NOTE: This document is part of The STR Secrets Mastermind Program.

Let's be honest.

AirBNB is not as easy as it used to be.

Back in 2020 when I was getting started (this is Mike Reilly btw)

You could throw up cell phone pictures and one word captions and get booked.

There were 1.1M STR's in the United States back then.

Now there's over 1.9M

That's a 54% increase in less than 4 years.

Insane growth.

This framework can help you generate more views, clicks, and bookings on not only your AirBNB listing but also VRBO and Direct Booking websites.

Our Approach

It is about putting advanced marketing tactics in place that 99% of hosts are not doing.

This framework is building emotion and drawing in your ideal guest who pays your ideal top dollar.

This framework gets people to click.

And click to see more.

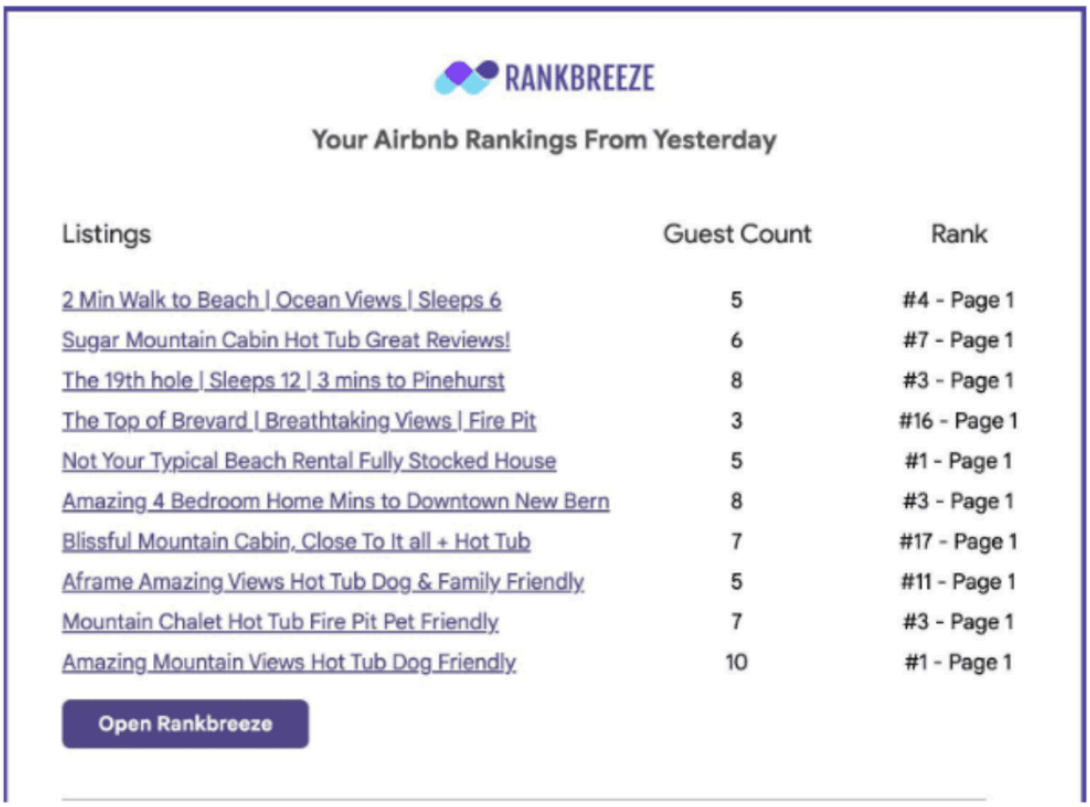
And actually read your descriptions.

And feel a certain way when they visit your listing.

Which gives you an insane advantage over your competition.

And Airbnb's Algorithm knows it too.

That is why my Rankbreeze looks like this.



The objective is to get eyeballs on your listing.

Make them click through.

And then make them book.

This framework will

- Tap into your ideal guest avatar's emotions
- Invite them to book for top dollar
- …always be changing (so you need to stay up with the trends)

This process is not just about marketing but creating meaningful connections and demonstrating an experience that is and feels authentic and relatable to the potential booker.

That's exactly what our Coaching Program is all about.

Creating a $$$ Listing Framework

3 Things you MUST Capture

Amenities

Your home is full of them.

Amenities aren't just hot tubs, fire pits, barrel saunas

Don't be afraid to put low priced but high value things in your Airbnb.

Think free weights. Yoga mat.

Offer the beach equipment and don't skimp out!

Get the cooler. Offer the Beach chairs.

DON'T MAKE YOUR GUEST PACK THEM IN THE CAR AND BRING THEM

Get damage protection policy from Waivo that will cover if the guest breaks those things.

