
AI HOTEL MARKETING X JOHN TUNSTALL

Sales website & learning platform

Build the platform for measurable sales success.

A brand, sales website and learning platform designed to take John's work across markets, develop psychological performance and create a route to scale through future trainers.

DEFINE / BUILD / OPERATE

Brand & Commercial Foundation Website & Commercial Platform Performance+

Working business name: The Sales Mindset

The final business name, brand architecture and visual identity will be developed through the Brand & Commercial Foundation.

Vision-aligned discussion draft | 12 October 2026

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JOHN'S VISION

One vision. Every decision.

“I am a world recognised authority on delivering significant and consistent sales success across multiple markets through the development of psychological performance for sales.”

John's vision, shared by Paula · 12 October 2026 | A statement of ambition

Significant and consistent

Define success in measurable terms, then track progress and consistency over time.

Across multiple markets

Make the approach accessible to different audiences, sectors and locations through clear digital learning and delivery routes.

Psychological performance

Develop the mind behind sales performance, with learning that is applied and reviewed.

Our recommendation: define the business around this vision, build the sales and learning platform, then develop its reach through Performance+.

Develop people who are effective for the good of those around them, not simply efficient for their own sake.

PROPOSED IMPACT AMBITION

Reach people. Measure the difference.

10,000 people through MTQPlus over five years

John's proposed target | Five-year horizon

John's proposed impact ambition. The five-year target guides the architecture; it is separate from the scope and term of this engagement.

Sales success

What we design: Agree relevant sales measures with each corporate buyer, establish a baseline and design follow-up reporting.

What we measure: Agreed measures such as conversion, target attainment and consistency, using available client data.

Mindset development

What we design: Connect authorised assessment, practitioner feedback, learning and practical application.

What we measure: MTQPlus follow-up where appropriate, learner reflection and evidence of application.

Reach and wider effectiveness

What we design: Define unique participant counting, markets served and feedback from learners and relevant stakeholders.

What we measure: Participation, completion and reported contribution to customers, colleagues and others.

Count unique participants separately from repeat assessments. Track participation, development and sales outcomes as distinct measures.

Assessment delivery reference: AQR International's MTQ guidance. Confirm practitioner requirements and access during the foundation.

AQR International / MTQ and practitioner guidance

DELIVERY SCALE / INTELLECTUAL PROPERTY

A method that can reach further.

Train the trainer

Multiply the reach. Preserve the method.

A future train-the-trainer model can extend John's delivery capacity across markets. The foundation will define the pathway, learning assets and delivery standards; the platform will be designed to support its staged introduction.

Define the method > Develop trainers > Support delivery > Track learner reach

John defines the methodology and trainer standards. Any MTQPlus delivery or practitioner status remains subject to the assessment provider's requirements.

John's ATTITUDE model

ATTITUDE: sales first, with room to grow.

Organise John's ATTITUDE model into clear programme content, practical resources and a consistent learning journey. The brand and content architecture should also accommodate his planned applications to life beyond sales.

John describes the model as founded in academic research. The foundation will review his supplied sources and align public claims with the supporting evidence.

Sales is the first application. The architecture can accommodate future life applications as the model and offers develop.

STAGE 1 / DEFINE

Build the business before building the website.

Translate John's vision into a clear proposition, first sales audiences, programme architecture and measures of success. Confirm how ATTITUDE, authorised assessment pathways and a future trainer model fit together.

Market & Audience Strategy

Understand the buyers, the category and the opportunity.

Corporate buyers across sectors · Individual learners · Speaking / event buyers · Future trainers and delivery partners · Market access and accessibility · Competitor / category review · Opportunity mapping

Positioning

A clear proposition and a credible place in the market.

Psychological performance for sales · Measurable and consistent sales success · Differentiation · Commercial proposition · Brand promise · Market positioning · Relationship between John and the business brand

Naming & Brand Architecture

Define an identity that can grow beyond its founder.

Assess The Sales Mindset · Naming strategy · Alternative naming directions where appropriate · Domain considerations · Scalability · Final brand architecture

The Sales Mindset is a working name only. The final business name, brand architecture and visual identity will be developed through the Brand & Commercial Foundation.

Offer Architecture

Connect expertise to offers with clear routes to purchase.

