



JAY & HIMANI PRESENTS

HOW TO LAND COLLABS WITH
**AIRBNB &
STAYS**

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WELCOME TO THE COURSE

Welcome to 'How to Land Collabs With Airbnb & Stays' by Jay & Himani. We're thrilled to have you join us on this journey to learn how to harness the power of social influence and content creation to secure FREE stays!

Who Are We?

Hey there, we're Jay and Himani! Together, we manage a social media account where we share our adventures in the Midwest and beyond. We offer insights into the best places to explore, stay, and eat, featuring content that ranges from hidden gems to top accommodations. In our first year, we've welcomed over 16,000 followers into our Instagram family, all united by a love for adventure.

Why This Course?

We've designed this course to help you secure complimentary or heavily discounted stays at Airbnbs and other accommodations. Drawing from our own experiences, we've identified the most effective strategies for collaborating with hosts and learned from the approaches that didn't quite work. Now, we're excited to share these valuable insights with you. Whether you're just starting out or looking to elevate your skills, our course is packed with all the resources you need to succeed in stay collaborations. Let's embark on this journey together!

WHAT WILL YOU LEARN?

01

INTRODUCTION TO STAY COLLABS

Dive into an overview of what collaborations are and discover how they can help you secure complimentary or discounted stays.

02

SELECTING THE RIGHT STAY

We'll guide you through the process of discovering and selecting accommodations that not only meet your needs but also resonate with your audience.

03

WRITING THE PITCH

Master the art of crafting a compelling pitch that highlights your unique value proposition. We'll guide you through every step, from creating a memorable introduction to negotiating terms that benefit both parties.

04

PRODUCING CONTENT

Learn how to plan and produce content that not only resonates with your audience but also fulfills the terms of your collaboration agreement.

05

BUILDING FOR THE FUTURE

Discover how to leverage your past collaborations to attract more partnerships in the future.

CHAPTER



NUMBER 1

INTRODUCTION TO STAY COLLABS

THE POWER OF COLLABS

Welcome to the first step on your journey to mastering stay collabs! In this chapter, we'll explore what collaborations entail and uncover the benefits they provide.

WHY COLLABORATE?

Collaborations create a win-win relationship. For you, this could mean a free or discounted stay, saving you money on travel as well as providing content for your account.

Meanwhile, the host benefits from exposure, valuable marketing content, and potentially direct bookings from your followers. Understanding this mutual value makes collaborations highly beneficial. Remember, you are as valuable to the host as they are to you, so believe in yourself!

Types of Collaborations

- **Barter Collaborations:** This method involves exchanging services such as content creation for complimentary stays or other perks.
- **Sponsored Collaborations:** In this arrangement, influencers receive financial compensation and complimentary services in exchange for featuring the property on their social media platforms.
- **Affiliate Collaborations:** In this type of collab, influencers earn a commission for every booking made through their referrals, usually via a specific code or link.

The Basics of Stay Collaborations

Stay collaborations involve working with hosts to produce content that benefits both parties. This typically includes showcasing the accommodation in a manner that aligns with your personal brand and enhances exposure or bookings for the host. If you're not primarily an influencer, it might involve creating user-generated content (UGC) for the host's marketing efforts or other needs.

Are There Any Prerequisites?

While there are no strict prerequisites for securing a stay collaboration, understanding your own value proposition is crucial to effectively leverage such partnerships. What can you offer to the host? High-quality photography, engaging video content, and a loyal following are just a few of the key selling points you might bring to the table.

Here Are the 5 Simple Steps to Follow for Collabs

- 1. Build Your Brand:** Create a strong and attractive online presence with a clear theme or niche. Hosts prefer collaborating with influencers who have a well-defined brand that aligns with their marketing goals. For instance, our focus on Midwest travel and experiences positions us ideally for securing stays and experiences in the region, as it resonates with our audience. Always highlight your strengths first!

2. Create a Media Kit: Think of this as your resume!

For Influencers: Include key metrics like your follower count, engagement rate, reach, audience demographics, and examples of past collaborations.

For Other Creators: Showcase your skills with content relevant to the collaboration, such as property photos and drone shots.

3. Reach Out Thoughtfully: When identifying potential stays, tailor your pitch to show that you've done your homework. Clearly explain how a collaboration with you can benefit them.

