

How to Identify your Ideal Guests and Stand Out From The Crowd

Why is it important to identify your ideal guests?

You might say, well I'm in a busy tourist destination so I have to welcome everyone and anyone.

Or you might say, well I don't have the luxury of picking and choosing who comes to stay, because I have to pay my bills

Or you might even say, it's impossible to stand out around here because I'm constantly being undercut by Airbnbs and lower priced options

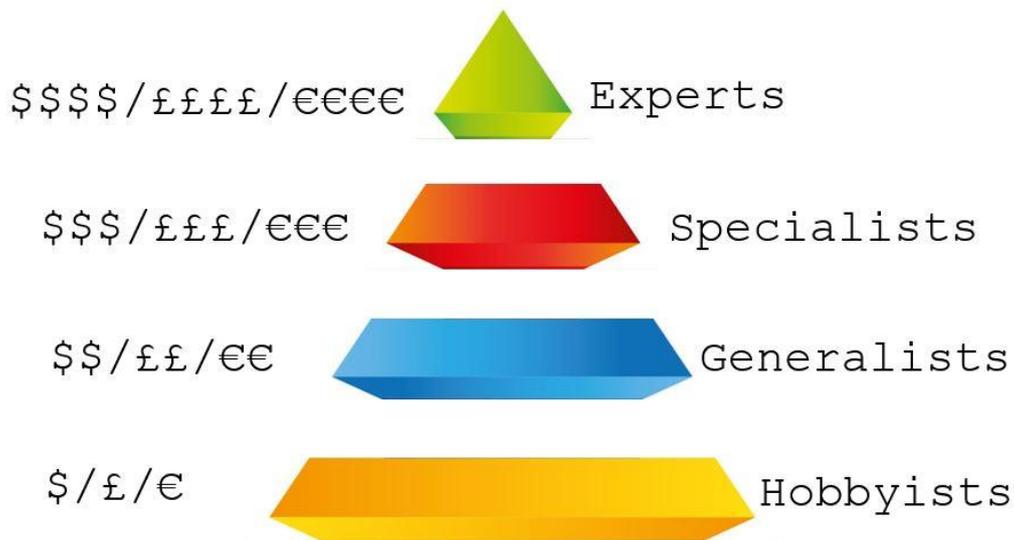
So let me reassure you up front that by identifying your ideal guests and then marketing yourself and property just to them, doesn't mean you have to turn anyone away

Not at all

In fact, what will happen when you understand the value to you and to your guests of what I call "niching" your business, the guests you don't really like, can't relate to or just cause you grief, will gradually disappear

In fact, when you get clear on who you want to welcome and why they would choose you, you'll be able to forget about everyone else, charge higher prices and take yourself out of what we call the "meat market" meaning the lower end, even if you feel stuck there right now

Let's look at what I call the value pyramid...



At the bottom we have the Airbnb's and the hobbyists. These people are running their hospitality businesses for a bit of money on the side. They've probably listed with all the online travel agents and even though they might complain about the commissions they have to pay, they don't really want to learn any new skills on how to market themselves.

They charge low prices and give a corresponding service.

Next we come to the "generalists", who welcome anyone and everyone, don't really know who they want to welcome and why. They feel like they're in competition with the hobbyists and are pricing themselves just above or on a par with them.

Next up the pyramid is the "specialist". These owners have studied their market, their guests and their guests' needs and have positioned themselves above the generalists and hobbyists. They know exactly who they want to welcome and why, and they don't pay much attention to what everyone else is doing.

Right at the top of the pyramid is the "expert". The owners in this bracket have done everything the "specialists" have done and taken it one step further.

They are "experts" on a particular topic about their area, and have taken the trouble to create assets, such as books and core marketing pieces to position themselves way above the competition.

These owners are the "go to" accommodation in their respective areas for a certain kind of guest and everyone who needs to, knows it. They

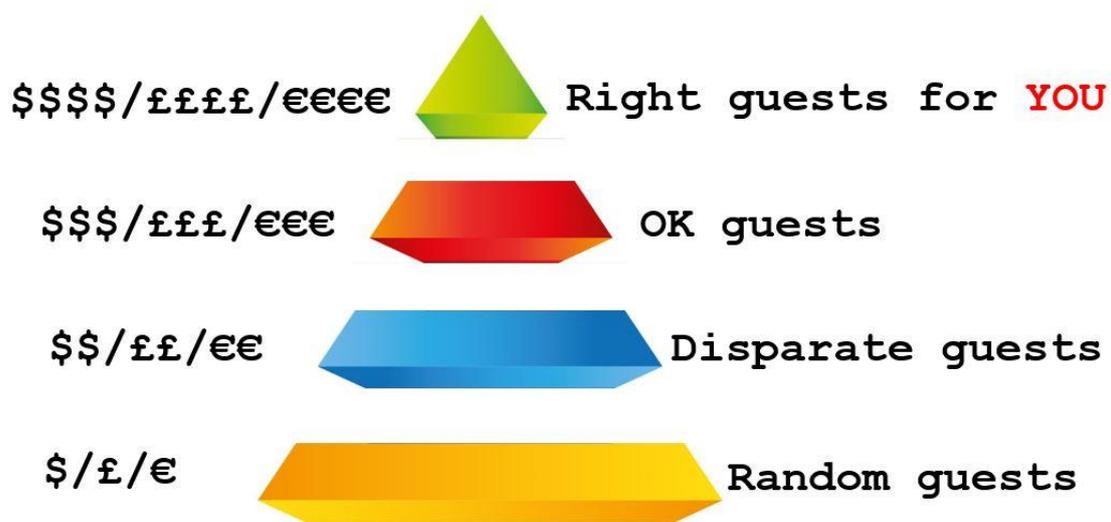
market only to their ideal guests, charge premium prices and are always welcoming the RIGHT guests for THEM.