Corporate sales programmes · Individual learning · Workshops and speaking · MTQPlus-supported assessment journeys · Online courses · Completion certificates · Future train-the-trainer pathway · Future ATTITUDE applications beyond sales · Strategic partnerships

Prioritise the first sales offers, then specify future trainer and wider-life pathways. Define the correct journey for each offer: enquiry, consultation, application, registration or direct purchase.

STAGE 1 / DEFINE

Create the build-ready brand system.

Brand Identity

A coherent identity across every commercial touchpoint.

Logo system · Typography · Colour · Visual language · Photography direction · Video direction · Digital design system

Messaging

Give the expertise a consistent, compelling voice.

Core proposition · Tagline · Brand narrative · Tone of voice · Programme descriptions · Proof architecture · Website messaging

Content & Creative

Organise the materials for a credible launch.

Core website copy · John's biography and credentials · Programme content · Book content · Case studies · Testimonials · Photography brief · Video brief · Speaker assets · Downloadable assets · Launch content

Proof is based on supplied, verified material. Specialist photography and video production are excluded unless explicitly included.

IP & Proof Architecture

Make existing intellectual capital visible and usable.

John's ATTITUDE model · Supplied academic research and supporting evidence · Training methodology · MTQPlus-related usage rights and delivery requirements · Client experience · Credentials · Testimonials and case studies · Measurable outcomes · Speaking, media and published work

Organise John's intellectual property and supporting sources. Confirm the research basis for ATTITUDE claims and distinguish John's own frameworks from third-party assessment tools.

Phase 1 outcome

A build-ready business and brand system, with agreed launch offers, impact measures and the specification for the sales and learning platform.

BRAND DIRECTION / PLATFORM

Turn the strategy into an owned commercial asset.

Illustrative brand direction

Clear, confident typography and a professional education aesthetic. Show the method, practical learning and human performance through real training, discussion and application. Final naming, identity and programme treatment will be developed during the foundation.

Illustrative direction only. Final brand identity will be developed through the Brand & Commercial Foundation.

Connect discovery, corporate enquiries and programme enrolment to learning, application and measurement. Design for wider access and the staged introduction of future trainers, using the assessment provider's approved delivery routes.

Public Website

An authority platform with clear routes to every offer.

Home · About John and his vision · Sales programmes · Corporate & Institutional Programmes · Psychological Performance / Mental Toughness · ATTITUDE model · Assessment journey · Future trainer pathway · Speaking · The Fearless Salesperson · Clients / Partners / Proof · Insights / Resources / Interviews · Contact / Consultation

Commercial Infrastructure

Make it easy for the right buyers to take the next step.

Enquiry forms · Consultation booking · CRM-ready lead capture · Customer data capture · Payments where required · Course enrolment · Nurture foundations · Corporate lead handling

Search & AI Discoverability

Structured foundations for search and AI discovery.

SEO foundations · Structured data / schema · Google Search Console · AI-search / GEO foundations · Content discoverability

Data & Analytics

Measure the journeys that matter commercially.

GA4 and conversion / event tracking · Course enrolment and revenue measurement · Lead measurement · Unique participant reach and markets served · Programme completion and application feedback · Agreed baseline / follow-up reporting fields · Trainer-delivered reach where reported

STAGE 2 / BUILD

An authority, sales and learning platform.

Learning Experience

A complete learner journey, from enrolment to completion.

Course catalogue and enrolment · Learner registration and account access · Video lessons and written materials · Downloadable resources · Progress tracking · Practical application and reflection · Authorised MTQPlus assessment / debrief pathways where required · Completion certificate workflows · Accessible, responsive learning · Future trainer pathway specification

Final learning technology and certification requirements will be agreed. MTQPlus is a third-party assessment: confirm licensed practitioner delivery, provider-supported access and data permissions before implementation. Assessment fees and bespoke integrations are scoped separately.

Ownership & Training

The access and knowledge to operate independently.

Full administrator access · CMS training · Platform training · Operating documentation · Control over content · Analytics access · Ability to manage normal platform updates independently

Illustrative platform vision

Explore three interactive views in the online proposal: a desktop sales website with corporate programmes, assessment pathways, ATTITUDE and a future trainer pathway; a mobile experience with focused enquiry journeys and course access; and a learner dashboard with modules, progress, resources, completion certificates and an account area.

