

# COPY REVIEW

## Context

### 1. Objective:

- a. Get someone to book a stay at VFE
    - i. Using the description of a listing site's listing, in this case, VRBO
    - ii.
- 

### 2. Who am I talking to?

- a. [\[How they think about their problems summarized\]](#)

## How they Think about Their Problems Summarised

If you'd like to see my full, RAW TA research, [click here.](#)

### Painful state

#### When searching for a vacation

- Information Overload: Feeling overwhelmed by the sheer number of vacation options available online.
  - Thus, you must stand out, and market in a way that they can make their decision quick and feel reliable about it.
  - That's why some people go through agents, or niche down specifically what type of experience they want.
  - Standing out in the market helps with this.
- Decision Fatigue: Difficulty comparing destinations and narrowing down choices based on often conflicting information.
  - Consistency with service is key. Pure good reviews, solutions for every minor problem. They should basically feel guaranteed that their experience will be 10/10.

- Fear of Missing Out (FOMO): Anxious about choosing the wrong destination and missing out on a perfect vacation experience.
  - They want assurance that they will get the BEST out of their experience in AXA.
- Lack of Inspiration: Struggling to find unique or exciting destinations that cater to their specific interests and desires.
  - Stand out in a niche way

## **During a stay**

**Hidden Costs:** Unforeseen expenses beyond the initial booking price (e.g., resort fees, limited all-inclusive options).

- Make sure all costs involved from start to finish are clearly communicated

**Disappointing Reality:** The destination or property not living up to expectations based on online photos or reviews.

- Not a problem

**Impersonal Service:** Feeling like just another guest, lacking a personalized touch or local recommendations.

-

**Limited Activities:** Lack of things to do beyond lounging on the beach, not enough options for exploring the local culture.

- World-class concierge services performing over the call of duty

## **Dream State**

- Effortless Planning: Finding the perfect destination that aligns with their desires, without the stress of research and decision-making.
- Unforgettable Experience: A unique and luxurious vacation that surpasses expectations, creating lasting memories.
- Feeling Pampered: Personalized service that caters to their needs and preferences, exceeding the standards of a typical hotel stay.
- Authentic Connection: Experiencing the local culture and hidden gems beyond the typical tourist spots.

## **Solution**

A hassle-free dream luxury vacation, with a place to stay, and guidance for the best experience on the island.

## **Roadblock/Problem**

**What is stopping them from getting what they want on their own?**

- Information Overload: They lack the time or resources to sift through countless travel websites and reviews.
- Unrealistic Expectations: Luxury travel blogs and social media might create an idealized image that's hard to achieve in reality.
- Limited Knowledge of Anguilla: They might not be aware of Anguilla's unique offerings and how it caters to their desires for a luxurious and authentic escape.

**What mistakes are they making knowingly or unknowingly that rob them of their dream state?**

- Limited Research & Planning: They might rely on generic travel guides or booking platforms, missing out on unique experiences or local insights. This can lead to a feeling of genericness and a lack of connection with the destination.
- Not Considering Personalized Service: They might settle for a one-size-fits-all hotel experience, missing out on the personalized touch and local recommendations that can elevate their vacation.
- Focusing on Price Over Value: Prioritizing the cheapest option might lead them to compromise on quality, amenities, or the overall experience. Luxury travelers might not realize the hidden value proposition offered by a curated property like View Fort Estate.
  - Simple, position so well that our prices feel like a steal.
- Relying Solely on Online Reviews: While reviews offer valuable insights, they can be subjective and paint an incomplete picture. Travelers might miss out on hidden gems or overlook destinations with a few negative reviews.
- Difficulty Trusting online reviews