Let me ask you, who gets paid the most?

And where are you on this scale?

And here's the thing, if you're in the hobbyist or generalist categories and you're happy there, then you don't need to do a thing.

My guess is that you're watching this video because you're not happy, and you'd really rather learn how to position yourself as a specialist or an expert and start attracting the RIGHT guests for YOU



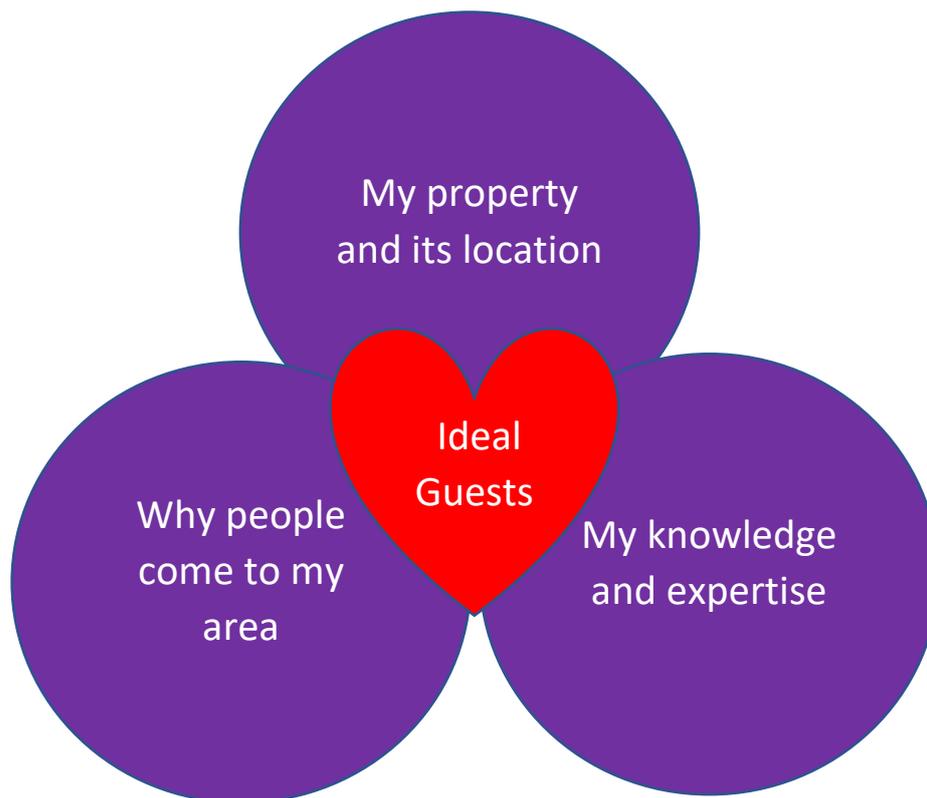
And why not? Because that's where all the money and all the fun is, and who doesn't want more money, and more fun?

When you look and sound the same as everyone else, it will be very difficult for you to attract the right guests or charge premium prices, making you vulnerable to local competition and discounting.

By positioning yourself well in the market, not just because of your property and the great service you offer, but also because of WHO you are as a person of value, will mean you can charge higher prices and attract more of the right guests for you

The formula for becoming an "expert in the eyes of your guests" consists of 3 elements...

- First is your property and its location
- Second, why people come to your area
- Third, your local knowledge and expertise



When you can combine all three of these elements you will have a winning formula for not only attracting the guests you want, but also being able to position yourself as the “expert” for them.

The more niche your topic & the more you know about it, the more easily you’ll be able to market yourself and your business.

Everyone has skills and knowledge that they can package up and use. You just need to take stock of what knowledge you have and relate it to your guests and your location.

If at this point, you’re thinking, well I don’t have any expert knowledge, then at the very least, you can become an “expert” on your area, simply because you’re living there.

Guests who visit you know next to nothing about where to go, what to see and what to do, so if you feel stressed about not finding something specific about your area that you can focus on, then you can decide to become the expert on your area, and then lead with that.

And finally, you'll then need to craft a message that reflects both your value and your ideal guests desires, so you hit the target every time

If you feel stuck in the "meat market", then I encourage you to connect with why you set up your business in the first place and what your goals are for it, so you can re-evaluate where you want to go from here.

I'm Yvonne Halling – Bed and Breakfast Coach for UK Tourism Online Learning Hub

I hope this has been helpful for you