The learning demonstration connects an authorised assessment starting point with psychological development, practical application and progress review. Its sample modules, progress and certificate are illustrative; no MTQPlus questions or results are simulated.

Final brand, design and platform architecture will be developed through the Brand & Commercial Foundation.

[View the interactive proposal](#)

john-tunstall-launch.katgo.chatgpt.site

COMMERCIAL JOURNEYS / OPERATE

Clear routes into John's methodology.

Individual learner

Discover the approach > Choose a relevant programme > Assessment and debrief where required > Learn and apply > Review development > Complete and continue

Corporate / institutional buyer

Explore methodology and proof > Agree sales outcomes and baseline > Book consultation > Confirm programme and proposal > Delivery and application > Review progress

Future trainer / delivery partner

Explore the trainer pathway > Apply and confirm eligibility > Learn John's approved methodology > Meet agreed delivery standards > Deliver authorised programmes > Report reach and learner impact

Performance+

Performance+ supports John's vision through authority content, search and AI visibility, corporate lead generation, programme promotion and continuous improvement. Reporting connects commercial demand with learner reach, completion and the agreed impact measures.

OBSERVE > PRIORITISE > EXECUTE > MEASURE > IMPROVE

Review demand and participation, prioritise programme growth, execute the agreed work and use commercial and impact signals to improve the next decision.

Build demand. Extend the reach. Review the impact.

12-month retainer after launch | USD 1,500 / month + 5% performance incentive

STAGE 3 / OPERATE

Performance+ scope

Content & Authority

Turn John's knowledge into a consistent market presence.

Thought leadership · Articles · Programme content · Media · Expert content · Website updates · Authority building

Search & AI Visibility

Help buyers discover the expertise through search and AI.

SEO · AI-search discoverability · Structured content · Entity authority · Optimisation

Demand Generation

Develop qualified opportunities for the right offers.

Corporate enquiries · Speaking opportunities · Programme demand · Qualified leads · Campaigns

Programme & Offer Growth

Support new routes to commercial growth.

Sales programme launches · Assessment-supported learner journeys · Future train-the-trainer recruitment · Delivery partnerships · Speaking offers · ATTITUDE programme development as agreed

Performance Intelligence

See what creates attention, demand and commercial value.

Qualified enquiries and consultations · Corporate pipeline · Programme registrations and course sales · Unique participants and markets reached · Programme completion · Reported mindset development and agreed sales measures · Trainer participation and delivered reach · Search / AI visibility · Content performance and conversion

Optimisation

Use the evidence to improve the next decision.

Customer journeys · Messaging · Pages · Calls-to-action · Forms · Programme positioning · Content priorities · Conversion paths

OUTCOMES / DELIVERY ROADMAP

From strategy to launch.

What success looks like

Sales success

Agreed sales measures, tracked from baseline over time

Participant reach

Unique people supported through the assessment journey

Trainer scale

Trainers developed and their reported learner reach

Qualified demand

Enquiries, enrolments and corporate programme pipeline

Agree baselines, follow-up periods and access to relevant data during the foundation. Measure business performance and the development of people together.

Psychological development

Authorised assessment follow-up and learner application

Market access

Markets served and barriers to participation

Positive effectiveness

Feedback on contribution to customers, colleagues and others

Authority

Visibility and evidence supporting John's positioning

Five-month delivery plan

OCTOBER 2026 / Discover & Define

Confirm John's vision, first markets, success measures, naming, offer architecture, ATTITUDE evidence and MTQPlus delivery requirements.

NOVEMBER 2026 / Brand & Content

Develop the sales-performance identity, messaging, programme content, ATTITUDE presentation, proof and future trainer architecture.

DECEMBER 2026 / Design & Build

Build the sales website, priority programme journeys and responsive learning experience around agreed launch offers.

JANUARY 2027 / Platform & Integrate

Configure learning, CRM, email, payments, impact-reporting foundations and authorised assessment pathways as agreed.

FEBRUARY 2027 / Test, Train & Launch

Test learner and buyer journeys, establish initial measurement, train John, obtain approval and launch.