I promise you this will make you stand out more than anything!

There's more though…

Showcase the dish pods that you stock.

The extra towels.

The fully stocked pots and pans.

The fully stocked and organized forks and knives drawer.

Location

Location location location.

You buy real estate based on the location.

If your place is beach front.

You need to show that.

If your place is out in the country.

Show that too.

What MOST people don't showcase is what's nearby

You need to let the guest know what's nearby

Is there a lake?

A pool?

Awesome hiking?

Amazing restaurant?

Close to the arena?

Close to the hospital (if you want to serve medical professionals)

You need to showcase this.

Experiences

How do you want your guest to feel when they come to your home?

What experiences are available to them?

People don't come to stay at your house…

Unless your house is so decked out in amenities that your house is the destination…which is possible!

People come to experience the location

But, what type of experience do they come for?

What experiences do you offer at the house?

SHOWCASE THAT!

Hanging by the firepit

Soaking in the hot tub

Mountain biking on the trails nearby

Eating exquisite sushi at that 5 star restaurant

Ice cream with the family at the local general store

Sitting in your beach chairs enjoying the cooler and beach toys.

Showcase all of what your you, your home, and your location offers.

Lastly,

GET LIFESTYLE PHOTOS…

I will talk more about this next



5 Ways to Capture ALE

1. **Photos**

Getting professional photos is a non-negotiable now when launching an Airbnb.

Airbnb uses AI to determine which listings have professional photos and promotes those more.

But you can't just get basic "real estate photography" anymore either.

Yes, you need to photograph every bedroom and every bathroom…

MOST people book based on the pictures.

You need to invoke emotion, specifically desire and imagination to your visitor to your page.

This is why capturing your Amenities, Location, and Experiences is so important.

Amenities - light up that fireplace.

Light up the firepit.

Turn the hot tub jets on.

Stage the dining room table.

Meaning, put the wine bottle out.

Pour the wine in the wine glasses!

Photograph hot coffee being poured into the cup and see the steam coming up

Photograph the local coffee beans that you gift every new guest.

Photoshop ALL of your black TV screens

Take photos for ALL SEASONS.

Don’t have just summer photos.

Have fall photos.

Winter photos with snow on the ground

Photos of staging for Thanksgiving or Halloween or Christmas.

Capture it all!

Put up your fall leaf color photos in your listing in late summer to get people to book for the fall.

The seasons and your views are part of your amenities!



Location - What 99% of hosts don't capture and are missing out on in your photos.

First, show a map of how far your home is away (in minutes driving) to the things that people come into town for.

Whether it's a park, or stadium, or downtown area, or hiking trail, or university, or golf course, TELL THEM IN YOUR PHOTOS how long it takes to get there.



And then take pictures of it!

Take pictures of the lake. The playground.

The local restaurants or breweries.

If you're not, you're leaving money on the table.

Experiences

S'mores by the firepit?

Movie night outside?

Your daughter catching her first fish

Walking the streets of downtown?

Romantic date night or couples' retreat

What experiences do you want every guest to have?

What experiences will they pay top dollar for?



Capture those in the photos too.

Meaning, you have to stage those things in your photos!

Stage people in your photos as well!

Don't do this for every picture.

But, out of your top 5 photos, at least one of them should have people in it

This helps the potential booker see what the experiences are

And feel them like they are there

2. Marketing Copy (listing description, the space, etc.)

I'll be completely honest, 99% of "superhosts" listing descriptions are complete sh*t.

This is an incredibly powerful space to invoke emotion.

Most people like pictures.

But, some people like to read.

There is a very specific structure I follow that has proven to help me rank higher in Airbnb's algorithm.

And it's very easy for you to copy and follow as well.

Your Summary or Listing Description is where you have 500 characters
This space you use for 4 things

1. Who your home is for (your ideal guest avatar)
2. Why it's for them
3. How far it is from attractions they'd be interested in
4. Invite them to book

"The Space" section is where you use as many keywords as possible to help you rank higher on Google and Airbnb's search engine.

You want to start off with bullet points (because people love bullet points)

And then move onto the bedroom and bathroom set up

And then the other spaces you have available to them.

If you want to see my framework, click this link to view one of my listings.

I promise you, if you follow this framework for all of your listings, you will see your ranking climb higher and higher.

I've seen it happen hundreds of times

3. Captions

You need a caption for every photo.

And for the love of all things holy, please stop using 1 word captions

"Living room" is not a caption.

If you aren't aware of what Search Engine Optimization is (SEO)

It's all about using the algorithm's to your advantage.

