**VACATION RENTAL MASTERY**

**Table of contents**

|  |  |  |
| --- | --- | --- |
| **Chapter** | **Title** | **Page** |
|  | **PART 1 - KEY IDEAS** |  |
| 1 | The turbulent vacation rental world | 7 |
| 2 | Our story | 9 |
| 3 | Your goals | 11 |
| 4 | The big Gorillas | 12 |
| 5 | Using this book for high occupancy | 15 |
| 6 | Roadmap to success | 17 |
| 7 | Mindset | 21 |
|  | **PART 2 – BASIC TECHNIQUES** |  |
| 8 | Best website listings | 23 |
| 9 | Excellent photographs | 26 |
| 10 | Calendar and pricing accurate | 30 |
| 11 | A name that stands out! | 33 |
| 12 | A description that stands out! | 35 |
| 13 | A seamless cleaning process | 39 |
| 14 | The organised Back Office | 41 |
| 15 | Risk management | 42 |
| 16 | A great guest experience | 46 |
| 17 | Take the quiz! | 49 |
| 18 | **PART 3 - ADVANCED TECHNIQUES**  The VRM advanced techniques matrix | 52 |
|  | **SECTION 1 - HUMAN MOTIVATION** |  |
| 19 | Customer feedback obsession | 56 |
| 20 | Use the psychology of influence | 59 |
| 21 | Stand out with a theme! | 65 |
|  | **SECTION 2 - CORE PROCESSES FOR MASTERY** |  |
| 22 | Loyalty system | 70 |
| 23 | Guest newsletter - examples | 74 |
| 24 | Guest newsletter – choosing a system | 79 |
| 25 | Guest newsletter – maximising readership | 84 |
| 26 | Your website - Why you need it | 87 |
| 27 | Your website – Choosing an approach | 92 |
| 28 | Your website – What’s in it | 97 |
| 29 | Online booking capability | 99 |
| 30 | Your Google ‘My business’ listing | 101 |
|  | **SECTION 3 - TACTICAL ADVANTAGES** |  |
| 31 | Conversion tactics | 107 |
| 32 | Lastminute levers to pull | 111 |
| 33 | Guest reviews | 112 |
| 34 | Understand and exploit the big four | 116 |
| 35 | Optimising for Airbnb | 121 |
| 36 | Optimising for Homeaway | 126 |
| 37 | Optimising for Booking.com | 129 |
| 38 | Optimising for Tripadvisor | 132 |
| 39 | Optimise your prices | 133 |
| 40 | Search Engine Optimisation | 135 |
| 41 | Insiders expert guides | 138 |
| 42 | Google Adwords | 140 |
| 43 | Managed services | 142 |
|  | **SECTION 4 - HIGH VALUE ADD EXTRAS** |  |
| 44 | Knowledge sources | 144 |
| 45 | Mastermind | 147 |
| 46 | Publicity | 150 |
| 47 | Offline marketing | 151 |
| 48 | Social media | 153 |
| 49 | Facebook ads | 155 |
| 50 | Channel managers | 156 |
| 51 | Tips and Hacks | 158 |
| 52 | Take the Advanced quiz! | 162 |
| 53 | Conclusion - continuing the journey | 164 |
|  | **REFERENCES** | 165 |