

Avatar Research

Who do you think the ideal target market for this product is?

The target audience is men and women who watch Sean Rakidzich (my prospect) daily and want to become successful and grow their short term rental (STR) business to the point where it makes them 6-figures a month so they can quit their 9-5

Avatar? Current situation and how they feel about it

The avatar is a person named Jake. Jake is in his early 30s, has a wife and newborn son, and works a 9-5 where he's working 7 days out of the week (while being on call) and is making roughly \$30k a year.

Also, he recently started a business doing short-term rentals (STR).

Jake day goes like this.

He wakes up, goes to work, comes home with no money. Then focuses a majority of his time trying to get landlords to allow him to trade a long lease of their property in return for taking their property and putting it on STR platforms like Airbnb. Also, he has a few properties right now, but he thinks that his market is so saturated and he can't get any bookings. Also also, he watches his favorite YouTuber Sean Rakidzich (my prospect) all the time, is in his Facebook group, and basically makes all his business moves on what Sean Rakidzich teaches in his (a lot of free educational content) videos.

This is how Jake feels about his current situation.

Jake feels like all the time he's putting into his 9-5 job isn't worth the pennies that they pay him. He feels if he stays at that 9-5 job and doesn't create another income stream then he will forever live barely paycheck to paycheck as a slave (customer language)... or even worse, not be able to support his family and newborn son.

But the problem with that is he has a hard time getting landlords with lucrative (big money) properties to say yes.

Also, the properties he has/manages right now aren't getting bookings (people renting his Airbnb).

This makes him think that his market is saturated -- and also with how the economy is right now -- which affects his business -- makes him feel even more pressured, stressed out, anxious, and unsure of his business decisions.

Also, he doesn't even know if he can support himself, yet alone his wife and kid.

Also also, he thinks that people who aren't Sean Rakidzich teaching this stuff are scammers.

What is their dream state? And how will they feel when they reach that point?

Jake's dream state is to be able to secure more properties, list those properties on STR platforms, and start making 6-figures or more.

This way he will be able to quit his 9-5 job, support his wife and newborn son, and not worry about "paying ma bills".

Jake will feel like he's the man that his family and lean on.

He will feel like he's finally free from being a slave to his 9-5.

He will feel kind of weird that he's actually making money now and that he and his wife don't have to worry about spending too much money on food.

He will feel proud -- so proud to the point where he posts a really long *and detailed* message on Facebook putting everything he's been through inside Sean Rakidzich's Facebook group.

What is the part of the problem that is keeping them from success

Jake's roadblock is his lack of knowledge. Jake hasn't had years of sales experience so he doesn't know how to close deals with landlords. Also, Jake is just posting his listings on Airbnb without catering and optimizing them to his guest preferences. Also also, because of his lack of knowledge, he believes that it isn't a good time for the STR market to make money (and or STR ((Airbnb)) is dead), so it's affecting his focus, confidence, and his ability to influence landlords.

What is the solution?

The solution is to make Jake a more confident, convincing, likable, and persuasive person. Basically to get him better at sales.

The solution is also to get him ranked on his Airbnb's/VRBO/Booking.com's algorithm, convey to his customers that his place is a place they want to stay at, and improve his business operations so he can thrive in bad markets.

How does the Product help the Avatar Take advantage of the Solution?

The product helps Jake take advantage of the solution by teaching him how to become a better negotiator/salesman, teaches him how to get ranked on his STR platforms algorithm, and improves his business operations so he can aiki a recession.

Unique Selling Proposition

Experience.

Sean Rakidzich (my prospect) has had years of sales experience so he can teach people how to do it for STRs -- other STR gurus can't do this.

 **LIVE 3-Days, February 18-20th - Registrations Ends Soon, So Don't Wait!**

Core Pillars of STR

Attention: STR Business Owners Interested in Attracting 80% of the Guests in Their Market

Come Meet Me **LIVE** and I'll Show You

How to **Scale**, **Optimize** and **Sustain** Your Business



-  Stop letting your competitors hold you back from experiencing real growth
-  Stop feeling confused by all the online business advice you hear
-  Stop buying programs that never get implemented in your business

Dear Business Owner,

How much free (and paid) advice is out there on how to grow a business?

A lot.

If you have a STR business, you've probably seen them everywhere.

Are they all scammers and liars?

Not necessarily.

The problem is not whether they are right or wrong.

The problem is no matter how good the advice might be, the return on investment is ZERO if you never use it on your business.