4. Negotiate Clearly: Be clear about what you're requesting—whether it's a free or discounted stay—and specify what you're offering in return. Outline the expected deliverables, such as number of posts, type of content, and usage rights.

5. Deliver on Promises: Once a collaboration is agreed upon, it's crucial to deliver high-quality content on schedule. This approach helps build your reputation and can pave the way for more collaborations in the future.

CONCLUSION

Collaborations are more than mere transactions; they are relationships founded on respect, professionalism, and genuine connections with hosts. Maintaining these principles is crucial as you master the art of stay collaborations and enjoy the perks of staying at unique properties around the world.

CHAPTER



NUMBER 2

SELECTING THE RIGHT STAY

FINDING THE PERFECT MATCH FOR YOU

This chapter will guide you through the process of identifying and selecting accommodations that align with your personal brand and audience preferences, setting the stage for successful collaborations. While there are numerous potential places to target, choosing the right ones is crucial. We're here to show you how.

Understanding Property Selection

The choice of accommodation is pivotal to the success of your collaboration. A carefully chosen stay and location not only enhance your content but also resonate with your followers, boosting their engagement and lending authenticity to your promotion.

Criteria for Selection

The accommodation should ideally match your style and content format. Whether your focus is on luxury travel, budget backpacking, or unique off-the-grid homes, it should align with the aesthetic you've established on your profile. For example, we prefer unique stays like glamping experiences, as we believe these will captivate our followers and accurately reflect our passions and desired image.

When choosing our stay, we always consider certain key factors that guide our decision-making process.

Here Are Those Key Factor to Look For:

- **Target Audience Appeal:** Choose accommodations that align with your audience's preferences. For instance, if your followers are interested in eco-friendly travel, prioritize stays that promote sustainability. While you might still secure collaborations otherwise, it could impact future partnerships.

Note: If you're interested in a stay that may not be as appealing, it can still work. You just have to be more creative in providing value to your audience, perhaps by showcasing nearby attractions or similar offerings.

- **Target Property:** Look for places that aren't overly popular or target stays during off-seasons and weekdays. Accommodations that are fully booked are unlikely to collaborate with you during peak times since they're already receiving business.
- **Unique Features:** Stays with unique or Instagram-worthy features tend to perform better in visual content. Look for distinctive characteristics, such as exceptional design elements, stunning views, or amenities.
- **Host Willingness:** The willingness of the host to engage in collaborations is critical. Accommodations that are already active on social media or have previously engaged with influencers are often more receptive to new partnerships. So be sure to target those stays first!

Researching Potential Stays

Effective research is key to finding the right properties. Here's how to conduct thorough research:

- 1. Use Social Media:** Platforms like Instagram, Pinterest, and travel blogs are valuable for discovering popular properties. Look for posts tagged at various stays or recommendations shared by fellow travelers.
- 2. Leverage Booking Platforms:** Websites like Airbnb, Booking.com, and Expedia offer extensive filters to help you identify properties that meet your needs.
- 3. Check Reviews and Ratings:** Reviews provide insights into the guest experience and may highlight aspects that align with your brand's values, such as exceptional service, unique decor, or a prime location. If the guest rating is low, it's unlikely you'll have a successful partnership.

CONCLUSION

Choosing the right place to stay is more than just about securing a free spot; it's crucial for ensuring a successful outcome for both you and your host. Making thoughtful, well-matched choices in your accommodations can set the foundation for a positive, lasting relationship. This not only benefits you in the short term but can also pave the way for greater success and more opportunities in the future.

CHAPTER



NUMBER 3

WRITING THE PITCH

THE ART OF PERSUASION IN ACTION

Crafting a compelling pitch is essential for securing collaborations. Your presentation is half the battle. This chapter delves into the basics of creating a pitch that not only captures attention but also convinces hosts of the mutual benefits of partnering with you. Explore the strategic elements that contribute to an effective pitch, ensuring you maximize your chances of securing that stay.

Understanding the Components of a Great Pitch

A successful pitch is clear, concise, and compelling. It should communicate who you are, what you do, and how the collaboration will benefit both parties involved. The aim is to establish a connection by aligning your offer with the host's needs and interests.

