

*home sweet
hosting*

WELCOME

Hi!

I'm so happy we'll be launching your new business together. Airbnb hosting changed my life and gave me so much freedom to live my life the way I want to.

I'm here to support you step-by-step and share my techniques and wisdom to speed up your process. You're going to be an amazing boss.

Please involve me, use my Airbnb new host referral link for free mentorship, write to me, schedule a coaching session, send me screenshots, let me know how you're doing. You have an expert at your side.

Go ahead and download my book *Airbnb Beginner's Guide to Hosting* as it will serve as our textbook. **Chapter 11** *The Importance of Traveling and Hosting* is a great place to start today to get into the mindset of hosting.

I'm SO glad you are here. Let's rock it!

xxx, Lauren



airbnb



MONTHLY PLANNER



1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

ON WHAT DAYS WILL I DO WHICH THINGS?

--

COURSE OVERVIEW

00

WELCOME

Overview of the course, my Airbnb story, download your textbook, free mentorship and \$40 Airbnb Travel Credit.

01

AIRBNB HOSTING

Learn about the role of Airbnb hosts, the job responsibilities and develop the business around your lifestyle.

02

BUSINESS PLANNING

Competition Research Guide, AirDNA Research Guide, Business Plan Examples and Create Your Business Plan Template.

03

MANAGEMENT

Design your business operations, hire employees, become an investor and best practices for choosing a management technique.

04

SET UP SUPPLIES

Build and curate the guest experience, pick a theme, accentuate your amenities and buy all of the supplies to furnish your rental.

05

CREATE THE LISTING

Find your space, make a powerful listing with professional photography, write engaging copy and stand out from the rest.

06

GET 5-STAR REVIEWS

Understanding the review system is an important step for getting top dollar and creating a successful business model.

07

THE CLEANING TEAM

Hire and train your most important asset, the cleaners. Organize the system to be affordable, efficient and effective.

08

AIRBNB COMPANY

Co-create wealth with Airbnb, interact with customer service and optimize your experience on the platform.

09

YOUR 1ST GUEST

Get ready to welcome the first guest into your space with confidence. Ensure they will have a 5-star experience and review you.

COURSE GOAL

MY GOAL		MY WHY FOR THIS GOAL
START DATE	ACHIEVE BY	

GOAL ACTION STEPS

COMPLETE BY

<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

NOTES

--	--

LESSON 1 HOMEWORK

Read Chapter 1 The Golden Key and Chapter 5 Hosting 101 of the textbook and answer the questions below.

What can you provide in your space that will gently exceed your guest's expectations? List three ideas you would be willing to implement, be specific.

Make a list of five people you know in the area that you may want to employ as cleaners, for maintenance, handymen, or as a co-host. From 1-10, rate them on your current level of trust to give them a copy of the keys, depend on them to be on-time 100% of the time, and do a professional job. Trust can be built over time, so let's evaluate where you are now.

What is your budget to start this business? Make a list of the current financial resources you have and how much you are willing to save per month to prepare. Write down how many months you will need to have your budget ready, or who may be interested in providing capital and investing in the project right now.

Once you have paid back your initial investment, how much money would you like to make per month from this business? This is your GOAL. Let's identify this right away!

LESSON 1 QUIZ

Take a moment to review these affirmations and reflect on what kind of hosting style you'll be interested in.

QUESTION #1

I know that as the boss, I am the one responsible for my success. I can, will and AM going to build this new income stream with confidence, courage, curiosity and a willingness to grow.

YES NO

QUESTION #2

I will keep my eye open for team members, employees and co-hosts that I can trust and who will add value to my new business.

YES NO

QUESTION #3

I know it may take a few months to become profitable, and I am ready to put in the hard work and resourcefulness required to make this financially rewarding.

YES NO

QUESTION #4

A traveler's journey is important. I will take care of them as I would like to be taken care of on my own vacation.

YES NO

QUESTION #5

When an emergency happens, am I ready to respond quickly and creatively to solve problems on the fly?

YES NO

QUESTION #6

I understand that as much energy and effort I put into the making the space clean and beautiful, that's how much money I am going to make.

YES NO

QUESTION #7

Can I commit to being nice to other people every day that I am online?

YES NO

COMPETITION RESEARCH GUIDE #1

READY TO COLLECT SOME DATA!

1. Go to www.airbnb.com
2. Type in your neighborhood, village or city name (do not enter dates). On the next page click "Filter" and select how many bedrooms and bathrooms you have, and then all of the main amenities that your place has (not too detailed).
3. Review the listings you find and answer the following questions. Look at their photos, how full their calendar is, and read some of their reviews, taking note of successful and unsuccessful listings and hosts.
4. Do another search just the same but do not select the amenities or bathrooms, just the same number of bedrooms. Answer the questions again for this group.

1: How many comparable listings are there around me, within a few blocks?

2: How many with a better space or offering than me? How many 5-10 minutes away?

3: What are the star qualities about the location they are advertising? Which of these can I also use on my listing?

4: What are 5-10 adjectives I see them using to describe their space that I think will fit well with my space too?

5: Click on the calendar within their listing. What is their nightly price range?

6: What is the lowest rate (commonly found on Mondays and Tuesdays) and what is the peak pricing on Friday and Saturday?

7: What is the average price I am seeing?

8: What is the average occupancy rate (how full the calendar is)?

COMPETITION RESEARCH GUIDE #2



USE THE NEXT PAGE *NOTES* TO RECORD EXTRA DATA

9: What amenities do they have that I don't?

10: What amenities do I have that they don't?

11: What amenities do none of them have that I can get to stand out? Write 2-4 ideas.

12: How do they highlight the benefits of their space?

13: How would I describe the artwork and aesthetic of my competition? Ugly, tasteful, designer?

14: What can I offer in my decoration that will make me unique and stand out? Write a few ideas.