If we think about it, what difference does it make if you're getting the best strategies in the world if they never get implemented.

There are many ways to grow a business and my way is not any better than any other way that gets the job done.

Because, that's what matters the most: **Getting it done.**

Now, if you want to:

- ✓ Overcome challenges that come with growing in a competitive market
- ✓ Get a full-insider view on how I systematically grow my business
- ✓ Implement a handful of proven strategies in your business asap

Here's your chance:

[Click Here To Get Your Ticket To "Core Pillars of STR"](#)
[Attend Live From The Comfort Of Your Own Home \(Feb 18-20th\)](#)

An Insider's Look at How to

Scale, Optimize, and Sustain

A STR Business That Makes An Impact In The Market and Gives Them The Financial Stability They Want To have

What is The Core Pillars of STR?

The Core Pillars of STR is my premier event for business owners who do rental arbitrage (or own their own property) and want to apply my way of scaling from 5 to 6 and 7 figures in revenue.

No more limitations, no more overwhelm, no more feeling like you don't know how to grow.

You watch me dissect my business down to its Core Pillars, until you get what you need to implement them in your business to get similar results.

From negotiating to acquire properties, to marketing your listings, to team and operations management...

Each of These Pillars Are Integrated Into EVERYTHING You'll Discover During The 3 Days You'll Spend With Me At The LIVE Core Pillars of STR Event

Plus, There's No Need To Leave Your Home To Attend...

You Can Watch Live From Your Computer Or TV Screen...

Here's A Sneak-Peek At The Transformation You'll Experience During The **3-Day** Live Event...

First up, let me just say this is NOT one of those woo-woo events where you get excited about your potential... only to be let down the day after the event because you don't have a specific plan or "path" to get you to where you want to go.

To make sure this event is truly transformational, you'll spend 3 fun-filled, action-packed days working on your business and improving your skill sets, rather than just talking about it.

Each Day Is Designed To Take You To The

Next Level of Success By Showing You The Steps Other Experts

Have Taken To Add An Layer Of Prosperity To

Their Revenue Growth

That means you'll start to put the **systems, strategies** and **plans** in place IMMEDIATELY to begin growing and profiting right away from my Core Pillars... so you can start seeing results on the very first day.

Here's some of what you'll discover during our time together...

Day #1 - SCALE IT

How to Negotiate Effectively to Add a ***Layer of Prosperity*** to Your Revenue Stream Without Being Pushy or Feeling Inauthentic

On Day 1, you'll discover my exact system other experts use to SCALE their booking revenue exponentially.

By "Scale" I mean, negotiating with landlords, adding more properties to your portfolio, and multiplying your booking revenue in the process by at least 10 TIMES.

I know that probably sounds like a BIG LEAP (or difficult) especially if you have a hard time getting landlords to say yes.

But growing your property portfolio and multiplying your booking revenue is actually quite easy once you have a system to follow.

Just ask my students who have acquired 5,000+ properties and negotiated over \$10 million in free rent alone.

And you can do the same after you know...

- **How to secure more deals without being pushy or sleazy** – in fact, most of the time you'll just be getting to know the person with the way I teach... and they'll actually "ask" to do business. No need to push them into something they don't want to do or twist their arm (sounds hard to believe but you'll just have to wait and see)

- **Counterintuitive ways to overcome objections during a negotiation process** – so you can secure more deals, grow your property portfolio, and carve out the life you envision (and you'll do it without feeling like you're twisting people's arms or talking them into something they don't want to do)

- **How to develop the winning Cracking Superhost™ attitude that is critical for your success** (mindset is critical for landing big deals. Without the right psychology your skills won't matter. My coaching, your role-playing videos, and community will help you develop a winning attitude towards landing 6-figure real estate deals)

- **The 4 most pressing concerns landlords have when deciding whether someone would be a net-negative or a net-positive for their business.** Address them during your negotiation meetings and you position yourself as a trustworthy tenant and a long-term business partner.

- **How to make sure your pitch doesn't sound scripted.** This is a sure-fire way to get landlords to disqualify you. Easiest way to avoid sounding "scripted," and make your pitch flow powerfully, naturally and effectively.

- **Best-selling author and business guru Guy Kawasaki's proven advice for anyone who wants to land more deals, easier.** These simple yet powerful secrets tap into the primal part of a person or landlord's brain and give you an unfair advantage during any negotiation meeting or process.

