

Creator Guide

Everything that stays the same across every TripBaddie collaboration. Your campaign brief covers the rest: what you're making, when it's due, and what you're paid.

WHO WE ARE

An AI trip planner that hands you the finished plan

TripBaddie builds a tailored, ready-to-follow trip plan in minutes. You tell it where you're going, who's coming and how you like to travel. It gives you an hour-by-hour itinerary you can follow from the moment you land.

What makes us different: TripBaddie hands you a finished plan, not a list of ideas. Other tools give you inspiration or a place to organize what you've already researched, and the real work is still on you.

It's for the person who ends up planning the trip for everyone else. Friends, couples, families, solo travelers, the group chat that can't make a decision.

KEY MESSAGES

What we'd love to come through

You don't need to hit all of these. Pick the one or two that are true for you.

- **It's a finished plan.** Hour by hour, with how to get between stops and when to leave.
- **It takes minutes.** Not a weekend of tabs and spreadsheets.
- **It's AI, and it's tailored.** The plan is built around your trip, your people and how you like to travel.
- **It thinks of what you'd miss.** Fallback alternatives if you get behind, a packing list, and "know before you go" notes from visa info to local tips.

Personality over polish. A little cheeky, never salesy.

We sound like the friend who planned the whole trip and is slightly smug about it.

"47 open browser tabs and a spreadsheet I'm honestly still a little proud of."

You don't have to sound like us. Sound like you. This is here so you know a joke is welcome and a sales pitch isn't.

HOW WE BRIEF

We give you the ingredients, not a script

Over-scripted content sounds like an ad, and it loses the reason we came to you in the first place. So every brief from us has four ingredients, and the words are yours.

- **A few hook options.** Pick one, bend one, or bring your own.
- **The one message.** A single idea we'd like people to leave with.
- **A proof moment.** Your real plan on screen, so people see it working.
- **The call to action.** One ask, with your link.

How you say it, where you film it and how you cut it is up to you.

Steal one, bend one, or ignore them all

A starting point if you want one. Swap in your own trip, your own people and your own words.

THE DESIGNATED PLANNER

"POV: you're the unofficial (and very unpaid) travel agent for your entire group."

"Every group trip has one person holding it all together. Hi."

"I'm the friend who plans everything. Here's how I'm doing it now."

"Sending one link instead of answering 40 texts."

BEFORE AND AFTER

"How I used to plan a trip vs how I plan one now."

"47 tabs, one spreadsheet, zero sleep. Or this."

"I planned 5 days in [city] in the time it took my coffee to brew."

"My notes app trip plan vs my actual trip plan."

THE PROOF

"I let an app plan my whole day in [city]. Here's how it went."

"Day 1 of 5 in [city], planned hour by hour."

"The one thing I would not have known before this trip."

"It's 3pm, we're behind schedule, and here's plan B."

THE TRIP ITSELF

"I've been saying I'll go to [place] for years, so I finally planned it."

"Planning my dream trip to [place], start to finish."

"A long weekend in [city] that actually fits in a long weekend."

"What a [budget] trip to [place] really looks like, day by day."

SPIN IT, THEN GO

Start with Trip Roulette or Split the House, then cut to the trip itself. The feature is the hook; the trip is the payoff.

"We let Trip Roulette pick our next trip. This is where it sent us."

"I spun the wheel on a weekend away and actually went."

"Six friends, one rental house, and nobody fighting about who owes what."

"Group trip math, solved before we even packed."

You know what works with your audience better than we do. The only things we'd underline: show TripBaddie early, let people see your real plan, and make your link easy to find.

GROUND RULES

Do and don't

DO

- ✓ Plan a real trip of your own and show that plan on screen
- ✓ Say it in your own words
- ✓ Share what you liked, and what surprised you
- ✓ Film where and how you normally film
- ✓ Mention it again when the plan comes up on the actual trip
- ✓ Tell us if something didn't work for you

DON'T

- ✗ Use a made-up trip or stock footage of the app
- ✗ Read a script to camera
- ✗ Claim features you didn't see or use
- ✗ Use an AI voiceover or text-to-speech
- ✗ Compare us negatively to another brand by name
- ✗ Feature another travel planning app in the same Reel or video

DISCLOSURE

Mark it as a partnership, your way

Please make it clear the post is a partnership, whether you were paid, earn commission, or got a free account. How you do that is up to you.

Where to point people

- Tag us: **@trip.baddie** , so we can find your post and cheer it on.
- **Your link:** you'll get a personal link, so every signup you send counts toward your commission. Share it wherever works for you.
- **On YouTube:** your link in the description and a pinned comment helps people find it.
- **One ask:** sending people to your link is the only call to action we need.

USAGE

How we may use your content

- We may reshare your post on TripBaddie's own social accounts and website, with credit to you.
- We won't edit your content or run it as a paid ad without asking you first and agreeing terms.
- Please keep the post live for at least 90 days.

GETTING SET UP

Three steps before you film

1. Send me the email you'd like your free annual TripBaddie account under.
2. I'll send your login and your personal link within a day.
3. Plan a trip, have a look around, and tell me what you think before you film anything.

Questions, ideas, or something not working? Message me directly. I read everything.

Jaclyn

Founder, TripBaddie

tripbaddie.com