

*The* HOSTING  
*MASTERCLASS*

WORKBOOK

THE HOSTING MASTERCLASS

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CHAPTER 00

S T A R T

## CHAPTER 00

# S T A R T

Having a physical space to do your work is crucial. I want you to set up the spot from which you will do your work each week — it may be a desk, a few items of inspiration spread around a special spot — it doesn't really matter. What does matter is that you have a location dedicated to the work at hand. Don't get too concerned, it could be setting up a vignette that reminds you of who you are and what you are working for. Maybe it's your vision for what's next stuck up on the wall. Whatever it is, this exercise is open-ended and I want you to interpret it however feels right and honest and best for you. Take the time to create a space that makes you feel grounded and focused, but also tells a story about who you are and what you want. Your audience is you, me and your fellow classmates — we want to see what makes up you, inspiration and all. Brainstorm a few ideas that are meaningful to you and then get to work!

Now, once things are sorted, photograph it, write about it, and post it using hashtags *#thehostingmasterclass* and *#thm00* — because, as we move through this school, you'll see that I ask you to evolve your space, make changes, and to tell me more of your story. Really, this is a small space where you can practice and apply the theories we are learning throughout the course, regardless of whether or not you also have a whole property to work on, too. This is where you can put learning into practice.

To see my example, go to the very first hashtag *#thm00* and you'll see my submission.

CHAPTER 01

AUDIENCE & PRICING

## CHAPTER 01

### QUESTION 01.1

Here is where we sit down and take the first step in thinking about this business properly. Knowing and shaping your audience strategically in a business sense, understanding how to sell to them emotionally, and being confident in pricing will set you apart — both in a business sense and profitability — from 99.9% of the other short term rental properties out there. These understandings really are the keys to your kingdom of success.

- If you want to be booked out, year round, at top dollar, who should be your audience?

CHAPTER 01

QUESTION 01.2

- If your property is currently not targeting couples (and targeting families or groups instead), how could you re-invent your place to focus on this market first?

CHAPTER 01

EXERCISE 01.1

- Write a short description of your property as though you are *practically* selling it.

- Write a short description of your property as though you are *emotionally* selling it.



CHAPTER 01

EXERCISE 01.2

Let's work out your starting nightly rate.

- When are you going to increase that rate? (*occupancy average for your area*)
  
- By how much at a time?

CHAPTER 01

REFLECTIONS

*Your space for notes, ideas, future plans, dear diary'ing.*

CHAPTER 01

KEY LEARNINGS

Who is your audience?

Emotional vs Practical Selling

How to Price

CHAPTER 02

YOUR HOUSE STORY &  
HOUSE NAMING

CHAPTER 02

EXERCISE 02.1

Now that we understand how this is a business (and how to leverage that), it's time to get creative! I encourage you to spend at least a week here, diving deep into all your ideas. You never know who will come out the winner.

*Let's start to brainstorm Your House Story.*

Let's tease out your story now, from what you know and with a little help from your friends.

Some Basics:

- On a scale of 1 to 10, is your property/project conservative (1) or innovative (10)?
- On a scale of 1 to 10, is your property/project quiet (1) or loud (10)?
- On a scale of 1 to 10, is your property/project youthful (1) or mature (10)?
- On a scale of 1 to 10, is your property/project feminine (1) or masculine (10)?

CHAPTER 02

EXERCISE 02.1

- What era is your property/project, or what era do you want to place your story into?
- Location-what do you see, hear, smell, feel?  
For example: *brown paddocks, open horizons, sheep, land rover defender, dust.*
- What colours are these?
- What elements, style-wise, could you add to your home/project?
- What practical elements do you need for your location?
- What activity elements could you include to mirror the location?

CHAPTER 02

EXERCISE 02.1

- History, what has happened in your home before now? What about in the area?
- What elements, style-wise, could you add to your home based on this history?
- What activity elements could you include to mirror the history?
- What activities can you do here?
- What activities could you do or add that suit your house story?
- What elements, style-wise, could you add to your home to bring these activities into your story?
- What is the weather like?

