

Key Messaging Building Blocks Worksheet

COMPANY

1 Features & Benefits

Features are factual statements of what your service does, describing which attributes set it apart from the competition. Benefits describe why those features matter and how they help your target audience. Benefits entice the customer to buy. It answers the question “what’s in it for me?” They highlight the key features within your rental program

- ☐ **Revenue Management** → Give your home the competitive edge with dynamic pricing and rates optimized daily
- ☐ **Marketing** → Target, attract & book qualified guests with photography, social media ads, and optimized listings on AirBNB
- ☐ **24/7 Maintenance** → Keep your home running smoothly around the clock with a fast, reliable maintenance team
- ☐ **Housekeeping** → Make the perfect first impression with wall-to-wall cleanings before guests arrive
- ☐ **Inspections** → Know your property is guest-ready with top-to-bottom inspections every week
- ☐ **Direct Bookings** → Earn more year after year as guests book their stay directly on our website
- ☐ **Guest Screenings** → Book only the most qualified guests who’ll enjoy your home the right way
- ☐ **Local Support 24/7** → Know that you have a friendly, accessible team right up the road 24/7
- ☐ **Guest Damage Coverage** → Save more when you let us cover accidental guest damage coverage up to \$1k
- ☐ **Reporting & Taxes** → Skip the tax filing headache with a team that tracks every penny
- ☐ **Owner Portal** → Stay in the loop on your property with our easy-to-use owner portal that lets you check everything from your calendar to your maintenance requests
- ☐ **Unlimited Owner Use** → Block off your vacation days with ease, and enjoy your home as often as you want
- ☐ **Guest Concierge** → Make every guest feel like a VIP with everything from grocery delivery to ticket purchases
- ☐ **Automated Touchpoints** → Give guests a seamless experience with automated touchpoints from booking to checkout
- ☐ **No Nickel and Diming**



- ☐ **Fast Listings** → Get your home fully listed and ready for guests in as little as two weeks
- ☐ **Boutique Service** → Enjoy more personalized service from a small team that watches your home more closely
- ☐ **Community Giving** → Know you’re partnering with a team that invests in the local community & helps keep it strong
- ☐ **Smart Home Technology** → Make guests feel safe with digital locks & noise monitoring tech in your home
- ☐ **No Invoice Markups**
- ☐ _____
- ☐ _____
- ☐ _____

2 Unique Selling Proposition (USPs)

A USP is one thing that really sets you apart from the competition.

- ☐ You have 70% direct bookings
- ☐ You have weekly payouts
- ☐ You have a guaranteed rental income program
- ☐ You leave a handwritten note in the home for every guest
- ☐ _____
- ☐ _____



3 Trust Icons

Trust icons are logos and icons that build trust and credibility.

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Better Business Bureau badge | <input type="checkbox"/> Tripadvisor logo | <input type="checkbox"/> Local Chamber of Commerce badge | <input type="checkbox"/> Vacation Rental Housekeeping Professionals logo |
| <input type="checkbox"/> Online booking sites like AirBNB and VRBO | <input type="checkbox"/> HomeAway logo | <input type="checkbox"/> Google My Business reviews score | <input type="checkbox"/> National Association of Realtors logo |
| <input type="checkbox"/> VRMA Member badge | <input type="checkbox"/> FlipKey logo | <input type="checkbox"/> Yelp reviews score | |
| <input type="checkbox"/> | <input type="checkbox"/> Expedia logo | <input type="checkbox"/> Marriott Homes & Villas logo | |
| <input type="checkbox"/> | | | |

4 Social Proof

Social proof is a psychological phenomenon where people trust the actions of others to help then make a decision. They feel others may have more knowledge about what's going on and what should be done. It's evidence that other people have signed up and found value in your service.



- | | |
|--|---|
| <input type="checkbox"/> Testimonials (written, recorded, or both) | <input type="checkbox"/> Staff certifications/trainings |
| <input type="checkbox"/> Reviews | <input type="checkbox"/> Number of years' experience |
| <input type="checkbox"/> Ratings | <input type="checkbox"/> Number of guests you've had |
| <input type="checkbox"/> Trust icons | <input type="checkbox"/> Number of owners in your program |
| <input type="checkbox"/> Social media likes | |
| <input type="checkbox"/> | <input type="checkbox"/> |

5 Compelling Offer

A compelling offer (also called a "Mafia Offer") is an irresistible offer your target customer simply "cannot refuse."



- | | |
|---|--|
| <input type="checkbox"/> FREE Digital Locks | <input type="checkbox"/> FREE Home Tech Installation |
| <input type="checkbox"/> FREE Income Projection | <input type="checkbox"/> FREE Photography |
| <input type="checkbox"/> FREE Interior Design Consult | <input type="checkbox"/> FREE 3D Tours |
| <input type="checkbox"/> FREE Home Improvement Credit | <input type="checkbox"/> FREE Drone Photography |
| <input type="checkbox"/> | <input type="checkbox"/> |

6 Call To Action

Every marketing piece needs to have a CTA that encourages the audience to take action or to do something. It tells your audience what to do with the information you've given them. Notice how much more compelling a CTA is when you include a compelling offer to sweeten the deal.

- | |
|---|
| <input type="checkbox"/> Call today! |
| <input type="checkbox"/> Call or text today! |
| <input type="checkbox"/> Call, text, or email today! |
| <input type="checkbox"/> Join today & get FREE photography! |
| <input type="checkbox"/> Join today & get two FREE cleans! |
| <input type="checkbox"/> Join today & get two FREE annual deep cleans! |
| <input type="checkbox"/> Join today & get your onboarding fees waived! |
| <input type="checkbox"/> Scan to see how we can boost your revenue this year! |
| <input type="checkbox"/> Scan to see what's possible with NO start-up fees! |
| <input type="checkbox"/> Scan to see how we GUARANTEE your satisfaction! |
| <input type="checkbox"/> Scan to see what personalized service looks like! |
| <input type="checkbox"/> Scan to see what better care looks like! |
| <input type="checkbox"/> |
| <input type="checkbox"/> |



7 Risk Reversals

A risk reversal is a strategy that transfers the risk of a transaction from the buyer to the seller. The seller agrees to make things right in advance if it doesn't end up satisfied. It's a great way to eliminate barriers to purchase.

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Evolve's "Risk Free Guarantee." You can cancel after 6 months and get a 100% refund of all of your management fees. |
| <input type="checkbox"/> | Vacasa's "Well beat your current revenue by \$5,000 or more, or we'll refund you the difference up to the full amount of our management fee" |
| <input type="checkbox"/> | "If we don't generate a 5 star review, we won't charge a commission!" |
| <input type="checkbox"/> | "You only pay full commission on 5-star reviews!" |
| <input type="checkbox"/> | Earn 20% more revenue guaranteed! |
| <input type="checkbox"/> | No Onboarding/Start-Up Fees |
| <input type="checkbox"/> | No Long-Term Contracts |
| <input type="checkbox"/> | 100% Satisfaction Guarantee |
| <input type="checkbox"/> | |
| <input type="checkbox"/> | |



Don't want to do the work? Let the expert do it for you!
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