**What did the people who have reached the dream state do differently than the people stuck at the current state?**

## **Product**

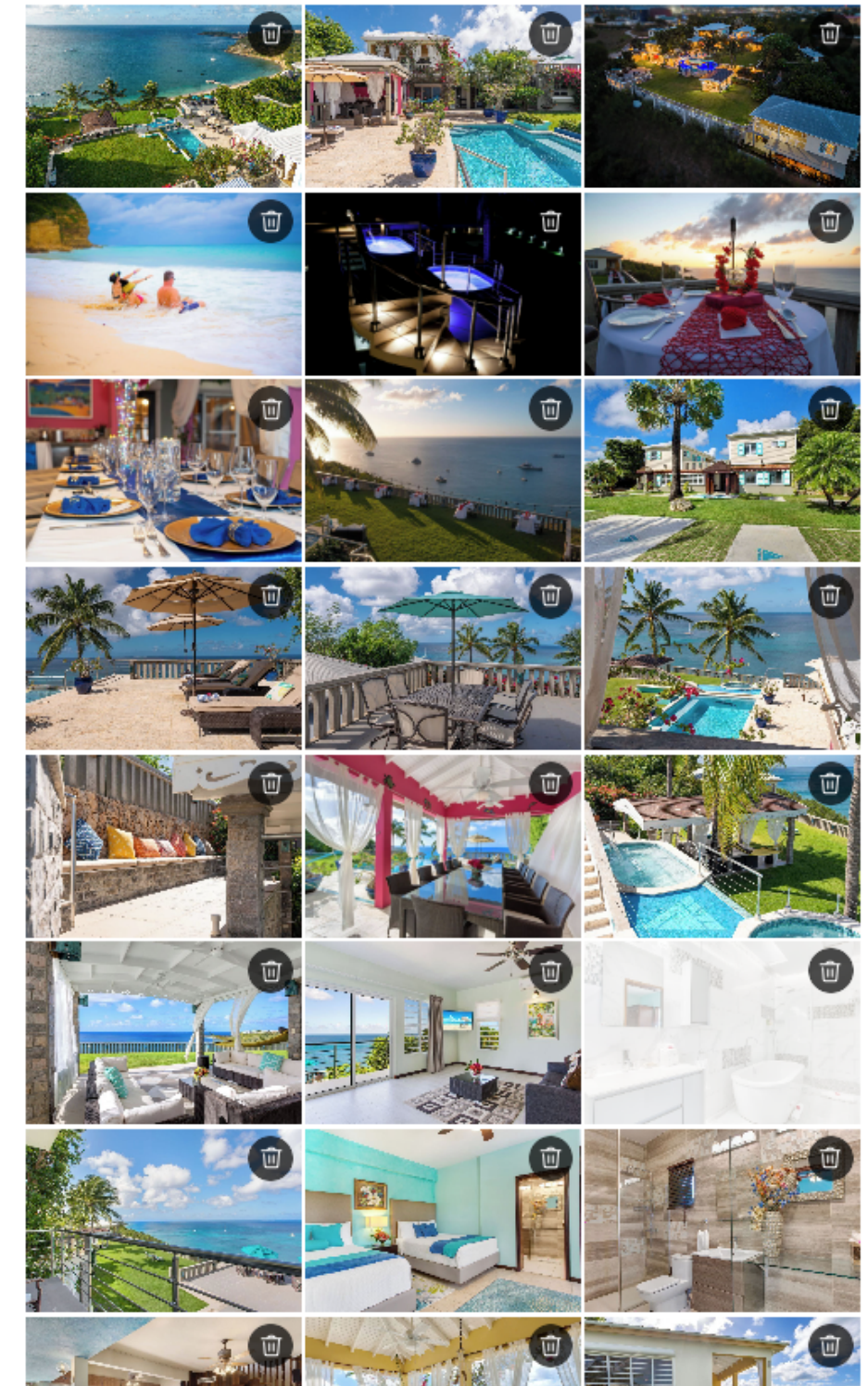
- 9 Bedroom (22 person occupancy) luxury estate.

- The VFE experience, from the moment you discovering them online, to getting in contact, booking, arrival, stay and departure.

### 3. Where are they now?

- They've just seen some of these pictures

That's a wrap—you have enough photos to go live.



- b. Looking at the description of VFE's property on Vrbo, Airbnb, or some other listing site.
  - c. Currently the headline length and description is tailored for Vrbo
  - d. They've just seen the Vrbo headline- "Cultural Luxury 😊 - Staffed Villa/Estate in the Caribbean's Culinary Capital w/ CONCIERGE"
  - e. Sophistication Level 4
    - i. Must position mechanism as unique
  - f. Product aware
    - i. Buy Now, Urgency, Scarcity, Risk Reversal, Social Proof, Crank pain/desire/need, etc
  - g. Pain/Desire 9/10, if not 10. They've already decided they're going on vacation
  - h. Cost threshold- 10/10. It's expensive, they're travelling to another country, but they have the money for it. They're trying to get the best experience possible.
  - i. Belief Idea will Work- 7/10
    - i. They're on Vrbo so they know they want a vacation rental experience that offers privacy, but the types of rentals vary, they're still considering their options.
  - j. Trust in seller- 1/10- Safe to assume they've never heard of us until today.
- 

#### **4. What do they need to experience to get them to where I want them to be?**

- a. Get the attention of:
    - i. People searching for a vacation rental in general
    - ii. People searching for a vacation rental specifically in Anguilla
  - b. Bring pain/desire past 10
    - i. They'd feel anticipation and excitement just from being exposed to the marketing, and of course, leading up to the stay
  - c. Make them believe the idea will work
  - d. Super crank trust in the brand selling
    - i. Give review examples for every claim possible
      - 1. Use reviews to depict the dream state
    - ii. State how many years they've been hosting guests (not acquired as yet)
  - e. Allow a chance for skim readers to consume what's necessary
    - i. Have a summary at the top
    - ii. Have headlines to disrupt and focus attention.
-