- **Secret confidence techniques of the best salespeople and negotiators on the planet.** Even if your confidence is shot, these quick and simple techniques will put you right back on top of your game.

- **2 powerful negotiation tactics that virtually guarantee free rent.** These tactics tap into a landlord's innermost fear and positions your free rent proposal as a major win. Use them to reduce initial startup expenses and achieve a faster return on your investment.

- **How much should you talk vs. how much should you let the other person speak to maximize your chances of locking in that deal?** By following the law of the vital few and the trivial many. I explain what it is... and how you can use it in your very next negotiation meeting for maximum results.

- **My personal negotiation secret that allowed me to land more deals in one month than I did in a whole year before first discovering it.** Never revealed in any other course or video before, this was the key to how I picked up 150 Airbnb properties. And anyone can use it to do the same.

- And much more...

With a background in sales and running a successful sales consultancy, I've seamlessly applied what I learned to STRs to amass more than one hundred Airbnb properties. I'll show you how to approach landlords with confidence, build lasting business relationships, and close deals ethnically.

The great news is, you've generated enough revenue to reinvest back into your business, and have a growth mindset that drives you to seek knowledge, so you're already 90% of the way to making your STR business a success.

The last 10% (that Layer of Prosperity) is about scaling your marketing, your bookings, and your team so you can carve out as big a slice of life as you can possibly imagine.

And that's why you need to be at the live Core Pillars of STR event this year.

On day 2 you'll discover...

Day #2 - OPTIMIZE IT

How STR Business Owners Can ***Stand Out In A Competitive Market*** to Maximize Their Booking Potential

Day 2 is all about standing out in a competitive market to leap-frog from \$50,000 to \$100,000 in revenue per year (or even \$1 million if you're really ambitious).

Again, at the risk of oversimplifying this, it's about adding another Layer of Prosperity.

And the **fastest**, **easiest** and **most predictable** way to add that Layer of Prosperity is through list optimization.

List optimization takes the properties you manage from being lost in a sea of options... to a magnetic beacon that shines brightly among its competitors.

This is where you'll start reaping the rewards of your **hard work** and feel a deep sense of **pride** for your persistence, despite the challenges of the industry.

Day 2, I'll map out

- **How to take your Hero Photo the special way (used all the time by the best marketers in the world) that makes people almost unable to resist at least clicking on your listing.**

Airbnb's algorithm is an "interest algorithm," so stack on the other techniques that I show, and a 100% occupancy rate becomes easy to achieve.

- **The "stealth" way of writing listing descriptions that look like you're just showcasing your property... but is really pure selling.** (This little-known way of writing your descriptions looks nothing like a sales pitch, is captivating to read for most, and does a FAR better job getting people to book than the typical approach.)

- **A simple (yet highly effective) algorithm trick that's helped me enter new markets and crush it every time.** Use this trick to find what guests are desperately craving and raise the demand for your listing drastically.

- **The #1 mistake that a majority of hosts make that keeps them forever in the accommodation anonymity trap.** In order to escape this trap and actually make real money in STRs... you have to understand why businesses like Airbnb, VRBO, and Booking.com make billions per year. I'll let you in on their little secret as well as how you can use this knowledge to chip in on 1% of their wealth.

- **The "un sexy" 4 adjectives that often get usually high click-through rates when tested.** (Just for kicks, I once used these 4 adjectives on 4 of my listing titles, and those listings got more views within 3 days... than all my highest viewed listings in the previous 3 months!)

- **The 7-step formula** to go from using all your savings, destroying your spot on the algorithm, and worrying if you'll make enough money for rent... to **predictably dominate your market** and quickly become the host with the most earnings in your area (with more bookings you can manage alone and more opportunities you can handle)

- **List Hacking 101!** How to "ethically steal" what's working for top hosts RIGHT NOW, improve key elements, and implement them into your own listing for better results.

- The **A-to-Z on how to price your listings on Airbnb and VRBO for maximum profitability.** This is the same pricing strategy I used to surpass my \$10 million revenue mark during the worst year the STR industry has ever seen. Now adjusted for 2024 so you can thrive in the new economy.

- Plus much more...

As you can see, day 2 is all about **list optimization**. Because list optimization is the key to getting from \$50,000 to \$100,000 faster than you ever thought possible.

Imagine how at peace you'll feel once your finances are in check. Your anxiety will melt away like butter on a hot summer's day.