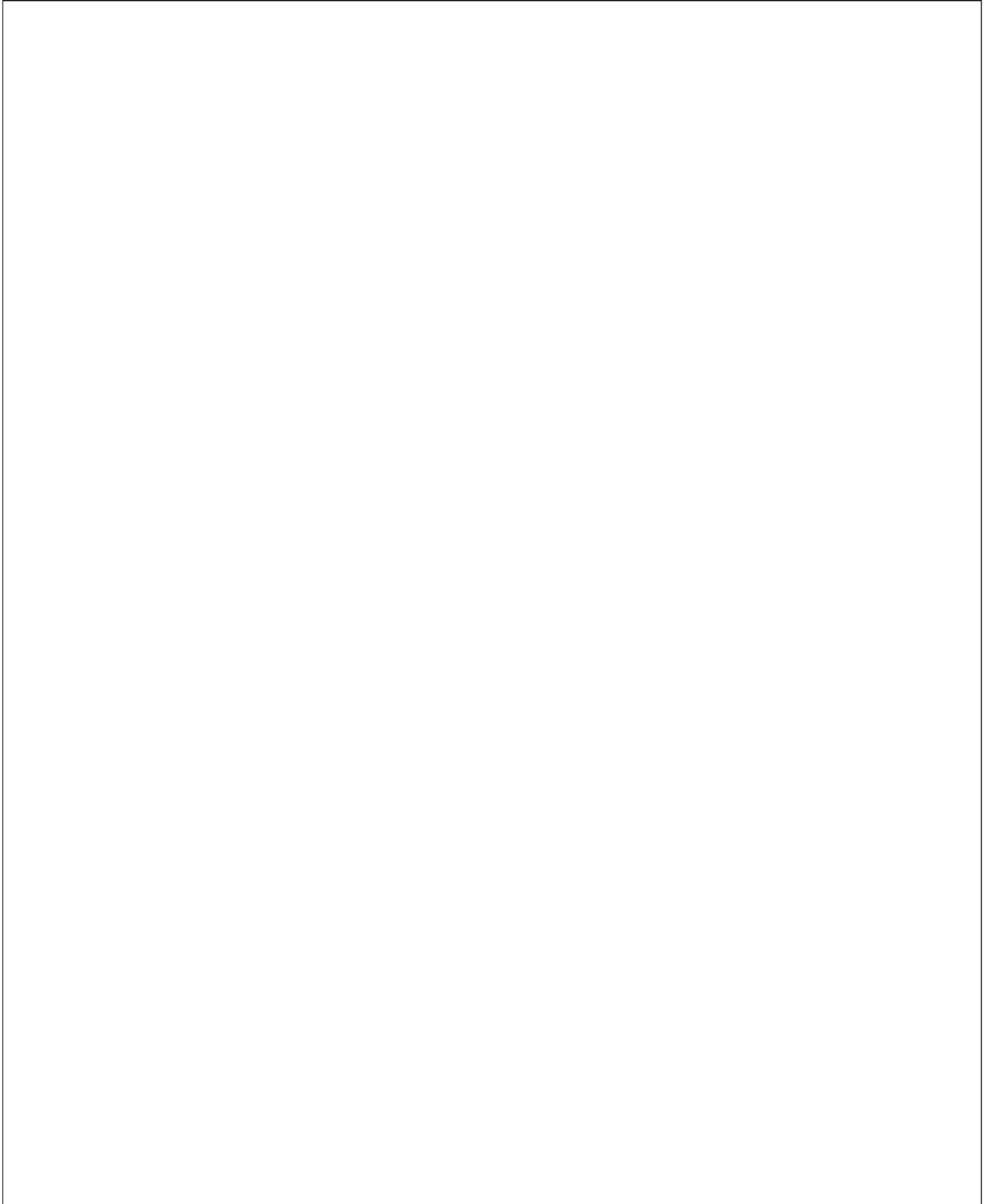
15: Are most of the Airbnbs around me for business people, families, hipsters, couples?

16: What percentage of these listings use professional photography?

17: Write down a few ideas of who you want to attract, ideal demographics, audience, traveler type.

18: Write a few adjectives of what a successful aesthetic could be for your rental. Brainstorm!

NOTES

A large, empty rectangular box with a thin black border, occupying most of the page below the title. It is intended for the user to write their notes.

AIRDNA RESEARCH GUIDE #1

 DISCOVER VACATION RENTAL DATA IN YOUR AREA FOR \$40

1. Go to www.airdna.co
2. Type in your neighborhood, village, city or zip code.
3. Pay for the service for one month, create an account as required.
4. Review the data and answer the questions below.
5. Keep in mind, the data includes the cleaning fee, so average 10-15% less per night.

1: How many active rentals are there in your area?

2: What quality is your rental? Top 90th percentile, 75th, 50th, or 25th?

3: How many similar rentals are there near you? Filter by the home type (private or shared) and the percentile.

4: What is the average daily rate over the past year for a similar rental? Record the monthly gross income range.

5: What is the yearly revenue for a similar rental? Equation: **Average Daily Rate x Annual Occupancy Rate Average**

6: What is the elite, 90th percentile of similar rentals making per night? These are most likely luxury rentals.

7: What is the average occupancy rate per month for similar properties? Write down the range you find. How much money is that per year? This can be your goal for year 2 or now!

8: What is the middle tier of rentals making per year? Equation: **Average Daily Rate x Annual Occupancy Rate Average**

AIRDNA RESEARCH GUIDE #2

YES! I WILL USE THIS DATA TO INFORM MY BUSINESS PLAN

9: What is the low season occupancy rate for a similar rental? *List by month.*

10: What is the high season occupancy rate for a similar rental? *List by month.*

11: Based on the data, what are the average prices I think my local market supports for my rental? Record the price ranges and any relative data you find.

12: Write down each months occupancy rate for your percentile, and consider using that in your business plan.

notes

SUPPLY LIST #1

Use this list to discover what items you'd like to purchase while furnishing your rental.

Living Room

Couch, futon

Coffee table

Mirror, paintings, wall art

End tables

Carpets

TV stand

TV, cable, Roku, Netflix

Lamps

Folding bed/cot

Air mattress

Bedroom Furniture

Mattresses

Mattress protectors

Bed frames

Bedside tables

Lamps

Dresser, vanity

Decorations, candles, books

Mirrors, paintings, artwork

Hangers for closet

Alarm clocks

General Furniture

Desk and chair

Dining table and chairs

Carpets

Doormats

Ironing board and iron

Patio furniture

Laundry basket

A/C units, heaters

Lockboxes

BBQ and utensils

notes

SUPPLY LIST #2

Bathroom

Shampoo, conditioner

Body wash, bubble bath

Shower curtain and rings

Refillable hand soap dispenser

Decorations, statues, books

Succulents, fake plants

Toilet brush and plunger

Small trash can and little bags

Hairdryer

Decorative hand towels

Spare toothbrush

Kitchen

Forks, spoons, knives

Kitchen sponges and dish soap

Dish drying rack

Coffee maker, filters, coffee

Cooking oil

Plates, cups and bowls

Large trash can and bags

Wine bottle opener

Tea towels

Mixing bowls

Salt, sugar, pepper

Kitchen

Wooden spoon, spatula, whisk

Oven mits

Ziplock bags, saran wrap

Toaster, kettle, microwave

Kitchen knives, bakeware

Powdered coffee creamer, tea bags

Dishwasher tabs

Glasses, wine glasses, pitcher

Large dish soap refill

Placemats, coasters

Basic spice set

notes

SUPPLY LIST #3

Cleaning & Refill

Washable microfiber mop

Bucket

All-purpose and glass cleaner

Vacuum

Cleaning rags

Natural and eco cleaning products

Spray bathroom cleaners

Broom and dustpan

Scrub brush, cleaning sponges

Large lint rollers

Gloves

Toilet paper, paper towels

Cleaning & Refill

Trash bags

Coffee, filters, oil

Toiletries

Decorations

Real plants

Colorful pillows

Large mirrors

Paintings

Artificial plants

Used books

Succulent and cactus plants

Fridge magnets

Bedding & Linens

Bath towels

Wash cloths

Hand towels

Bathmats

Sheet sets

Pillows

Extra blankets

Duvet covers

Pillow cases

Comforters

Duvet covers

Beach towels

notes

LESSON 2 QUIZ

Take a moment to review these affirmations and write your own declaration below.

QUESTION #1

YES NO

I am ready to take a deep dive into my local vacation rental market, discover who my competition is and how I can surpass their product offering with MINE!

QUESTION #2

YES NO

Doing research, creating supply lists, using a calculator and being resourceful will exponentially propel my success.

QUESTION #3

YES NO

I can start small, with a spare room in my house or in a friend's home. Once I am familiar with the flow of operations and expenses, I can invest and expand the business.

QUESTION #4

YES NO

I will do the preliminary calculations to confirm that the area has a profitable Airbnb market before I invest a large sum into the business.

QUESTION #5

Write an affirmative statement about how powerful and talented you are. I recommend using "I am" statements and allow yourself to sense and feel the emotion and energy of past achievements, joys, and successes while you write it in order to cultivate confidence.