## 5. Where should I position these experiences in my copy? (Format taken from a top player)

- a. Summary
- b. The space/experience
- c. Main Amenities
- d. Included services
- e. Important things to note (pricing)
- f. Trigger pain/desire + CTA

---

### Specific Help I'd like with copy

1. **Flow and readability**- on Vrbo you're limited to only regular sized capital and lowercase text for the descriptions. No different font sizes, bold, colors, nothing. Maybe emojis but I haven't seen any used live.

**How's the reading experience?**

2. **General review**- on the effects of the copy.

Here's a top player description example on Vrbo- [\[Scroll down to description\]](#)

(Scroll to Copy Below)

## **Memories in Cultural Luxury 😊 - Estate in the Caribbean Culinary Capital w/staff**

### **SUMMARY:**

Escape the Ordinary.

Trade crowded resorts for secluded luxury atop the highest point of Travel + Leisure's four-years-in-a-row #1 Caribbean Island, and World Travel Awards' 2024 Caribbean Leading Culinary Destination.

Host, Josephine and the ViewFort Estate team invites you to immerse in 'Pure Anguilla', with unparalleled service, so you can enjoy peace of mind, focus on making memories with your loved ones, and reap the full benefits of your stay on the island.

### **THE SPACE:**

According to previous guests- " Not only did we experience an over the top luxury experience, but (we) also experienced the essence of colourful and warm Anguillian Culture."

Here's what awaits:

- Private, gated estate crafted and expanded around a 200-year-old structure.
- Up to 9 suites (sleeps 22) each adorned with treasured antiques and local art.
- Breathtaking Views of the Cliffside, Ocean, and Sunset atop Crocus Hill
- Personalised service from our dedicated concierge and staff.
- Carefully manicured lawn: For intimate dinners or fun games of volleyball!
- Infinity pool, Jacuzzi & Lawn Chairs: For your cooling off and tanning needs.

**CENTRALLY LOCATED-** we're less than 5 minutes away from crocus bay and katouche bay beach, and 15-20 minutes away from anywhere else.

We invite those seeking an unpretentious and tranquil Caribbean retreat, perfect for:

- Families
- Friend Groups
- Couples
- Corporate

“If I could give VFE more than 5 stars I would!!!!” - E. Michael Brezina.

#### MAIN AMENITIES:

- Pool
- Jacuzzis (2)
- Lawn
- Conference room with projector
- Air Conditioned Rooms
- In-Suite Amenities: Towels, Linens, Hair Dryers, Robes, Slippers & Clothing Iron
- Safe
- Microwaves (some suites)
- Kitchen/Kitchenette (some suites)
- TV's
- WiFi
- Gated in property
- Outside Canopy with sink, seating & grill for al fresco dining.
- Telescope: for stargazing under the Caribbean moon.

We've thought of everything.- INCLUDED SERVICES:

“ Josephine and her wonderful team made us feel at home from the minute we stepped into this beautiful oasis”- Blumencron (2018 Guest) , Washington D.C.

- Welcome refreshments
- Transport to and from port of entry/exit
- Concierge
- Car rental and other transportation arrangements
- Premium Select Bar & Cocktails
- Daily Continental Breakfast
- A La Carte Menu
- Pure Anguilla Barbecue- night under the stars and serenaded by a live band.
- Custom On-site Dining Experiences Done by Industry-Leading Chefs and our Event Staff
- Laundry Service
- Turndown Service
- Access to Katouche & Little Bay Beach
- Pool and Property Maintenance

- Cleaning
- Event planning and hosting
- Grocery (Cost depends on your requests)

(For more information on our luxury inclusions, you can visit our website-[viewfortanguilla.com](http://viewfortanguilla.com))

#### IMPORTANT INFO:

- Low Season Minimum Night Stay: 3
- High Season Minimum Night Stay: 3
- Ultra High Season Minimum Night Stay: 3
- There is no minimum amount of suites you can book.
- Pricing is based on the amount of suites you occupy.

Our guests say it best...

“Anguilla is the world's center of peace and ViewFort has squeezed out the quintessential essence of Pure Anguilla. This is a place you can not miss.

I have stayed at every resort on island and everyone is 5 star, but Fortview is beyond the categories of stars. The most gracious and wonderful host, excellent food, wonderful location and the feeling of being home.”- Brian Bacot

Make your ‘dream vacation’ a reality by getting in contact with us today 😊.