And the more keywords you have on your pages and site, the better you rank.

Want a super easy way to do this?

Use ChatGPT or Jasper.AI to supercharge this and make it super simple.

Don't skip out on this!

Use my listing for inspiration.

4. Reviews

Most hosts just care about the 5 stars and their rating

That's it…

That's not the way to think about it.

These reviews are GOLD

They are real life testimonials!

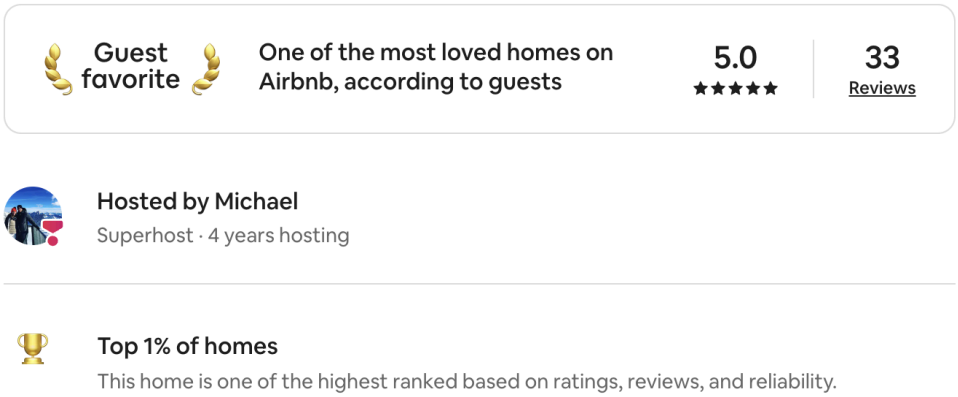
Absolutely highlight some of the best testimonials/reviews in your pictures, marketing description, and email marketing!

Inside of Airbnb's algorithm, they know if you are an "active" host or not

If you respond to your reviews, Airbnb considers you "active"

And therefore it can help boost your listings to the top of their algorithm!

This will get you to the top pages on Airbnb and top 1% like me



5. **Expanding your reach**

Look, if you're new, I always recommend you need to MASTER Airbnb first

Then move onto VRBO and building a Direct Booking following

These frameworks and practices are standard marketing best practices

One of the coolest things about when I first started implementing these changes

Is that my VRBO bookings went through the roof!

It helped with their algorithm too!

6. **Bonus and more coming soon**

Look, this is just one piece of the puzzle.

You could have the best listing in the world

But if you're priced to high or too low compared to your competitors

Then you're leaving thousands of dollars on the table

If you want our training on this…

Go to the Short Term Rental Secrets Facebook Group

And *create a post saying "Revenue Management"*

And I will send you the training!

The Brand / Guest Avatar

The word "Brand" gets thrown around at every corner of the digital marketing landscape.

Without a clear definition, most people get confused about what brand is really at its core.

Richard Branson, founder of the Virgin Companies was once asked by Dan Martell

What do you think is the most important thing in business?

He paused. Thought for a second…

"It's the brand."

This is probably the single most important piece of advice someone could give.

Because I didn't understand what a Brand was.

It's not a Property Name.

It's not a Logo.

It's Reputation.

What is your property or company?

1. What do you believe or not believe in?
2. Who do you like to serve? For me, it's young families and traveling medical professionals
3. I like hiking, great wine, Wagyu beef, golf, and activities with my kids
4. I don't watch the news, I don't

Brand is so much more than a logo, design, color, or font.

It's the feeling that your guest has when they interact with you, your property, your website or your company

The Tracking

I have this core philosophy in my life:

Measure What Matters

Whenever a client asks me: “Why am I not growing revenue?”

I ask them back: “How much did you expect to make?”

Silence…

They don’t care about the problem enough.

Here’s what I’ve learned: ***What You Focus on Expands***

It doesn’t matter if you’re trying to lose weight, grow your business or blow up on social media.

Amateurs measure here and there, Intermediates maybe measure monthly, but Pros measure every single week and sometimes daily.

That’s why I put together this property goals scorecard template with all the data points that I track to measure whether we are hitting our goals or not

Revenue vs. Goals Scorecard Template

Measure your revenue based on your proforma.

Measure where your listing ranks on Rankbreeze or Intellihost

Measure how many views your property gets

Measure Every Week.

The Short

If you want to rank higher on Airbnb and VRBO's algorithm, you can't expect to do it overnight…

But if you implement this framework and continue to learn and educate yourself, you WILL grow

If you want a coach to help you add more revenue in your STR business, go to www.strsecrets.com/apply and see if you're a fit!