FROM MARCH 2027 / Performance+

Planned delivery assumes timely access to materials, decisions and approvals. Final milestones will be confirmed at kick-off.

WHY AI HOTEL MARKETING

Strategy, technology and commercial execution in one partner.

Commercial strategy

John's vision translated into audiences, offers, journeys and measures.

Brand & content

A sales and learning brand with clear methodology and practical content.

Digital & AI infrastructure

Sales websites, learning journeys, analytics and authorised integrations.

Performance

Qualified programme demand, participation and ongoing improvement.

We do not stop at the strategy deck or website launch.

We translate the vision into a focused offer, build the sales and learning asset, train John to manage it and support its commercial development after launch.

Systems & platform experience

MARKETING & MEASUREMENT

GA4 · Google Search Console · Google Tag Manager · Google Ads · Meta Ads

WEB / COMMERCE / CONTENT

Wix · Shopify · Beehiiv · Modern React / AI-assisted build environments

AI & AUTOMATION

OpenAI · Anthropic · AI-enabled content, analysis and workflow systems

Platforms shown describe experience across the technology ecosystem. They do not imply formal partnerships or a prescribed technology stack for this project.

EXPERIENCE / OWNERSHIP

Commercial thinking. Hands-on execution.

About AI Hotel Marketing

AI Hotel Marketing is a strategy, digital platform and AI-enabled commercial growth business combining commercial strategy, digital marketing, content, platform development and performance intelligence. We work from commercial objective to execution - helping businesses define the proposition, build the digital asset and operate it for measurable growth.

Katrin Goetzke / Founder, AI Hotel Marketing

Katrin Goetzke is a digital marketing and commercial strategy leader with international experience across luxury hospitality, digital platforms, performance marketing and AI-enabled systems. Her work combines senior commercial thinking with hands-on execution: translating business goals into positioning, digital journeys, content, technology, analytics and measurable performance.

Selected clients / Fiyavalhu Resort Maldives

Independent hotel digital marketing engagement through AI Hotel Marketing.

Selected experience / Twinpalms Hotels & Resorts

Prior in-house experience: Group Digital Marketing Manager. Client engagements and prior professional experience are shown separately. Technology and commercial partner relationships are included only when confirmed.

Built with you. Owned by you.

John owns

Brand assets, website, content, customer data, analytics and administrator access.

AI Hotel Marketing delivers

Strategy, brand development, creative direction, UX/UI, implementation, training, documentation and launch support.

John can operate independently. AI Hotel Marketing continues through Performance+, and the system can scale as the business grows.

Performance+ is a commercial growth partnership - not a dependency model for basic website administration.

INVESTMENT & COMMERCIAL PARTNERSHIP

ONE PARTNERSHIP. TWO PHASES.

PHASE 1 | BUILD & LAUNCH

Months 1-5

USD 2,500

per month

Total: USD 12,500

Brand foundation, website, learning platform, integrations, launch and client training.

PHASE 2 | COMMERCIAL GROWTH

12 months after launch

USD 1,500

per month

Performance+ growth management covering visibility, audience acquisition, course promotion, lead generation, conversion optimisation and reporting.

Performance Incentive | From Launch

5% of attributable net programme revenue generated through agreed AI Hotel Marketing-managed activities.

Proposed commercial model, subject to agreement with John and Paula.

Commission eligibility, attribution and payment terms will be defined in the service agreement. Third-party costs and paid media are excluded.

Recommended next step

Confirm the vision, first launch priorities and engagement. Then commence the Brand & Commercial Foundation.

Begin by agreeing measurable sales outcomes, the initial audiences and the role of MTQPlus, ATTITUDE and future trainers. Consolidate John's existing material into a focused foundation and platform brief.

Kick-off priorities

Confirm John's vision and proposed five-year impact target · Agree the first sales audiences and measurable outcomes · Review ATTITUDE materials and academic sources · Confirm MTQPlus practitioner, licensing and access requirements · Prioritise launch offers and the future trainer pathway · Evaluate The Sales Mindset as the working name · Confirm platform scope, launch priorities and responsibilities

Proceed with the engagement or discuss the proposal:

hello@aihotelmarketing.com

Formal agreement and confirmed scope follow approval.