite Cruise Counsellor >](#)

# Secret #6

## Many Professional Reviews Aren't "Real"

If you think that the cruise reviews published by popular travel websites, industry magazines, and travel editorials are always based on full-length cruise experiences — don't worry, you're not alone.

Even those who sell travel sometimes have that misconception.

**But it's NOT your fault — it was all designed that way with pretty pictures and a professional look to make you think that everything you read or saw was part of the regular cruise experience.**

BUT one thing that genuine cruise experts realize when they first get involved in the Industry is that, in many cases, the people reviewing the cruise ships receive an experience

that's quite different from the one you'll have. Sometimes, the "experience" is just an inspection that lasts 3-4 hours; other times, it's a 2-3 night inaugural sailing exclusively reserved for travel agents and media representatives.

All the bells & whistles are out, the cruise line's "top brass" are onboard, and the booze is flowing freely. As you can imagine, those reviews could be a little biased or at the least, "clouded"!

Being on one of those "red carpet" cruises versus spending 7-15 nights, or more, onboard a sailing as a regular guest is a night and day difference!

**Some of the highest-rated ships can disappoint PAYING guests who sail on them by being among the "rock-**

# Secret #6

iest” and least stable ships, or by having low quality menus despite their glowing media and travel agent reviews.

An expert cruise consultant’s opinion of ships after taking a regular consumer sailing on them can be completely different compared to what the Industry magazine says are “the best”.

Unfortunately, the magazine knowledge version is what most people get, because most people selling cruises don’t get paid enough to take many cruises...if any!

## Golden Nugget #4:

Ask how many cruises your potential cruise consultant has been on, but don’t stop there. Ask them to be specific: Were they short familiariza-

tion (or FAM) cruises or were they onboard for the entire sailing as regular guests?

As you now know, their knowledge will be very different depending on how they answer! Unless they’ve personally been on at least 30-40+ sailings, they simply can’t have experienced all of the choices and different quality lines out there, and won’t be able to properly advise you.

**Get real insights on your next cruise.**

[Click Here To Book With An Expert Consultant Who’s Taken 75+ Cruises >](#)

# Secret #7

## Cruise Lines Don't Care About You. Unless...

It's a harsh business truth. But you can do something about it.

To a good cruise consultant, your satisfaction is a top priority. To cruise lines, however, that isn't always the case. In fact, most cruise consultants - if they're honest - will tell you that individual customers are typically NOT a cruise line's priority.

Why? Because, to a cruise line, you're just one customer among thousands. Your calls, emails, and requests just get added to the pile, and the cruise line will get around to responding when it does.

The relationship between experienced cruise consultants and cruise lines is different. High performing cruise consultants bring millions of dollars in revenue to cruise lines,

which means taking care of them IS a cruise line's priority.

It's an unpleasant fact, but an important one to consider when you're weighing up booking directly or through a cruise expert.

### **The difference can be staggering.**

A traveler had a post-cruise complaint that she emailed directly to a cruise line. Two weeks later, she hadn't heard a word back and wondered if her expert cruise consultant who booked her trip could help. The mistake she made was not emailing her consultant first to contact the cruise line on her behalf.

**Once she contacted her consultant, she received a call from the cruise**



# Secret #7

**line CEO *the very next day* to address the issue.**

Two weeks with no response. Or a call-back from a person of authority the next day. That's the kind of influence working on your behalf when you book your vacation through a reputable cruise consultant.

(Again, during the Corona virus this secret was MORE important than ever since cruise lines had to deal with 20 times the normal issues with less than 50% of their normal staff. Their replies were even slower for "direct" clients, but they still had to service their best cruise consultants first to keep them happy & booking with them!)

## **Golden Nugget #5:**

Ask if the cruise consultant knows any cruise line owners and executives, and

if they have written testimonies from them too.

**Make cruise lines work harder for you.**

[Click Here To Talk To An Expert With 15+ Years In The Industry >](#)

# Conclusion

I hope you received great value and insight from reading this ebook — you now know the TOP secrets to ensuring you have a great cruise vacation.

Those secrets give you all the information you need to find the BEST expert cruise consultant for YOU...

**...which will ultimately help you have the most memorable cruise sailings to the destinations you love!**

*Shawn Power*

Happy Cruising!  
Shawn Power

# About the Author



Shawn Power is a well known and sought after cruise expert due to his IMMENSE knowledge of the cruise industry.

**With 77 personal cruises under his belt, and 3-7 more added EACH YEAR, he can tell you which cruises are the best by experiencing them, not just by looking at what they offer on paper.**

Conducted with your needs in mind, his “discovery cruises” reveal what’s great, what isn’t, and what you would never think to watch out for without years of experience.

How does he do that? By asking TONS of questions, taking notes daily (if not hourly!), recording unedited REAL videos, capturing golden nuggets of what TO do and what NOT to do, then packaging them up as easy-to-digest insider tips that take your cruise experience to a higher level.

It’s a system that’s been refined by working with thousands of clients and booking over 50 million dollars in cruises. With their feedback and his insider expertise, you always get the most up-to-date information and an outstanding cruise experience.

Better value. Less frustration.  
More of everything you love about cruising.  
**It all starts with an expert cruise consultant.**



**"I LOVE SHARING MY KNOWLEDGE &  
PASSION FOR CRUISING!"**

- SHAWN POWER