BUSINESS PLAN EXAMPLE #1

2 Bedroom/2 Bathroom Apartment in Nashville, TN, USA.
Modern Entrepreneur. Average nightly rate of \$160/night.

Initial Investment

1. Rent: \$1050/month
 2. Utilities: \$200/month
 3. Furniture Costs: \$2500
 4. New Bedding Costs: \$795
 5. Decoration/Art: \$875
 6. Kitchen Supplies: \$395
 7. Cleaning Supplies: \$115
 8. Bathroom Supplies: \$225
 9. Lockboxes: \$80
 10. Professional Real Estate Photographer: \$275
- Initial Investment: \$6510**

Time Spent Building the Business

Research, Business Plan: 14 hours
Purchasing, Decorating: 22 hours
Deep Cleaning, Maintenance: 17 hours
Set Up: 14 hours
Listing Creation: 5 hours
Photographer and Staging: 7 hours
Learning the App/Website: 6 hours
Electronic Guidebook: 8 hours
Total hours spent: 93 hours

**7 hours/day > 14 days >
3 weeks of full-time work = READY!**

Local Market Rate

Price in the area of similar units:
\$130-\$350/night. Price/night goal:
\$135-\$190 with a \$160 average.

Occupancy Rates

- 50% = 15 nights
- 60% = 18 nights
- 70% = 21 nights
- 80% = 24 nights
- 90% = 27 nights

Occupancy Rate @ \$160/night

March: 50% > \$2400
April: 60% > \$2880
May: 70% > \$3360
June: 70% > \$3360
July: 80% > \$3840
August: 80% > \$3840
September: 70% > \$3360
October: 60% > \$2880
November: 70% > \$3360
December: 80% > \$3840
January: 60% > \$2880
February: 60% > \$2880
Total Income: \$38,800

Monthly Recurring Expenses

Rent + Utilities @ \$1250/month * 12 months = \$15,000 annually
Supplies & Misc. Repairs \$125/month * 12 months = \$1500 annually

1st Year Equation. **Total Income - Annual Rent - Expenses - Initial Investment = Profit.** \$38,800 - \$15,000 - \$1500 - \$6510 = \$15,790 Profit

BUSINESS PLAN EXAMPLE #1

NASHVILLE

Are you the Cleaner?

1 cleaning takes an average of 3 hours.

$\$80/3 = \$26/\text{hour}$, 10 cleanings/month average (2/week) * $\$80$ per clean = $\$800$

$\$800/\text{month} * 12 \text{ months} = \$9600/\text{year}$

1st Year Outcome

$\$15,790$ Profit + $\$9600$ Cleaning Income = **$\$25,390$**

****2nd Year Statistics****

- + 15% increase of rate due to 5-star reviews, $\$175/\text{night}$
- + 10% increase in Occupancy Rate due to Super Host
- $\$400$ bedding expense
- $\$600$ general upgrade expense

Occupancy Rate @ $\$175/\text{night}$

March: 70% > $\$3675$

April: 70% > $\$3675$

May: 80% > $\$4200$

June: 80% > $\$4200$

July: 80% > $\$4200$

August: 80% > $\$4200$

September: 70% > $\$3675$

October: 70% > $\$3675$

November: 70% > $\$3675$

December: 80% > $\$4200$

January: 60% > $\$3150$

February: 60% > $\$3150$

Total income: $\$45,675$

Total Expenses

Rent + Utilities @ $\$965/\text{month} * 12 = \$11,580$ annually

Supplies & Misc. Repairs @ $\$115/\text{month} * 12 = \1380 annually

New luxurious bedding = $\$400$

General design upgrades = $\$600$

2nd Year Equation: **Total Income - Annual Rent - Expenses = Profit.**
 $\$45,675 - \$11,580 - \$1380 - \$1000 = \$31,715$ Profit

Are you the cleaner? + $\$9600$

2nd Year Outcome

You have developed your business made **$\$31,715$ Profit.**

If you are the cleaner, you made **$\$41,315!$**

Imagine if you were at 80% - 100% Occupancy Rate and charging $\$250/\text{night}$ because your place is unique, designed, a glorious, desirable experience...

Multiple these profits by 2-3X!

Check out the Business Plan Example #2, "Newbie on a Budget."

BUSINESS PLAN EXAMPLE #2

1 Bedroom/1 Bathroom Apartment in Austin, TX, USA.
Newbie on a Budget. Average nightly rate of \$100/night.

Initial Investment

1. Rent: \$800/month
 2. Utilities: \$165/month
 3. Furniture Costs: \$1000 (secondhand)
 4. New Bedding Costs: \$395
 5. Decoration/Art: \$275
 6. Kitchen Supplies: \$195
 7. Lockboxes/Cleaning Supplies: \$145
 8. New Bathroom Supplies: \$90
 9. Photographer: \$200
- Total Investment: \$3265**

Time Spent Building the Business

Research and Business Plan: 10 hours
Purchasing, Decorating: 14 hours
Deep Cleaning, Maintenance: 12 hours
Set Up: 9 hours
Listing creation: 3 hours
Photographer and Staging: 6 hours
Learning the App/Website: 5 hours
Electronic Guidebook: 7 hours
Total hours spent: 66 hours

6 hours/day > 11 days >
2 weeks of full-time work = READY!

Local Market Rate

Price in the area of similar units:
\$80-\$250/night. Price per night goal:
\$85-\$115 with a \$100 average.

Occupancy Rates

- 50% = 15 nights
60% = 18 nights
70% = 21 nights
80% = 24 nights
90% = 27 nights

Occupancy Rate @ \$100/night

March: 50% > \$1500
April: 60% > \$1800
May: 70% > \$2100
June: 70% > \$2100
July: 80% > \$2400
August: 80% > \$2400
September: 70% > \$2100
October: 60% > \$1800
November: 70% > \$2100
December: 80% > \$2400
January: 60% > \$1800
February: 60% > \$1800
Total Income: \$24,300

Monthly Recurring Expenses

Rent + Utilities @ \$965/month * 12 =
\$11,580 annually
Supplies & Misc. Repairs @ \$85/month
* 12 = \$1020 annually

1st Year Equation. **Total Income** -
Annual Rent - **Expenses** - **Initial**
Investment = **Profit**. \$24,300 - \$11,580
- \$1,020 - \$3265 = \$8,435 Profit

BUSINESS PLAN EXAMPLE #2

AUSTIN

Are you the Cleaner?

1 cleaning takes an average of 3 hours.

$\$70/3 = \$23/\text{hour}$, 10 cleanings/month average (2/week) x \$70 per clean = \$700.
 $\$700 * 12 \text{ months} = \$8400/\text{year}$

1st Year Outcome

\$8,435 Profit + \$8400 Cleaning
Income = **\$16,835**

2nd Year Statistics

- + 15% increase of rate due to 5-star reviews, \$115/night
- + 10% increase in Occupancy Rate due to Super Host
- \$400 new bedding
- \$600 general upgrades

Occupancy Rate @ \$115/night

March: 70% > \$2415
April: 70% > \$2415
May: 80% > \$2760
June: 80% > \$2760
July: 80% > \$2760
August: 80% > \$2760
September: 80% > \$2760
October: 70% > \$2415
November: 70% > \$2415
December: 80% > \$2760
January: 60% > \$2070
February: 60% > \$2070
Total Income: \$30,360

Total Expenses

Rent + Utilities @ \$965/month * 12 =
\$11,580 annually

Supplies & Misc. Repairs @
\$115/month * 12 = \$1380 annually

New luxurious bedding = \$400
General design upgrades = \$600

2nd Year Equation: **Total Income - Annual Rent - Expenses = Profit.**
 $\$30,360 - \$11,580 - \$1380 - \$1000 =$
 $\$16,400 \text{ Profit}$

