

## How to Land Your First Free Stay

Welcome to MUOB. This guide gives you a step-by-step breakdown of how to successfully land your first free hotel stay in exchange for content. It's designed for creators with no previous experience working with hotels.

### 1. Build a Basic Content Portfolio

Before reaching out to any hotels, have at least:

- A TikTok or Instagram account with consistent content
- 5-10 videos showcasing travel, lifestyle, or hotel-style content (real or simulated)
- A bio that clearly states you're a content creator (bonus: add "Travel Creator | UGC" to your name)

If you don't have hotel content yet, create hotel-style content in:

- Airbnb stays
- Coffee shops
- Local boutique spots

### 2. Get Your Profile Pitch-Ready

Hotels scan your profile fast. Make sure:

- Your best videos are pinned
- You use a clean profile photo
- Your content has consistent style and editing (even basic CapCut templates are fine)
- Your link-in-bio leads to a Google Drive or Notion page with a few UGC examples

### 3. Write a Simple Outreach Message

Short, clear and confident. Example:

"Hi, I'm a travel content creator currently in [location]. I love your hotel and would love to offer a short video or photo package in exchange for a 1-2 night stay. I've worked with similar properties and can send examples. Let me know if that's of interest!"

### 4. How to Find Hotels That Say Yes

You want:

- Small boutique hotels or unique stays (avoid huge chains)
- Places that are already active on Instagram or TikTok
- Hotels with under 10k followers (they're more likely to engage)

Search using:

- Airbnb, Booking.com (filter for small, aesthetic properties)
- Instagram location search (look at who's tagged hotels)
- Google Maps > Hotels > Look for websites and social media links

### 5. Send 10 DMs Per Day

Consistency wins. Don't send one message and wait.

- Track who you message in a Google Sheet
- Follow up once after 3 days if no reply
- For email outreach, keep it even shorter and include a link to your examples

### 6. Deliver Great Content (Even if It's Free)

Your first few gigs are to build proof. When you do land one:

- Communicate clearly with the hotel
- Over-deliver: send more than you promised
- Share the content on your own socials and tag them

This helps you:

- Get testimonials or reposts
- Turn a free stay into a long-term relationship
- Get better results for your pitch next time

### Need Help?

Ask questions in the MUOB Creators chat or explore the Explorer channel for ideas and examples from other creators.

Let your content do the talking - and let the bookings follow.