CHAPTER 02

EXERCISE 02.1

- What atmosphere do you want to create?
- What elements, style wise, could you add when reflecting on these two elements?
- Practically, what do you need to create the atmosphere of your home?
- What sort of food would people eat here to fit your story?
- What sort of drinks?
- What sort of music fits your story?
- Tell me about you – your why and what you value.



CHAPTER 02

EXERCISE 02.1

- What elements, style-wise, could you add to reflect this answer?
- List all the negative elements of your property/project.
- Now spin these negative elements into positives.

CHAPTER 02

EXERCISE 02.2

Let's pick out all your favorite elements and start to build a concise story.

- Styling:

- Age:

- Values:

- Gender:

- Audience:

- Colours:

- History:

- Location:

CHAPTER 02

EXERCISE 02.2

- Imagery:
- My Why:
- My Values:
- Activities:
- Music:
- Food:
- Atmosphere:
- Emotion:
- Weather:

CHAPTER 02

EXERCISE 02.2

- Negatives:
- Positives:
- Special Mentions:

CHAPTER 02

EXERCISE 02.3

Now, tell your house story in a sentence or two.  
*Okay, three at most.*

CHAPTER 02

EXERCISE 02.4

Let's brainstorm some ideas for your house name based on your story and good naming practices.

CHAPTER 02

H O M E W O R K

House Name:

Hashtag:

Instagram Handle:

Website:

CHAPTER 02

REFLECTIONS

*Your space for notes, ideas, future plans, dear diary'ing.*



CHAPTER 02

KEY LEARNINGS

What is a house story?  
Why is it important?

Creating our own house story.

Developing a house name.

CHAPTER 03

# STYLING

## CHAPTER 03

### EXERCISE 03.1

We made it! Now we get to the fun stuff we've all worked for weeks and weeks on paper to get to. I really can't wait to explore your work on instagram, — understanding and practicing the science of styling is such a magical gift I am so proud to give!

- Make a mood board from your House Story. You can use tear sheets, a physical board, pinterest, a word doc, however you feel comfortable.

CHAPTER 03

EXERCISE 03.2

- Make a mud map & draw out your rooms

CHAPTER 03

EXERCISE 03.3

- Write down the 10 rules in your notebook

CHAPTER 04

PRESS & PHOTOGRAPHY

CHAPTER 04

QUESTION 04.1

Your property is ready, now let's start showing the world — through your own eyes and maybe with a little help of professionals and press. Now, let's go!

- What are the five rules of taking a beautiful photo, no matter the device?

CHAPTER 04

EXERCISE 04.1

Whether you're using a big camera or your phone, it's important to investigate ways to learn more. How do you plan to further your own photography skills?



## CHAPTER 04

### EXERCISE 04.2

Start taking photos and editing them. From this point on, it's all about practicing because the more you do, the quicker you are going to improve. Don't be frightened — the more mistakes you make, the better you will one day be. It feels uncomfortable, but we have all walked this path and there's joy in learning. Feel the fear and do it anyway. Spend some time having a go.

CHAPTER 04

EXERCISE 04.3

What magazines, or online design blogs, do you think your property would be a good fit for?

CHAPTER 04

EXERCISE 04.3

Go and buy a copy of each of these magazines and make a list of who the photographer is for each of the feature house stories. You'll notice that there are a few main photographers for each magazine.

CHAPTER 05

BOTANICALS

CHAPTER 05

QUESTION 05.1

It's with botanicals that we take what has taken you weeks and weeks to develop and we INSTANTLY make it twice as beautiful. After all, no one can do it like nature can. By bringing organic elements into the home, we add a depth and complexity we could never achieve on our own. Nature may be our greatest teacher for seeing beauty and properly telling story.