Your business will thrive.

More guests will relish the experience you offer.

You'll have the confidence, clarity and ability to excel in multiple markets instead of feeling outpaced by competitors in one.

You could even quit that dreadful 9-5 and go all-in with your business to maximize returns, or if you prefer, spend much needed time with the family.

On day 3, we'll cover...

Day #3 - SUSTAIN IT

How to Create **Lasting Wealth** and True Security by Growing Beyond \$100,000

Day 3 is all about abundance, contribution, and living life by design. (It's amazing what a Layer of Prosperity can do)

But that only happens when your business operations and team are well-managed so you can sustain your bookings on an ongoing basis.

That's what day 3 is all about, sustaining your growth. For example, on day 3 you'll see...

- **The essential "sandbox" management system** you must implement before bringing on a co-host or cleaning team. Without this... you'll be leaving your business open to things like money fraud, property crime, and operational sabotage!

- **Ways dishonest landlords manipulate lease agreements** that can leave you paying more for rent and unable to run your business... important "preventive" knowledge to avoid lawsuits and getting kicked out for standing your ground.

- **The secrets to how Sean turned struggling businesses in failing industries into million-dollar assets.** Use Sean's 16 tactics for when shit-hits-the-fan to make your business even more profitable during times like a recession. Tactic number 2 will probably shock you.

- **The exact 7-step system for multi-property startups** that (1) allows you to order all your furnishings without any delay (2) allows you to stage your properties quicker (3) gives you a few weeks to do all of this without the worry of making a return on your investments dangling over your head.

- **TO PROTECT YOURSELF FROM BAD GUESTS:** 6 clues to spot a bad guest, 4 precautionary measures if they slip under the radar, and 2 house rules to quadruple their total bill if the unthinkable happens – a total makeover from hell!

- **How to bring on a committed, competent, and fully engaged co-host** who is self-motivated, contributes to your revenue growth and exceeds your expectations

- **The exact 3 step process for hiring a cleaning team** (to weed out the subpar performers and create a cost-effective team that keeps your properties in flawless condition)

- **How to Create a Winning Culture** where your team shows up and wants to crush it and actually complete work on time and at a high standard

Plus much more...

If you're starting to see the extreme level of value this 3 day event offers then I invite you to register now, before time runs out...

[Click Here To Get Your Ticket To "Core Pillars of STR"](#)
[Attend Live From The Comfort Of Your Own Home \(Feb 18-20th\)](#)

Register Now and You Get **INSTANT** Access to This Exclusive, Pre-Start Bonus...

So You Can Start **Growing Your Business** Before The Core Pillars of STR Event Even Begins

(Yours to Keep, Even if you Don't Feel The LIVE Event Meets Your Expectations)

Normally ~~\$880.00~~

Yours **FREE** When You Join Core Pillars of STR Live Now

In the Pre-Start Bonus, You'll Discover **Insider Tips Every Entrepreneur Should Know** About Growing a Successful Business

Tips like...

✓ **What other 7-figure business owners do to manage their time like a pro** -- 3 simple strategies to do the most important things every day.

✓ **How to become a more strategic thinker** -- critical lessons to get your mind right so you can outcompete the competition in your market.

✓ **Proven steps to build your team** (including how to find, hire, and lead good people) so you can get more done in less time.

✓ **The easiest way to set up a profitable system and avoid solving the same problems again and again -- so simple that a teenager in high school could run your business.** (This is the #1 secret to PriceLabs' success -- you can do it too... when you know how.)

✓ And much, much more...

Plus, Register Today & Get **Instant Access** to

The Private Telegram Community

Access to the private Core Pillars of STR Telegram Community is only available from today through to the end of the event.

Inside the Core Pillars of STR Telegram Community, you can:

- ✓ **Mastermind with other success minded Business Owners** who do rental arbitrage or own their own property
- ✓ Receive **unadvertised, exclusive bonus videos and training** from Sean Rakidzich
- ✓ Hear feedback, get insights, role-play, and **share success stories** with your fellow event takers

Here's Exactly What You Get When You Register Now

- ✓ **3 Days Of Daily Live-Steamed Training Via Zoom:** 5+ Hours of Daily Training By Sean Rakidzich alongside a Few Surprise Special Guests
- ✓ **Pre-Start Training:** Sean's handpicked business lessons and business training that you can implement in your business right away
- ✓ **Private Core Pillars of STR Telegram Group:** An exclusive environment to network, mastermind, and role-play with other success-minded STR business owners
- ✓ **The Core Pillars of STR Action Sheets:** A downloadable workbook for taking notes, and completing the assignments that will help you identify opportunities and track your progress
- ✓ **The Core Pillars of STR Role Playing Videos:** An exclusive series of training videos where I play out exact scenarios you may face so you become a better negotiator and hone your skills.