Components of a Great Pitch

- 1. Introduction:** Start with a brief introduction about yourself, your brand, and your platform. You can mention things such as your follower count, engagement rate, and the niche you cater to.
- 2. Past Work:** If available, provide examples of successful past collaborations. Share metrics or testimonials to add credibility. Showing that you have a track record of success can boost your credibility and reassure potential collaborators. Hosts love to see that you know what you are doing! We usually share a link to our portfolio.

3. Proposal Details: This step is crucial. Send the host a proposal and clearly state what you're asking for, whether it's a free stay, discounted rates, or other compensations, and what you're offering in return.

Usually, we propose complimentary stays in exchange for reels since it aligns with our style. Additionally, as we already take photos and videos, we offer them usage rights to the raw content as an additional perk. This can be a selling point, requiring minimal effort since influencers already generate a lot of content.

Tip: If it's an Airbnb, you may need to cover taxes and cleaning fees.

Tailoring Your Pitch

Customize each pitch to reflect your understanding of the property's unique features and how they align with your audience's interests.

1. Research Thoroughly: Before creating your pitch, thoroughly research the property. Learn about their target audience, current marketing strategies, and any unique features or services they offer.

2. Connect the Dots: Make it clear for the host to see the connection between what they offer and the content you can provide. For instance, if a hotel emphasizes its eco-friendly initiatives, emphasize your audience's interest in sustainability.

Pitching Best Practices

Effective communication is key to making your pitch stand out. Here are some best practices:

- 1. Be Concise and Direct:** Keep your pitch short but complete. People are busy, so a brief pitch is more likely to be read thoroughly and valued.
- 2. Professional Tone:** Keep your pitch professional yet friendly. Combine enthusiasm with professionalism to show sincerity and credibility.
- 3. Follow-Up:** If you haven't heard back within a week or two, it's important to follow up. A polite reminder shows your genuine interest and may prompt a reconsideration or response.

PITCH EXAMPLE

To wrap up this chapter, let's look at an example of what a pitch to a host might look like. Remember, while no two pitches are identical, there are certain elements that you can adapt and reuse. This approach not only helps maintain consistency in your communication but also allows you to refine your message for better results over time.

Hi [Host Name], I'm [Your Name], a passionate [Insert Type of Influencer] influencer with a lively [Insert Platform] community of over [Your Follower Count]. Your stunning property really caught our eye, and we're thrilled at the thought of showing it off!

We'd love to create [What You Plan to Create] that really shows what makes your home special. We'll also include a direct link for easy bookings right in the content. Plus, you'll get full rights to use everything we make, like any awesome drone videos, for your own marketing. In return, we'd be grateful for a complimentary stay during [Insert Dates].

Please take a peek at our portfolio here: [Your Portfolio Link] to see the kind of high-quality work we do.

We're really excited about the chance to work together and share the beauty of your place with our followers.

Best regards,
[Your Name]

CONCLUSION

Mastering the art of pitching is key for influencers and content creators who want to team up with others. Your pitch is your first impression—it shows what you can bring to the table and how you handle yourself professionally. Crafting clear, personalized, and compelling pitches will help you find the right collaborations that really fit your brand.

CHAPTER



NUMBER 4

PRODUCING CONTENT

SEALING THE DEAL AND BRINGING IDEAS TO LIFE

After a successful pitch, the next important steps are completing the collaboration agreement and creating content that appeals to both your audience and the property's marketing objectives. This chapter walks you through finalizing the agreement and executing your content plan with precision and creativity. This ensures that the partnership is successful and your content has a meaningful impact.

Finalizing the Collaboration Agreement

The importance of a clear and thorough collaboration agreement cannot be overstated. It sets the foundation for a successful partnership by outlining expectations, deliverables, and terms for both parties.

- 1. Detail the Terms:** Be specific about everything, including the length of the stay, the content to create, the number of posts, and any special instructions from the property. Clear terms prevent misunderstandings and ensure that both parties are on the same page and satisfied.
- 2. Negotiate Fairly:** Approach negotiation with a win-win attitude. Be willing to compromise and adjust terms so both you and the host feel respected and fairly treated. As you gain more collaboration experiences, your ability to negotiate for longer stays or higher-quality accommodations will improve naturally. There's no magic formula—start with smaller opportunities and progress gradually!