Are you the cleaner? + \$8400

2nd Year Outcome

You have developed your business making **\$16,400 Profit.**

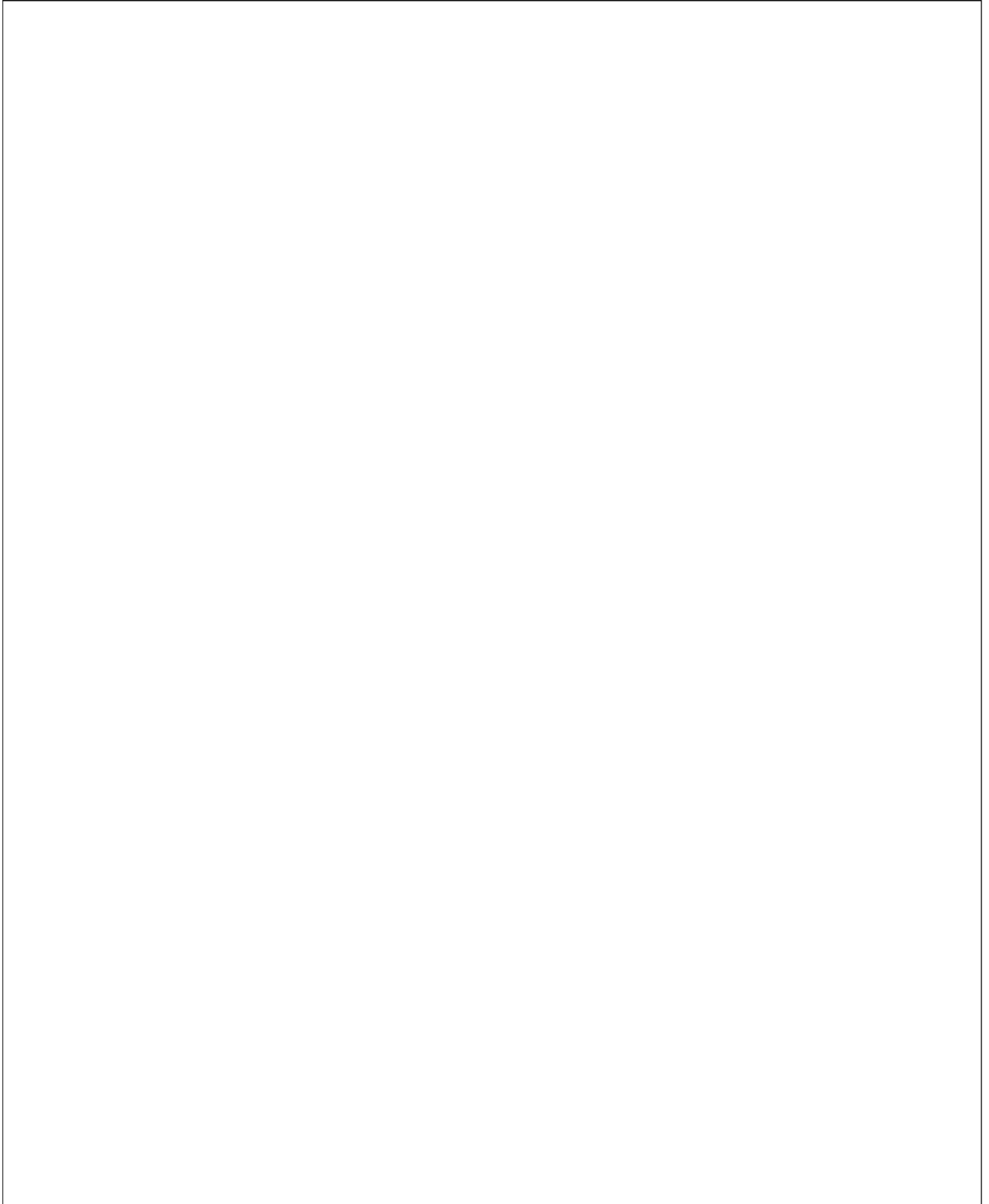
If you are the cleaner, you made **\$24,800!**

Imagine if you were at 80% - 100% Occupancy Rate and charging \$250/night because your place is unique, designed, a glorious, desirable experience...

Multiple these profits by 2-3X!

Now, its time to make YOUR business plan.

NOTES

A large, empty rectangular box with a thin black border, occupying most of the page below the title. It is intended for the user to write their notes.

CREATE YOUR BUSINESS PLAN

Fill in the numbers using your research data and the task list.
Use a calculator to discover your projections.

TIME AND ENERGY TASK LIST

1-3 hrs: Legal Research
3-6 hrs: Competition Research
1-2 hrs: AirDNA Research
1-3 hrs: Profit Evaluation, Business Plan
1-2 hrs: Create a Custom Supply List

3-25+ hrs: Purchasing, Decorating
2-3 hrs: Listing Creation, Copywriting
2-10+ hrs: Deep Cleaning, Repairs
3-7 hrs: Staging, Professional Photography
2-8 hrs: Learn the App and Website
2-9 hrs: Local Guide, Guidebook

Initial Investment

1. Rent: \$_____ /month
 2. Utilities: \$_____ /month
 3. Furniture Costs: \$_____
 4. New Bedding Costs: \$_____
 5. Decoration/Art: \$_____
 6. Kitchen Supplies: \$_____
 7. Lockboxes/Cleaning Supplies: \$_____
 8. New Bathroom Supplies: \$_____
 9. Photographer: \$_____
- Total Investment: \$_____

Time Spent Building the Business

Research and Business Plan: _____
Purchasing, Decorating: _____
Deep Cleaning, Maintenance: _____
Set Up: _____
Listing creation: _____
Photographer and Staging: _____
Learning the App/Website: _____
Electronic Guidebook: _____
Total hours spent: _____

_____ hours/day > _____ days >
_____ weeks of full-time work =

READY!

Local Market Rate

Price in the area of similar units:
\$_____ - \$_____ /night
Price per night goal: \$_____ with a
\$_____ average.

Occupancy Rates

50% = 15 nights
60% = 18 nights
70% = 21 nights
80% = 24 nights
90% = 27 nights

Occupancy Rate @ \$_____ /night

March: _____% > \$_____
April: _____% > \$_____
May: _____% > \$_____
June: _____% > \$_____
July: _____% > \$_____
August: _____% > \$_____
September: _____% > \$_____
October: _____% > \$_____
November: _____% > \$_____
December: _____% > \$_____
January: _____% > \$_____
February: _____% > \$_____
Total Income: \$_____

CREATE YOUR BUSINESS PLAN

PART 2

Monthly Recurring Expenses

Rent + Utilities @ \$_____ /month * 12 =
\$_____ annually

Supplies & Misc. Repairs @ \$_____ / *
12 = \$_____ annually

1st Year Equation. Total Income -
Annual Rent - Expenses - Initial
Investment = Profit. 1st year: \$_____ -
\$_____ - \$_____ - \$_____ = \$_____ Profit

Are you the Cleaner?

1 cleaning takes an average of 3
hours.

