

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

[Airbnb market analysis](#)

Business Type: Airbnb Arbitrage/ STR

Business Objective: Attract people wanting to start 1st Airbnb property

Funnel: Social media

WINNER'S WRITING PROCESS

1. Who am I talking to? (Based on Top Player Market Audience)

- a. People interested in starting their first Airbnb property through short-term rentals
- b. People interested in Airbnb as a side hustle
- c. People who already own a property and want to start hosting on Airbnb

2. Where are they now?

- a. **Pain:**
 - i. Nervous that they're not going to get a booking

- ii. Worried about oversaturation
- iii. How to choose the right market
- iv. Work-life balance if they start hosting
- v. Extremely afraid of horror stories
 - 1. I am a huge believer that learning it on your own is a lot lonelier and painful lol. Will you come out stronger? Probably. Will you solidify bad habits? Probably.

- b. **Desires:**
 - i. Establish their first 1st Airbnb property
 - ii. Get positive reviews
 - iii. High occupancy rates
 - iv. Have a stress-free hosting experience
 - v. Able to effortlessly choose good markets for their first properties
- c. Level 3 Awareness
- d. Level 3/4 Sophistication awareness
- e. Trust Level in Airbnb Arbitrage - 5/10
- f. Certainty it will work - 3/10
- g. Desire Level - 7/10

3. What do I want them to do?

- a. Get them to sign up for our Airbnb mentorship

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Catch their attention through an IG post
- b. Stop scrolling (reel example)
 - i. Use of red for objection-based posts "What if my area **WON'T ALLOW AIRBNB**"

- ii. Showcases airbnb property in video
- iii. Showcases social proof in form of events
- iv. Use of dramatic sound effects that convey's negativity at start of video then switches to more positive tone when solution is presented
- v. Emphasises that he cares about you the consumer
- vi. Showcases dream state in video e.g. fast cars, travel, nice dinners etc
- c. Read the text/copy
 - i. Short
 - ii. Summary of video
 - iii. "Are you tired of dealing with Airbnb regulations? Most of these rules target short-term vacation rentals (less than 30 days), which is what most Airbnb hosts do. But there's a solution – mid-term rentals!

By hosting guests for 3-6 months, you can bypass these regulations and enjoy a more stable, hassle-free rental experience.

Plus, if one area doesn't work out, you can easily move to another. Why? Because we're doing arbitrage – we don't buy the properties, we rent them and sublease them.

Join my FREE Mid-Term Rental Challenge on June 25-26

I'll be sharing the exact blueprint that helped me achieve success in this business."

- iv. Emphasis on FREE challenge
- v. Reducing perceived value by joining \$1000 strategy call for free where they'll guide you on securing properties.
- d. Increase trust
 - i. Showcases customer testimonials
 - ii. Showcase events
- e. Visit and follow the profile
- f. Lead them to join the mentorship group
 - Sal
 - i. Chi helped my partner Mike and I with his funding course, and we got over \$100,000 of credit lines to jump start our business. Within the first month we ended up getting our first property. The First one made roughly \$3,000 of profit after all our bills were paid, and we immediately got a 2nd property. Between the two properties we are making over \$5,000-\$6,000 of profit per month"
 - ii. Chi knows what he's doing when it comes to short term rentals and Airbnb. Since I started working with him, within a month I signed my first property and this one generates over \$10,000 a month of gross income.If

you do it right, just like the way he shows you, the money you can make from running this business is life-changing.

- iii. When I first got the idea of Airbnb, I thought that it wouldn't be profitable where I was located, because who would want to visit my small town? With some guidance from Chi, not only did we find an area of town that was profitable, there was almost no competition and we stay booked and at very high prices
- iv. This course has taught me so much!! I'd been hosting for 6 months just guessing and after redoing my listing, pricing, and setting up auto-messaging i'm making way more for a lot less time--plus all 5 star reviews! Wish I'd taken it sooner!
- v. I can't overstate what a game-changer these lessons are. My bottom line is boosted and my stress levels are down. Also, Mack is awesome. She's a great teacher and gave great in-depth answers to my MANY emails
- vi. Super structured. You just have to put in a couple of hours (really not complicated) to learn what he's preaching. Similar material is available on YouTube, for free, but scattered around.
- vii. Solely focused on USA markets. Sure you can apply the "concept" elsewhere but the value of the course is in the specifics.
- viii. If you purchase the "basic" or essential course, you're connecting with like-minded folks that are on the same journey. I found that super helpful.

Top players:

- [drchaubnb](#)
- <https://www.instagram.com/inayahmcmillan/reels/>
- <https://www.strsearch.com/>
- <https://www.shorttermgems.com/home>
- <https://wrightbnbacademy.com/>
- <https://pages.thefearlessinvestors.co/6ff-9027>