Producing Impactful Content

With the deal settled, attention turns to content creation. This is when your creativity shines, and your capability to fulfill commitments is put to the test. Don't worry it's easy!

1. Plan Your Content: Create a plan that outlines the type of content to be made, such as photos, videos, and posts, as well as when they'll be posted. Planning your content in advance can make your stay more enjoyable because you'll know exactly what to shoot!

2. Create with Intent: Make sure each piece of content captures your audience's interest. Since you know your audience best, focus on highlighting the property's unique features in a creative way.

3. Quality Over Quantity: Concentrate on creating top-notch content that reflects positively on both you and the accommodation. This could involve investing in quality equipment and dedicating time to editing and refining your work.

4. Adapt and Communicate: Be flexible during your stay and prepared to adjust your content plan if things don't go as planned. Stay in touch with the host to make sure they're happy with your work.

Leveraging Content for Maximum Impact

Once content is produced, it's crucial to deploy it strategically to maximize its impact and reach.

- 1. Timing Posts:** Schedule posts for optimal times based on your audience's engagement patterns. We typically post stay reels after sharing information about nearby attractions. This way, the audience sees a place to explore and then a potential place to stay.
- 2. Engage and Interact:** After your content goes live, make sure to engage with your audience. Respond to comments, ask questions, and encourage sharing to increase visibility and interaction.
- 3. Measure Results:** After the collaboration ends, analyze how your content performed. This is crucial for learning and improving for future collaborations. Keep learning!

CONCLUSION

Completing collaboration terms and creating content are crucial parts of any social media partnership. Through thorough preparation, dedication to quality, and proactive communication, you guarantee each collaboration's success and pave the way for future opportunities. This chapter equips you with skills and knowledge to navigate these phases effectively, promoting impactful content creation and lasting professional relationships.

CHAPTER



NUMBER 5

BUILDING FOR THE FUTURE

BUILDING ON SUCCESS TO EXPAND YOUR INFLUENCE

As you navigate the world of collaborations, each successful partnership not only adds to your portfolio but also lays the groundwork for future opportunities. This chapter delves into strategies for leveraging your past collaborations to secure and improve future partnerships. By highlighting your successful projects and maintaining relationships with previous collaborators, you can establish a sustainable path for ongoing growth and success..

Showcasing Past Successes

The first step in leveraging past collaborations is to effectively document and showcase these successes:

- 1. Create a Compelling Portfolio:** Develop a professional portfolio or website showcasing your notable collaborations. Include top-quality images, project descriptions, notable outcomes, and testimonials. This will be a selling point in attracting potential collaborators.
- 2. Case Studies:** For highly successful collaborations, craft detailed case studies. Showcase results like engagement metrics or boosted booking rates for the property. These will serve as prime examples of past work.

Utilizing Testimonials

After completing a collaboration, ask the host for a testimonial. This can greatly enhance your credibility.

Strategic Follow-Up and Relationship Maintenance

Positive feedback from previous collaborations can greatly impact potential partners.

- 1. Regular Updates:** Stay connected with past hosts by regularly sharing updates with them. This is particularly crucial in hotel collaborations, where hosts may manage multiple properties, opening doors to a bigger collaboration.
- 2. Offer Added Value:** Continue supporting your past hosts even after a project wraps up. This might mean sharing their content or endorsing their services. This could lead to opportunities like referrals and future complimentary stays.

CONCLUSION

The ability to grow and expand your collaborations lies in how well you leverage past successes. By effectively showcasing your achievements, maintaining strong relationships with previous partners, and strategically using testimonials and case studies, you can secure more lucrative and impactful collaborations.



Congratulations on completing the 'How to Land Collabs With Airbnb & Stays' course by Jay & Himani! We're thrilled that you've taken this step toward mastering the art of stay collaborations.

As you've discovered, success in this field isn't just about scoring free stays. With the principles you learned in this course in mind, you're ready to effortlessly secure collaborations time and time again!

Thank you for joining us on this journey. Here's to a future filled with exciting adventures and lucrative collaborations. Cheers to your continued success!"

Best wishes,
Jay & Himani