\$_____ /3 = \$_____ /hour 10
cleanings/month average (2/week) *
\$_____ per clean = \$_____
\$_____ * 12 months = \$_____ /year

1st Year Outcome

\$_____ Profit + \$_____ Cleaning
Income = \$_____

2nd Year Statistics

+ _____% increase of rate due to 5-star
reviews, \$_____ /night
+ _____% increase in Occupancy Rate
due to Super Host
- \$_____ new bedding
- \$_____ general apartment upgrades

Occupancy Rate @ \$_____ /night

March: _____% > \$_____

April: _____% > \$_____

May: _____% > \$_____

June: _____% > \$_____

July: _____% > \$_____

August: _____% > \$_____

September: _____% > \$_____

October: _____% > \$_____

November: _____% > \$_____

December: _____% > \$_____

January: _____% > \$_____

February: _____% > \$_____

Total Income: \$_____

Total Expenses

Rent + Utilities @ \$_____ /month * 12 =
\$_____ annually

Supplies & Misc. Repairs @ \$_____ / *
12 = \$_____ annually

New luxurious bedding = \$_____

General design upgrades = \$_____

2nd Year Equation: Total Income -
Annual Rent - Expenses = Profit.

2nd Year: \$_____ - \$_____ - \$_____ -
\$_____ = \$_____ Profit

Are you the cleaner? + _____ /year

2nd Year Outcome

You have developed your business
making \$_____ Profit.

If you are the cleaner, you made
\$_____

LESSON 4 HOMEWORK

Read **Chapter 3 Purchasing Supplies** in the textbook and answer the questions below.

QUESTION #1

Niche Brainstorming. Based on my local competition and the space I am working with, what kind of vibe can I create on a budget?

QUESTION #2

Where can I start shopping for deals? Secondhand if I'm on a tight budget?

QUESTION #3

Where can I create a locked supply closet? How can I secure it? Who do I need to call to help me?

QUESTION #4

What items do I need to buy first?

LESSON 4 QUIZ

Take a moment to review these affirmations and write your own declaration of intention.

QUESTION #1

YES NO

This house, apartment, or room is going to be squeaky clean when I am (they are) done with it!

QUESTION #2

YES NO

Do I have an artistic friend with great taste that I can reach out to for decoration ideas?

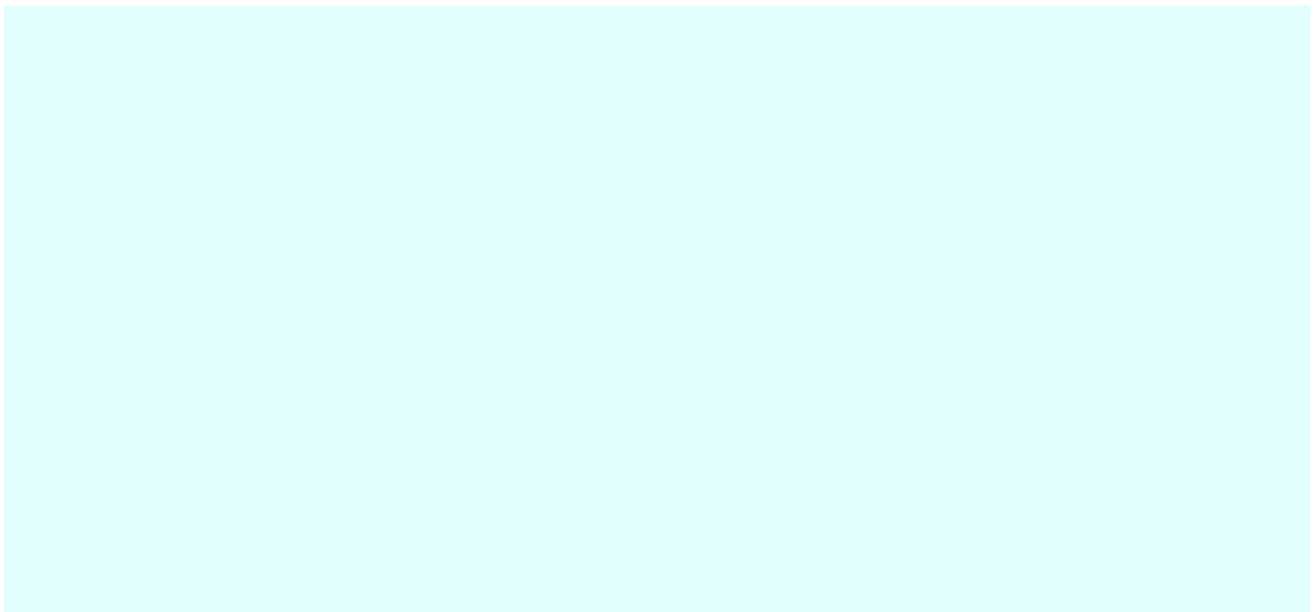
QUESTION #3

YES NO

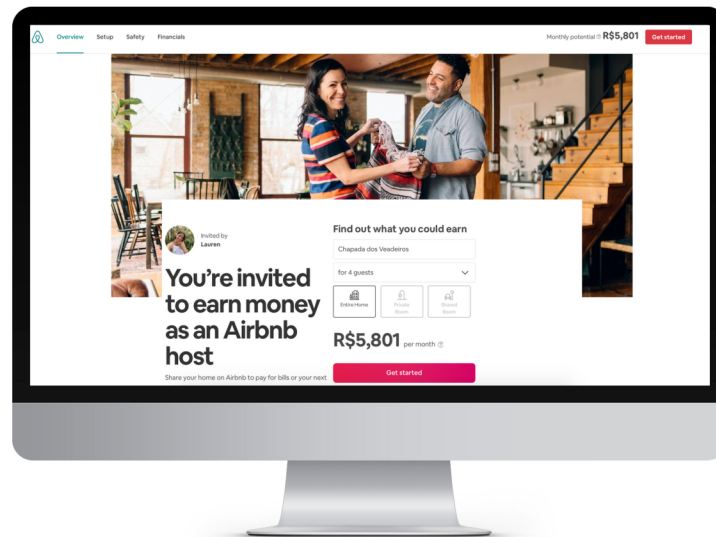
I'm going to be thrifty, shop around, look for deals and be strategic when purchasing all the supplies. I know that the lower my costs, the higher my profits, but I won't sacrifice comfort and luxury where I can.

QUESTION #4

Write a declaration of intention for your space. What is your vision for the guest's experience? Write an example review of what you would love to receive from a future guest, what did they experience and feel in your rental?



SIGN UP [AIRBNB.COM/R/LAURENCOATS](https://airbnb.com/r/laurenc coats)



CREATE THE LISTING

\$40 credit + mentorship

Sign up with my Airbnb Brand Ambassador host referral link to receive \$40 free travel credit and direct mentorship from me on the Airbnb platform. I will review your listing, provide tips, answer questions and be there every step of the way on Airbnb's dime.

VISIT [HOSTFULLY.COM/GUIDEBOOKS](https://www.hostfully.com/guidebooks)

next-level guidebooks

Go to www.hostfully.com/guidebooks to set up a free guidebook if you have one listing or if you are on a tight budget. Consider signing up for their premium plan for \$9.99/month for multiple properties or to access more advanced features.

They offer tutorials, demos and examples of professional guidebooks. You can also use their 'Wizard' feature to auto-populate Google's top local recommendations, although I recommend choosing your own.

LOCAL GUIDE PLANNER



REVIEW CHAPTER 6 FOR AN EXAMPLE OF A LOCAL GUIDE

1. Write down local recommendations below in each category.
2. Notice which categories you may be unfamiliar with and ask a friend what they would recommend to an out-of-town traveler.

