

# THE REPEAT WORK PLAYBOOK

## For Travel Creators Who Want to Stop Chasing One-Offs and Start Getting Paid Monthly

**Read this if you're tired of DMing new hotels every week.**

Repeat work is the only thing that actually matters if you want this to turn into income, not a hobby. You're not trying to collect stays. You're building partnerships. And hotels don't rehire people just because the content looked nice. They rehire creators who solve their problems, make them look good, and are easy to trust.

This is the guide that shows you how to do that.

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## MINDSET: YOU'RE NOT A GUEST, YOU'RE A SOLUTION

Hotel owners and managers are:

- Overworked, usually doing multiple jobs at once
- Burned by flaky creators who underdeliver
- Tired of Instagram fluff that doesn't drive bookings

They want results and reliability. Show up as the fix to their headaches.

### What Hotels Actually Want:

- More direct bookings (so they don't lose margin to Booking.com)
- Better Instagram/TikTok content without doing it themselves
- Someone who gets their vibe and can make them look how they want to be seen

When you start thinking like a *partner*, not a *guest*, everything changes.

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## PRE-COLLAB SETUP: STACK THE DECK IN YOUR FAVOUR

## **1. Ask questions that show you give a sh\*t:**

- "Who's your typical guest? Couples, families, solo travellers?"
- "Which platform brings you the most bookings right now?"
- "Is there any specific area you'd like help with (e.g. Instagram growth, content for paid ads)?"

## **2. Confirm all deliverables — and suggest extras**

- Get written agreement on deliverables, usage rights, and deadline
- Offer optional add-ons for free: "Would a few verticals for Stories be useful too?"
- Send a visual moodboard or examples in advance

## **3. Arrive with a plan**

- Research their past posts and most popular reels
- Draft a shot list that fits *their* aesthetic, not yours
- Add 2-3 ideas that go beyond typical hotel shots (guest POVs, local area walk-throughs, 'day in the life' format)

## **4. Treat the collab like an interview**

- Be professional from your first message to check-out
  - The goal isn't just to get this gig. It's to earn the next one.
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# **DURING THE STAY: ACT LIKE STAFF, NOT A STAR**

## **1. Your attitude is being watched**

- Managers notice if you're rude to staff or lazy
- One bad vibe ruins any chance of repeat work

## **2. Overdeliver by default**

- Shoot more than you promised
- Grab B-roll, behind-the-scenes, and local footage
- Offer short verticals they can use in Stories or ads

## **3. Be visible online**

- Tag them in your content throughout the stay
- Repost their stories, comment on their posts, reply to DMs

- Leave them a glowing review on Booking.com or Google

#### **4. Take notes**

- What packages are they pushing? What's their Instagram bio CTA? Are they running ads?
  - Use this later when pitching the retainer
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## **AFTER THE STAY: BE THE BEST HANDOVER THEY'VE EVER SEEN**

### **1. Deliver early if you can**

- Send a clean folder structure: `/Photos /Videos /Captions /UsageRights`

### **2. Include usage rights info clearly**

- E.g. "Royalty-free, non-exclusive use on organic social, website, and emails. No paid use unless agreed."

### **3. Add unexpected value**

- 1-2 bonus clips or edits they didn't ask for
- Voiceover version of a reel
- Raw files for flexibility

### **4. Tell them how to use it**

"These verticals are perfect for TikTok and IG Reels. The photos of the breakfast tray perform really well for CTA-style posts, especially when paired with a direct booking link."

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## **FOLLOW-UP: THE PART ALMOST EVERY CREATOR SCREWS UP**

### **1. Wait 7–10 days after delivery**

### **2. Follow up with data, not begging**

“The reel from your rooftop got 12.4k views and 112 saves in 3 days! Had a few comments asking where it was filmed too.”

### 3. Plant the seed for repeat work

“If you’re ever in need of regular content, I offer a small monthly package with 3–4 reels, photos, and captions. Would be happy to send more details if helpful.”

### 4. Make it easy to say yes

Send a menu like this:

#### Basic Package (£250/month)

- 2 reels, 10 edited photos, captions

#### Growth Package (£400/month)

- 4 reels, 15 photos, 1 bonus ad-ready video

Include examples and testimonials. Keep the tone chill, not desperate.

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## LONG-TERM PLAY: HOW TO BECOME THEIR GO-TO CREATOR

### Subtle Psychology That Makes You Irreplaceable:

- **Familiarity bias:** People rehire who they know, even if someone else is technically better
- **Reciprocity:** If you’ve gone above and beyond, they *want* to return the favour
- **Status alignment:** If you act like a peer not a beggar, you get treated like one

### Things That Increase Your Rebook Rate:

- Sending them updates when old content performs well
- Shouting them out even when you’re *not* working together
- Introducing other creators or business (bring value outside of yourself)

### Email Template – 2 Months Later

Hey [Name], just wanted to say the reel from [Date] randomly picked up 20k more views last week. Hope it's still bringing in bookings! I've got a free slot next month and would love to work together again if it fits.

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## FINAL CHECKLIST

✅ Got the deliverables in writing? ✅ Researched the hotel thoroughly? ✅ Sent a custom shot list + moodboard? ✅ Delivered content in a clear, clean format? ✅ Followed up with performance stats? ✅ Positioned yourself as a long-term partner?

If you hit all of these, most hotels will say yes again.

If you don't, they'll forget you even stayed.

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## END NOTE

Most creators never think past the first stay. If you become the one who does, you'll be one of the few actually getting paid monthly to travel and create. That's the goal. And this is how you get there.

Print it. Bookmark it. Live it.

Repeat work isn't luck. It's built.