This is a limited time opportunity to spend 3 value-packed days working on your business With Sean Rakidzich...

~~\$997.00~~

For Only \$97

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WARNING:

Due to The **High Value** I'm Offering at This Event, **Tickets Are Going Fast.**

So – Please Register Now If You're Ready To Create Income-Certainty And Gain A Competitive Advantage In The STR Industry.

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Questions & Answers

- When does Core Pillars of STR take place?

The event will take place in 3 sessions:

- Wed, February 18, 2024;
- Thur, February 19, 2024; and
- Fri, February 20, 2024;

Each session runs from 10 AM to 3:30 PM Pacific (1 PM to 6:30 PM Eastern).

- Who is Core Pillars of STR for?

The Core Pillars of STR is designed for business owners who do rental arbitrage or own their own property, and can clearly see a bigger business in their future.

If that's you, and you want that future sooner rather than later, why not register now?

- **What will I get out of this event?**

You'll only get out what you put in.

But if you're ready to commit to a bigger life... your business will grow by leaps and bounds. I've personally used the lessons, strategies and ideas in the Core Pillars of STR to grow my business to over 7-figures.

So, if you want to know the shortcuts and precise strategies and methods you can use to follow in my footsteps then this is the only place to start the journey together.

Do you want that? If so, register now.

- **Is the event in person? Where does it take place?**

The event takes place live virtually on Zoom.

It's easy to attend. You don't need to drive to an event or spend hours away from home. There's no extra food costs (unless you want to stock up on popcorn for the event) and you won't need any special technology either. Just your computer, TV or phone and Zoom

NOTE: I advise all participants to dress up for the occasion and represent yourself and your business in a professional manner, just like you would for a live in-person event.

Like the sound of learning how to add another layer of prosperity to your revenue from the comfort of your home? If yes, I look forward to seeing you live on Zoom.

- **Is the event live or recorded?**

The event is streamed LIVE from my office in Dallas, Texas. You will interact with other ticket holders on Zoom and in the private membership group. You get 3 days with me (Sean Rakidzich) LIVE coaching to scale your business.

Want to spend 3 days with me streaming live into your living room? (Who wouldn't, right?) Then fill out the order form and get yourself registered now.

- **Can I ask direct questions?**

Boy do you ask a LOT of questions :)

Yes. One of the advantages of attending Core Pillars of STR is you get to interact directly with me for an hour after the formal training finishes each day.

You can also ask questions in the private membership group at any time and get direct feedback from me or members of my team.

Is there a question you want to ask now? If so, **register now for the event**. You'll get immediate access to the members ONLY group and can start posting questions to me and my team.

Will I get recordings of the event to watch later?

No, there will be no replay or recording because a recording won't give you the full experience of being there live.

Look, I know you're busy. And I know three days seems like a lot of time to take away from your usual activities. But, these three days will be wholly focused on how to scale, optimize and sustain your business. Get these foundations down now... and... they'll echo in your success story for a lifetime. Isn't that worth spending three days working on your business?

- What if I'm too busy to attend?

Come on! Are you serious?

Frankly, that's the exact reason you SHOULD attend. Core Pillars of STR is designed to give hard-working individuals like you the advanced strategies you need to grow your revenue while carving out more time for yourself.

With the extra time you get as a result of attending Core Pillars of STR, you can refocus on leading your team and business to higher profits and a better future.

Imagine having a business that gives you your time back – that's just one of the benefits of attending Core Pillars of STR.

So if you want more time for fun, family, and whatever else you want to do, register now, before time runs out.

- What money-back guarantee do you offer if I attend Core Pillars of STR and decide it's not for me?

Great question.

Our #1 priority is not just your satisfaction with your training investment with us, but we want to EXCEED your expectations.

After attending the first day, if you're not delighted beyond your expectations, ask for a refund of your ticket up to 7 days after the event. Keep any bonuses you were gifted by us.

Sound fair?

- How do I get started?

Just scroll back up to the order form or click the button below, enter a few details, and you're in.

Why not do it now while it's on your mind?

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