1-3 NEARBY COFFEE SHOPS

2-3 RESTAURANTS GREAT FOR DINNER

2-3 CAFES FOR LUNCH & BRUNCH

1-2 PLACES FOR A NICE BREAKFAST

2-3 HEALTHY OR VEGAN OPTIONS

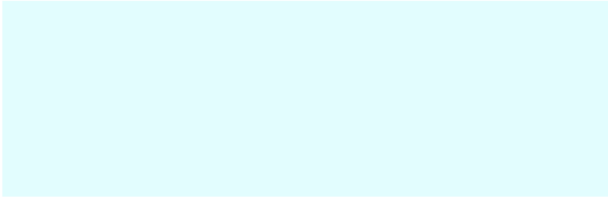
1 AMAZING SPA OR MASSAGE PLACE

1-2 BEST PIZZA SPOTS IN TOWN

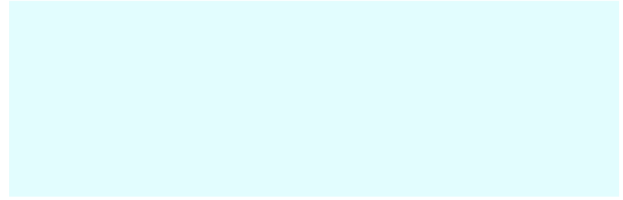
1-3 QUICK OPTIONS, FASTER SERVICE

LOCAL GUIDE PLANNER #2

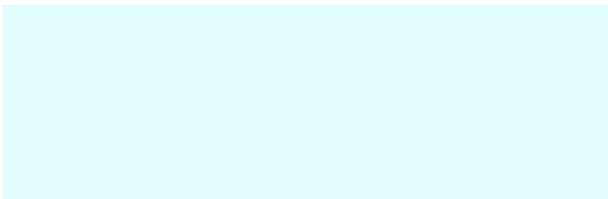
1-2 LOCAL ATTRACTIONS



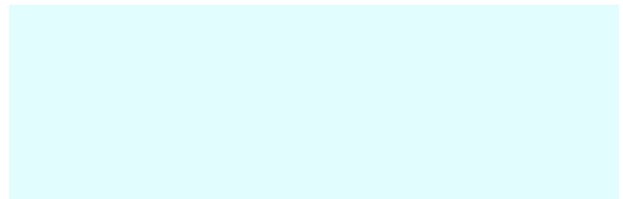
1-3 BARS, BREWERIES OR PUBS



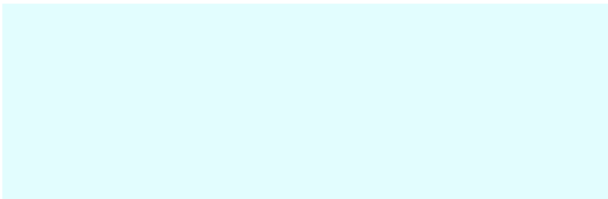
1-3 NATURE PARKS/OUTDOOR PLACES



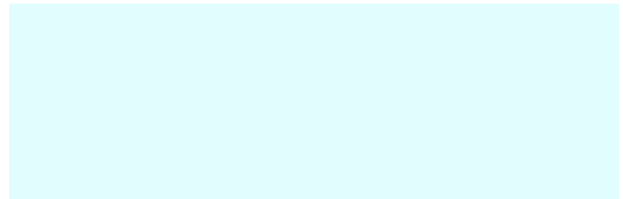
1 GOLF OR MEN'S ACTIVITY



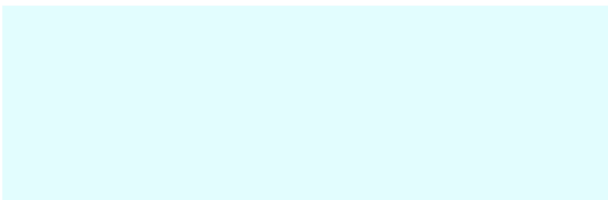
1-3 EVENT/VENUES FOR LIVE MUSIC



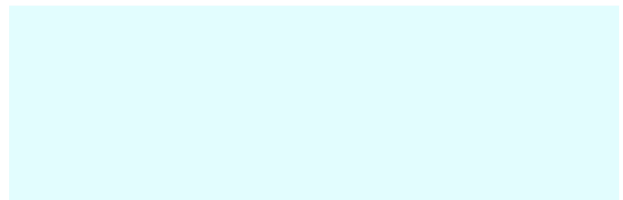
1-2 CLOSEST HOSPITALS



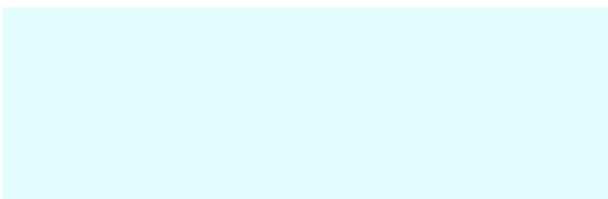
1-2 FAMOUS BBQ OR ICONIC EATERIES



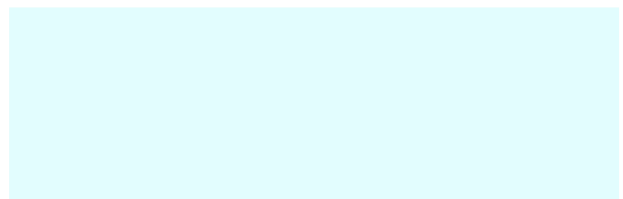
1-3 FAMILY FRIENDLY ACTIVITIES



1-5 COOL ADVENTURES TO HAVE



YOUR FAVORITE PLACES TO GO



LESSON 5 QUIZ

Take a moment to review these affirmations and write down your goals.

QUESTION #1

I can get started TODAY! I know someone who wants to do Airbnb too and we are going to launch our first unit with careful planning, attention to detail and a focus on cleanliness and aesthetics.

YES NO

QUESTION #2

I know that my success depends on finding a professional photographer who is going to do real estate photography with a wide-angle lens.

YES NO

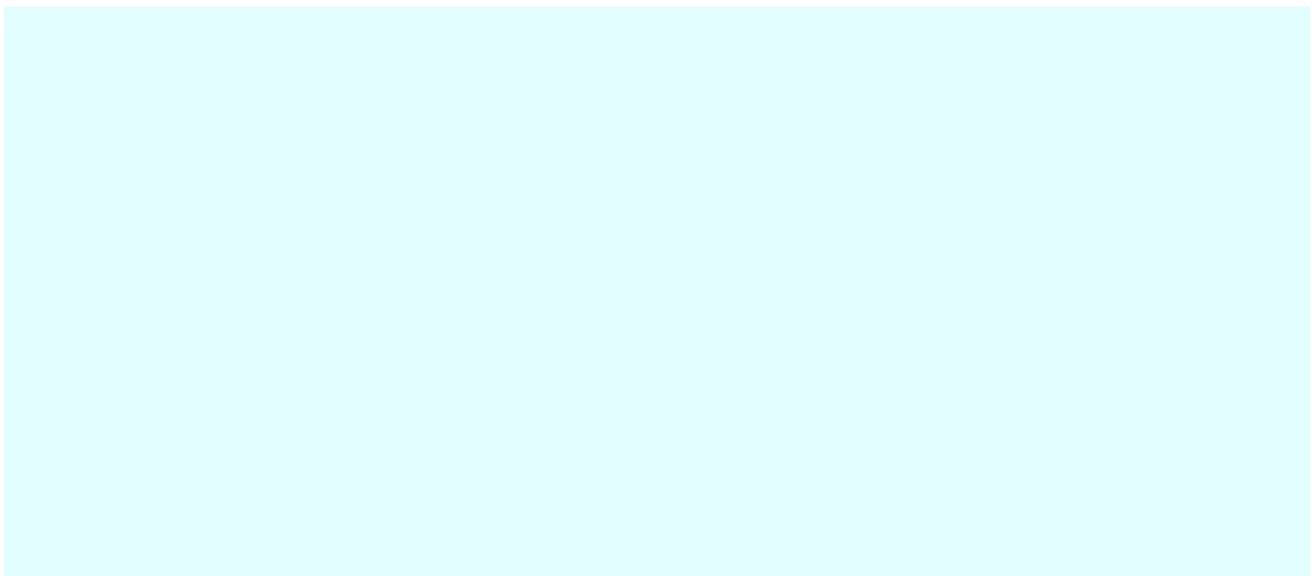
QUESTION #3

I'm ready to set my guest's expectations and exceed them with style!