- Do you have a large cavernous space to fill or is it small and cosy? Think about the size of your arrangements in relation to the size of your home. Scale is key. Make some notes about your ideas, moving from room to room.

CHAPTER 05

QUESTION 05.2

- What colours are around your house in the natural world? Think about the colour of the earth and sky as well as plants and branches and things. Take note of the scent in the air. How does it feel? Is it foresty, beachy, a suburb, the country?

CHAPTER 05

QUESTION 05.3

- What's your maintenance schedule? Realistically, what would you like to do: dried arrangements, fresh arrangements, house plants, botanicals woven through your props and furniture?

Your notes: Three arrangements to try.

CHAPTER 06

PRACTICALITIES & MANAGEMENT



## CHAPTER 06

# PRACTICALITIES & MANAGEMENT

Let's use the following few blank pages as a space for you to take notes on this chapter. List out ideas for running your property. This is a big week of working with the details, creating infallible systems, and more. In other words, you're off the hook for homework and exercises!

CHAPTER 06

PRACTICALITIES & MANAGEMENT

CHAPTER 06

EXERCISE 06.1

I want you to pick two items you are wondering about and write out your decision making process about if you will or wont provide them in your property.

CHAPTER 07

WEBSITES

CHAPTER 07

EXERCISE 07.1

Time to take one giant leap toward launching property! Let's make a website! Don't be concerned, anyone can do this and we're about to go through it, step by step. I am far too excited to see what you create!

- Let's have a look around Squarespace to see what they have available for you to build your website for free.

CHAPTER 07

EXERCISE 07.2

- Your challenge is to build a cover page. Explore the tools and use Squarespace's help feature to figure out anything you don't know.

CHAPTER 08

SOCIAL MEDIA, MARKETING  
& BRAND PARTNERSHIPS

CHAPTER 08

EXERCISE 08.1

You've ticked the box and you have a property you can be proud of, now let's tell all the right people about it. You know better than anyone else who your audience is.

- Write two A4 pages (on some spare paper, not this workbook) about your fantasy dream day at your property. It's not what's real, it's your house story. No screaming kids, no butter in the vegemite – this is the dream. Be extremely detailed in your story – what are the smells, the temperature, what are the activities you're doing – tell me everything and spare nothing. Now, once that's done, cut those sentences up, scrunch 'em up, and put them into a beautiful little vessel on your work space.



CHAPTER 08

EXERCISE 08.2

- Pull one of your scrunched up story sentences out, at random, and use that as inspiration, or write that exact sentence, or use the sentence to trigger a story, or pretend you're telling that story to your very best friend in a post on instagram. Use one of your pictures, or another, to post and share. When you do, be sure to use *#thehostingmasterclass* and tag *@thehostingmasterclass* so I can see it.

CHAPTER 08

EXERCISE 08.3

- Your task is to do a story about your sentence jar. Maybe you pull a sentence and then do a series of stories about that sentence and what it means, etc.

CHAPTER 08

EXERCISE 08.4

You've ticked the box and you have a property you can be proud of, now let's tell all the right people about it. You know better than anyone else who your audience is.

- I am:

- I am not:

CHAPTER 08

EXERCISE 08.5

Every day for a week, do one post and one story that embodies some element of who you are from your list. Use our hashtags and tags, and commit to posting every day this week, sharing who you are.

CHAPTER 08

EXERCISE 08.6

Read and reflect on these lists and ask yourself why. How do they feel to you?  
Why and what do you like? What resonates and rings true?

CHAPTER 08

REFLECTIONS

*Your space for notes, ideas, future plans, dear diary'ing.*

CHAPTER 08

KEY LEARNINGS

Telling your house story on instagram.

How to use stories.

I am / I am not.

How to find images to post.

Growing your account, using influencers, competitions and hashtags.

Brand partnerships.

CHAPTER 09

YOU MADE IT



CHAPTER 09

REFLECTIONS

*Your space for notes, ideas, future plans, dear diary'ing.*