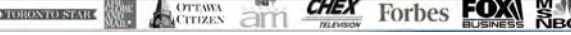


Vacation Rental World Summit 2014



The Vacation Rental Experience
7 Ways to Create Raving Fans
Speaker, Entrepreneur, Educator and Vacation Rental Consultant
HEATHER BAYER
www.cottageblogger.com

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Consultation eBooks
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Blog & Podcast Resources

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You will learn how to...

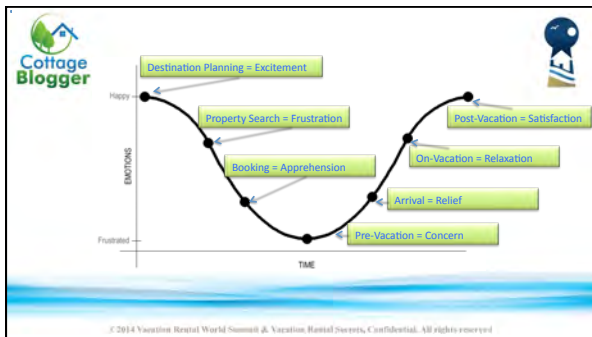
- Identify the seven stages of the vacation rental experience
- Use email to create rapport
- Become a 'local expert'
- Create a Troubleshooting Master Plan
- Make your guests feel welcome and special
- Create an 'effortless experience' that brings 5 star reviews



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 Destination Planning = Excitement 

- Be the destination expert
- Use a range of delivery methods
 - Pinterest
 - Video (YouTube)
 - Blog
 - G+

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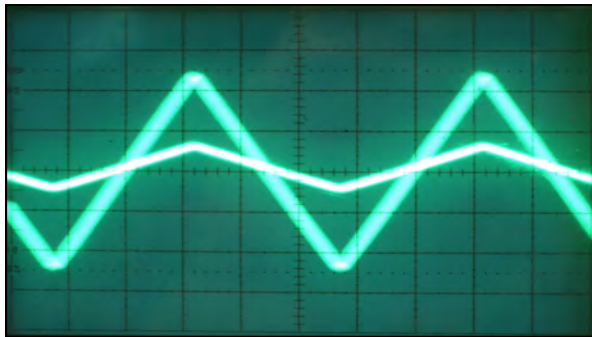




 **Property Search = Frustration** 

- Personal Response
- Creating relationships
- Send an FAQ

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“I loved the sound of your vacation rental and would like to hear more. Can you tell me how near it is to the beach? Is the location very noisy?”

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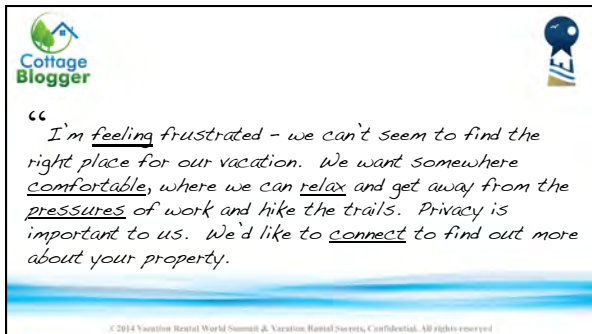
**KEEP
CALM
AND
PICK UP
THE PHONE**

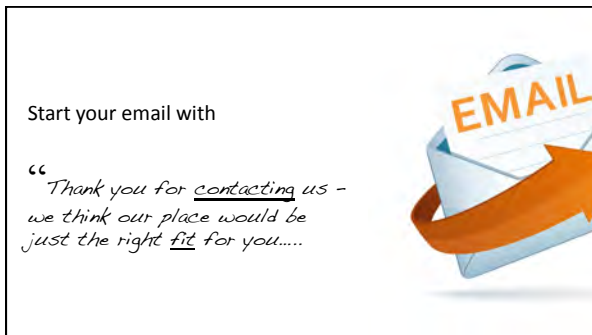


“Your place looks great - my kids loved the photos of the play area. I can't quite picture the layout of the living area and would like to see more before I book.”

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Booking = Apprehension

- Easy
- Personal
- Must create confidence

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Pre-Vacation = Anticipation

- Keep the momentum up
- Drip feed information
- Use social media
- Don't let interest die down

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Arrival = Relief

- Create welcome plan
- No surprises
- Make arrival easy



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Rules of Arrival

- Ease of access
- Smells great
- Looks exactly as expected
- Soft music playing
- Tasty treats
- The right temperature

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On Vacation = Relaxation

- Anticipate everything
- Create action plan for troubleshooting

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Home again = Satisfaction

- Follow up with thank you note
- Ask for photos or video to share
- Shutterfly

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CottageBlogger.com/vrws14
Coupon Code: Unfortunately you must watch the video to get the 50% Off Coupon Code

The complex block features a book cover for "CottageBlogger: Hypnotic Language for Vacation Rental Emails and Listings" by Heather Bayer. To the right of the book is a promotional offer for a 50% discount for VRWS14 viewers, with a link to the website and a note that the coupon code is only available after watching a video.

Vacation Rental World Summit 2014



THANK YOU!
Get The Entire Recordings At
www.VacationRentalWorldSummit.com

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The block contains a thank you message for the Vacation Rental World Summit 2014. It features a logo with a blue circle and a white 'E' on a stylized wave background. The text provides a link to the website where recordings can be accessed.