YES NO

QUESTION #4

How do you want your potential guests to feel when they view your listing? What emotions and thoughts do you want them to have? What sensations and impression? What star benefits and qualities will grab their attention?





MONTHLY PLANNER



1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

ON WHAT DAYS WILL I DO WHICH THINGS?

--

LESSON 7

READ CHAPTER 9 *YOUR CLEANER AND THE LOGISTICS*

What cleaners do I already know that I may want to employ?

DO I NEED TO PLACE AN AD TO FIND A CLEANER?
SCRIPT IT HERE.

ACTION STEPS FOR HIRING THE CLEANING TEAM

1. _____
2. _____
3. _____
4. _____

CLEANING CHECKLIST #1

Unit:

Date:

Cleaner/s:

TASKS UPON ARRIVAL

- Text the host that you have arrived, have the keys, and what time you started.
- Check for damages, check for the iron, TV remotes, sheets/towels, etc. Send photos of damage and text the host with a list of any missing items ASAP.
- Check under beds and drawers, cabinets, and closets for left behind things. Text host photos ASAP. Keep valuable items on you, put non-valuable items in the locked storage closet.
- Dust all surfaces. Tables, TV stands, desks, counters, nightstands above and below, windows, stove, mirrors.
- Vacuum all rooms, closets, carpets, under beds, and move large furniture to vacuum underneath.
- Mop all rooms, closets and bathrooms.
- Wipe down the laundry machine, make sure there is no lint in the dryer filter, no hair or dried soap on the machine.
- Check the dining chairs for crumbs and stains.
- Sweep the patio, deck and/or walkways.
- Look for any items that need to be restocked. Text the host with a list.
- Check that there is no hair on beds, toilets, bathtubs, in the drains.
- Water the plants.
- Vacuum the floors again after mopping if necessary.
- Move furniture to clean behind and underneath couches, beds, dressers, tables.
- Dust on top of the fridge, window ledges, internet router, baseboards, on top of the water heater, laundry machines, top of dressers, top shelf in closets, top of paintings and mirrors on the walls.
- Clean under the kitchen sink and bathroom sink. Wipe down and re-organize cleaning products.

BEDDING

- Wash laundry on fast cold/cold setting for colors, hot or warm for whites. Do not wash towels and sheets/duvets together. Keep an eye on laundry, set timers.
- Change duvet cover (every time).
- Check extra bedding in the linen closet if it is dirty or clean. Wash and replace.
- Put clean towels in the linen closet. Do not put towels on the beds. Put the correct number of towels for the next reservation.
- While making the beds, check for hair/lint and lint roll as needed.
- Make the beds look pretty. Duvet and comforter lay flat, flat sheet folded down so guests can easily get into the bed.
- Folding twin bed set up: Check the twin comforter for a clean twin duvet, clean pillowcase/pillow, and clean fitted/flat sheet folded neatly in the closet next to the folding twin bed.
- Check the supply closet for clean extra bedding set ups/clean extra blankets.

CLEANING CHECKLIST #2

KITCHEN

- Empty out fridge and freezer, wipe down inside.
- Check drawers and cabinets in the kitchen that all kitchenware is clean. Check the dishwasher.
- Do any dirty dishes and put away clean ones.
- Check that the oven mit is still there and clean. If not, wash.
- Check there is enough dish soap in the kitchen. Refill as necessary.
- Check the kitchen sponge is clean. Replace as necessary.
- Throw away any left behind guest food or sugars, creamers, ketchup, etc. Re-tidy the food storage area and clean shelves. Clean and minimal.
- Put one roll of paper towels in the kitchen. (Do not clean with paper towels).
- Wipe out the kitchen sink and clean the drain.

BATHROOMS

- Clean the bathrooms. Bathtubs, showers, wipe down shower walls, bathtub walls, mirrors, sinks, toilets, sides and base of toilets. Check for hair in the drain and remove.
- Stock four rolls of toilet paper for the linen closet/under the sink. Leave an extra toilet paper roll in view in the bathroom. Make sure edges are torn neatly, and the roll is at least $\frac{1}{4}$ full. If less, throw it away or take it with you.
- Check shampoo, conditioner, and body wash in showers. Wash off and close. Restock as necessary. Throw away left behind guest toiletries.
- Fold the hand towel in half and put one in each bathroom.
- Check the hand soaps in bathrooms. Refill as necessary.
- Check there are no leftover soaps or guest bath products in showers.
- Check the bathroom bath mats for footprints. Smooth out.

TRASH

- Empty all trash bins, replace them with new bags. Wipe down trash bins for sticky/spilled food inside and outside, dust the lid.
- Take trash outside to the garbage cans.
- Pick up any trash in the driveway, on the sidewalk, on the porch, on the sides and back of the house.
- Take the trash and recycling bins out if it is their day. Bring them in if they are on the street.

CLEANING CHECKLIST #3

FINAL CHECK

- Do the final check, walking around the apartment to inspect all things.
- All the beds are made and look nice, no tags sticking out, or the comforter is not flat?
- There is any visible hair on the floor, around the toilet, in the bathtub, in the shower?
- Any crumbs on the floors, couches, dining chairs, corners, or coffee tables?
- Smudges on the mirrors or glass surfaces?
- Dishes put away from the dishwasher?
- All dishes and cups clean and neatly arranged in the cabinets?
- Trash outside?
- Any trash left in trash cans?
- Any trash under the beds?
- Freezer and fridge are empty?
- Any laundry left in the machines?
- Side door locked?
- Does it look, feel and smell clean?
- Are there crumbs or dirt on the floor?
- Leave a clean mop for guests to use.
- Send host a photo text of the bathrooms, bedrooms/made beds, the kitchen, and living room.
- Send the host a text message at the time you finish.

MAINTENANCE TASKS

- Cleaning windows
- Cleaning and rearranging under the sinks
- Moving heavy furniture and mopping underneath
- Restocking supplies and making lists of what is needed
- Dusting baseboards, dusting on top shelves of closets
- Mopping the patio
- Sweeping the driveway
- Cleaning spider webs from the patio and patio furniture
- Cleaning shelving in the kitchen
- Wiping down the chairs
- Checking the BBQ

notes

LESSON 8 HOMEWORK



FAMILIARIZE YOURSELF WITH INSURANCE POLICIES

1. Call your homeowner or renter's insurance policy provider and gather details about what is covered and what is not in regards to STR's (short-term rentals), including exclusions and voided coverage policies.
2. Using Google or your favorite search engine, research STR insurance providers. Read a few offerings and get familiar with their offerings.
3. Then, review the details of Aircover on www.airbnb.com, Airbnb's free policy.

Based on your findings, write down the names of the companies, rates, and compare your options here.

A large, empty rectangular area with a light blue background, intended for the student to write their findings and compare insurance options.

