



*Rental*  
TONIC

# Copywriting Checklist

Seven-Point Checklist on how to create WOW-FACTOR copy for your holiday rental, so that you enjoy full calendars and happy guests!

# Congratulations!

And thanks for signing up. We're thrilled you want to improve your holiday rentals business with the help of Rental Tonic.

Now you've taken the first step to creating the holiday experience your ideal guests are looking for. Are you ready to watch those bookings sky rocket and achieve full calendars and happy guests?

## Yes! I want full calendars and happy guests!

Your website and advertising copy will only be as good as the content it showcases. This is where good copywriting and visual content come into play.

We'll work with you to create content that resonates with your ideal guests and creates that 'WOW' holiday factor, so that you capture travellers before they've even started thinking about accommodation.

### **In this guide to copywriting for holiday lettings, you'll learn how to:**

- Attract your ideal guests with compelling copy
- Refocus your content to sell the holiday experience
- Become the 'Local' Expert
- Turn your top features into top experiences
- Stay ahead of the competition on Google

# 1. Emotional & Functional Needs

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Your ideal guests have needs that must be satisfied in order for them to choose your holiday rental. The only problem is your guests don't just have one set of needs. They have two: **functional needs** and **emotional needs**.

During their search your holiday home will be weighted by how well it fits each set of needs.

A **functional need** might be a well-equipped kitchen, fast WiFi, or walking distance to the beach. When you write advertising or web copy, property features that fulfil functional needs must be easily identifiable: easy-to-read, preferably in bullet point format.

**Emotional needs** are those that satisfy the guest to the point where they book, and from which you can build lasting relationships. Emotional needs should be translated into copy that inspires, giving the sensation that a traveller would feel right at home if they stayed in your holiday home.

Emotional needs are built into your written story, they form the content of your advert and present the holiday experience, over the holiday home.

*INSIDER'S TIP: If you have taken the time to create an ideal guest profile, knowing their emotional and functional needs will come naturally.*

# 2. Top Features vs. Top Experiences

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**Top Features** and **Top Experiences** come from identifying the 'functional' and 'emotional' needs of your ideal guests.

**Top features** are those that immediately tell your guest that your accommodation fits with their needs. Needs work best in bullet point format, so they stand out.

**Top experiences** create the story and the desire around your home. They are the compelling content part, conjuring up a picture of how their holiday will play out. Through your top experience content your guests will be able to imagine themselves enjoying their holiday at your holiday home.

*DON'T FORGET: Always sell the benefits, but never oversell what doesn't exist.*

# 3. Become a local expert

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The holiday rental, or vacation rental industry, is said to be worth some \$120 million. Yet it's still very much a cottage industry. As with real estate, everything happens at a local level.

Remember your home is just a means to a bed. You have to start to sell a holiday, not a holiday rental. Help travellers plan their holiday, so the natural progression is to book with you.

The more local you make your message. The more powerful you become as a destination go-to expert. And it's the local expertise you deliver that will give you long-term success and help build a profitable business.

If you want to get your holiday rental in front of your ideal guest, you need to focus on the destination and holiday experience. The accommodation will play almost a secondary role in your holiday marketing copy.

*IF YOU CAN DREAM IT, SO CAN THEY: Think about your destination. What's on your doorstep that attracts visitors? What attracted you? Whatever attracted you; will attract your ideal guests.*

# 4. Smash it with your headline

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Your headline is where it all starts. It's no good creating wow-factor copy, if you don't have a title that impacts and delivers a promise, that motivates potential guests to click.

- **Keep it short.** People's concentration span is shorter online and they're probably reading it from a tiny mobile screen. Stick to 10-12 words or 100 characters max.
- **Information-rich.** The headline should summarise your description.
- **Start with keywords.** We tend to scan the search listings, so you need to get the most important features seen first.
- **Keep it logical.** Headlines on listings sites and in search engine results will appear without your description. Make them predictable, so even if it's the only thing they see, it will match the guest's expectations when they click through to read more.

*WOULD YOU CLICK ON THAT? Social media headlines perform better when they invoke curiosity. Write interesting headlines that capture clicks and shares.*

# 5. Make it personal

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Injecting a personal approach into your holiday rental business is still one of the major advantages over other forms of accommodation.

As the saying goes: ***“People do business with people”***

People choose holiday rentals for the home-away-from-home and authentic experience. Part of which is having a connection with the host. You can introduce that connection right from the get-go, in your advertising copy. Start by using ‘you’ and ‘your family’ throughout the copy, not the cold ‘tenants’ or ‘guests’.

If you are on hand to welcome guests and help them during their stay, refer to this in your copy. If not, you can still create connections through your content and the communication you have with your guests pre-stay.

*INTRODUCE YOURSELF: Introduce your copy with a personal welcome:*

*‘Hi, We’re Louise and Pepe, your hosts at Casa Triana. We look forward to welcoming you to our home...’*

# 6. Give something away that nobody else does

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Personal recommendations give your holiday experience an authenticity, that doesn't come from writing accommodation copy by rote. Make it personal, talk about what you love to do when you are staying there. This is especially powerful for guests who are visiting the destination for the first time.

## **When your turn an enquiry into a booking, give them more:**

- a guide to your favourite local restaurants
- best viewpoints
- your favourite local wine
- a secret waterfall to find on a hiking trip

These simple tricks and tips that are recognised by locals, will mean the world to a visitor. It also shows how proud you are of your destination!

*DON'T GIVE THE MILK AWAY FOR FREE: Don't give everything away in your advertising or web copy. Your field or insider guide should be shared only with booking guests. Create an air of expectation by insinuating in your listing or website copy that guests will receive more insider secrets when they book.*



# 7. Aim straight for your ideal guests

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If you are focusing on generic keywords, such as 'holiday rental' or 'Dorset cottage' to attract guests, you are likely to be disappointed, as you compete with the industry giants who will always outspend you on Google.

Users understand they can narrow a search down by utilising search phrases & questions. The deeper you go with your targeting, the more likely you will be found by your ideal guest - that person looking for exactly what you have.

In fact, focusing on search phrases and questions provides a highly effective way of connecting with ideal guests. They are more specific, which means they deliver less traffic, but with a higher booking value.

**Example of a search query:** What are the best hiking routes in Andalucía?

**Answer it in your website copy:** A guide to the best hiking routes in Andalucía.

**Answer it in your listing:** Our holiday home is situated next to some of the best hiking routes in Andalucía. Free guide for guests available!

*TALK TO HUMANS FIRST: Don't overuse keywords and phrases. Be expansive and warm, not repetitive in your content.*

# Help us shape the future of YOUR holiday rental!

What support do you need to help  
your holiday rental business grow?

What are your biggest struggles?

Complete our one minute survey  
and get 10% OFF our travel  
dedicated copywriting service.

[I'M UP FOR A SURVEY!](#)