

DAY ONE

01

Get Found.

Social media foundations & content strategy



GET FOUND

CREATE

GET BOOKED

PARTICIPANT WORKSHOP · SESSION 1 · 9:00 – 10:00

W E L C O M E

Namaste.

You are Bardiya's first cohort of Digital Champions.

For the next 3 days you will not just learn tools. You will build the online presence your business has been missing, and you will become the people who go on to teach the rest of Bardiya's tourism community how to do the same.

YOUR FACILITATOR

I'm Prashant.

I'm an entrepreneur and I build tech products used by small businesses across Nepal. I am here as your teacher for 3 days — but really, I'm here as someone who has been where you are: figuring out how to sell what you make in a world that has gone digital.

Blanxer.com

An e-commerce platform for Nepali businesses to sell online with wallet checkout.

Sambad.io

An AI-powered messaging platform that lets businesses talk to customers everywhere.

My Personal Account



Prashant Phuyal (Prashant Phuyal)

10K followers • 383 following

"Eerie is pre-eminent"

📱 Digital creator 📍 Kathmandu 🏠 Blanxer



Prashant Phuyal | __prashantphuyal

51 Following 29.5K Followers 1.9M Likes

Edit profile



Business | Tech | AI Automation | E-commerce
@blanxernepal @Sambad

🔗 prashantphuyal.com

Business Accounts



blanxernepal | blanxernepal

7 Following 22.3K Followers 655.8K Likes

Friends ✓

Message



Book a Demo Call with our team 📌

sales.blanxer.com



blanxernepal ...

Blanxer | Sell, Manage, Deliver — All in One Place

337 posts 9,401 followers 7 following

Build a website for your online business in minutes 🚀

Business Supplies: @blanxersupply

9802344850, 9864333517

sales.blanxer.com



Followed by __prashantphuyal, santosh_girii + 2 more

W H Y W E ' R E H E R E

Tourism has changed.

B E F O R E

Word of mouth, brochures, travel agents, walk-ins.

A guest arrived because they knew someone who knew you.

T O D A Y

TikTok. Instagram. Facebook.
Google Maps. WhatsApp.

A guest arrives because they saw your video at 11pm from another country.

THE JOURNEY

Three days. Three big moves.

1

Day 1

GET FOUND

Accounts, content plan, AI for ideas.

2

Day 2

CREATE

Photography, video, CapCut, Canva.

3

Day 3

GET BOOKED

Google Business, reviews, 30-day plan.

T O D A Y ' S P R O M I S E

By 5:30 today you will have...



A real business profile

Facebook, Instagram, and (if ready) TikTok — with your WhatsApp for bookings.



10 content ideas for you

Generated with ChatGPT, personalized to your business.



A weekly content calendar

What to post, when to post, on which platform.



Your first published post

Homework tonight: post one thing before you sleep.

OUR RULES FOR 3 DAYS

Six rules. We agree together.



Show up on time. Phone charged.



No question is a small question.



Help your team. Learn from your team.



Try first. Perfect later.



Post real things about your real business.



Have fun — this is meant to be fun.

TEAM FORMATION

You'll work in teams of 3.

Same team for all 3 days. You will earn points together, brainstorm together, and cheer each other on.



TEAM 1

Members announced now



TEAM 2

Members announced now



TEAM 3

Members announced now

Round the circle.

In your team, each person shares - in under 60 seconds:

1

Your name

And what you do in Bardiya's tourism.

2

Your best guest story

The most memorable guest you've ever hosted.

3

One digital wish

One thing you wish more tourists knew about your business.

Sell yourself in 60 seconds.

Just you, your phone, and 60 seconds. Record it now. Send it to our WhatsApp group.

Why we're doing this now?

On Day 3 you will record this again — after everything you have learned. Then we play them side by side. This is your "before." No pressure. No coaching. No retakes.

A R O U G H S T R U C T U R E

try this...

0:00 – 0:10

Who you are

"Namaste, I'm ____, and I run ____ in Bardiya."

0:10 – 0:30

What makes you special

One sentence about why a tourist should choose you.

0:30 – 0:50

What you offer

Your top 2–3 experiences, packages, or products.

0:50 – 1:00

How to book

"WhatsApp me at ____ or find me on ____."

Just five things.



Vertical video

Hold your phone up-down, not sideways.



Just you on camera

Selfie mode is fine. Look at the lens, not the screen.



Under 60 seconds

If you go over, that's OK - just try to stop around 1 minute.



One take. No editing.

This is your "before." Perfection is not the goal.



Send to WhatsApp group

Same group we added you to this morning. Send only to Prashant if you prefer.

W E L L D O N E

You just did something brave.

Most people never record themselves talking about their business. You just did.
Now let's learn how to make the next one 10× better.

N E X T U P

How travelers actually find Bardiya today →