Do you know any local tour guides, experience hosts, or fun adventure people who may want to host an experience on Airbnb or offer their services to your guests? Write down the names of people you know here, what they do, and prepare some information for them about how they can start to earn money with you on Airbnb too.

A large, empty rectangular area with a light blue background, intended for the student to write down names of people and information about how they can start to earn money with them on Airbnb.

LESSON 8 QUIZ

Take a moment to review these affirmations and write your goals for how potential guests will experience your listing.

QUESTION #1

YES NO

Being appreciative of Airbnb as a company will contribute to my success.

QUESTION #2

YES NO

I'll be polite and patient while working with Airbnb as a company.

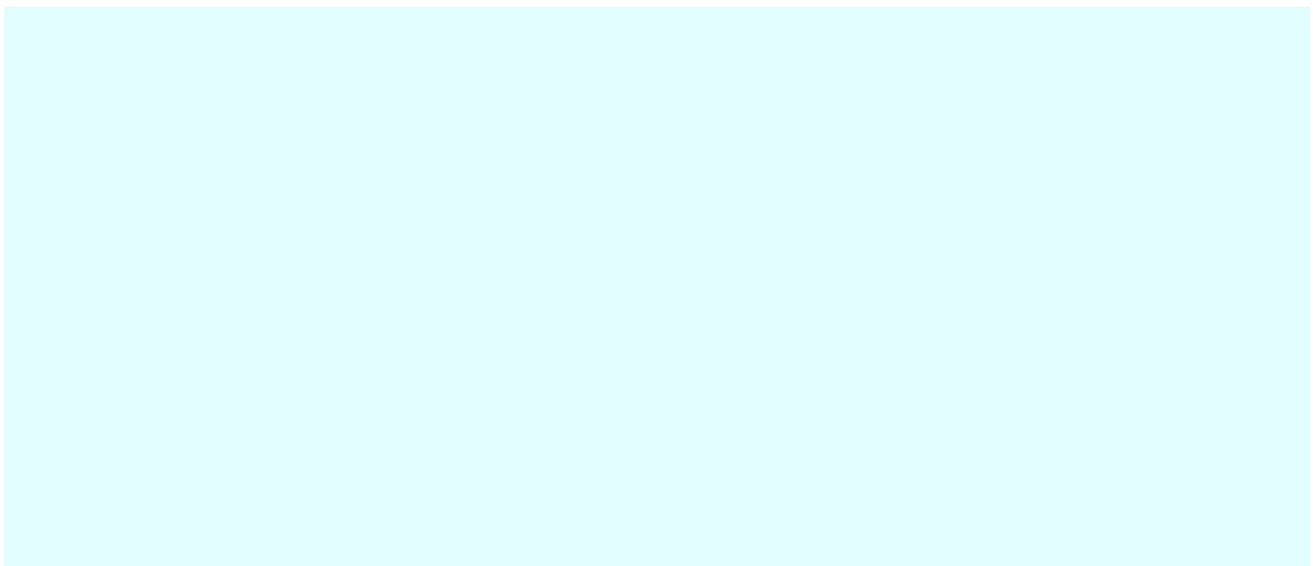
QUESTION #3

YES NO

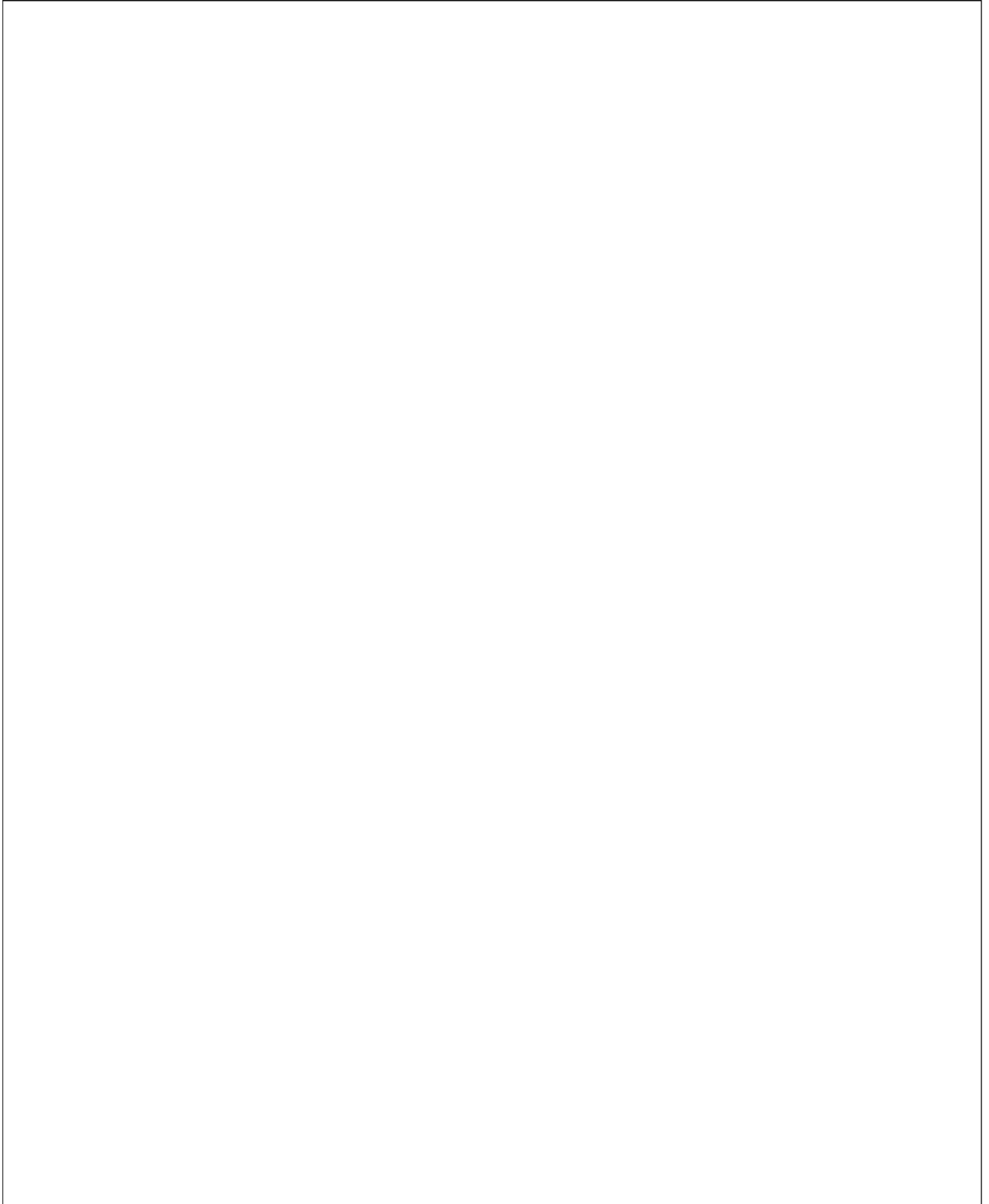
I'll research my insurance options and compare plans to get a level of coverage I'm comfortable with.

QUESTION #4

How do you want your potential guests to feel when they view your listing? What emotions and thoughts do you want them to have? What sensations and impression? What star benefits and qualities will grab their attention?



NOTES

A large, empty rectangular box with a thin black border, occupying most of the page below the title. It is intended for the user to write their notes.

NEED SOMETHING EXTRA?



Let's have a 1:1 Meeting!

Feel confident when making important decisions. You can book a 1:1 session on my Calendly at the address below.

[CALENDLY.COM/LAURENCOATS144](https://calendly.com/LAURENCOATS144)



laureniscoats@gmail.com