



PROFITIQS

AFFILIATE MARKETING KIT · 2026

Airbnb Business Intelligence System


PROFITIQS™

ESSENTIAL EDITION 2026

Airbnb
Business
Intelligence System™

Excel Business Management System · Field Guide + Quick Start


SHORT-TERM RENTAL EDITION 2026

ESSENTIAL EDITION 2026 PROFITIQS™


PROFITIQS™

ELITE EDITION 2026

Airbnb
Business
Intelligence System™

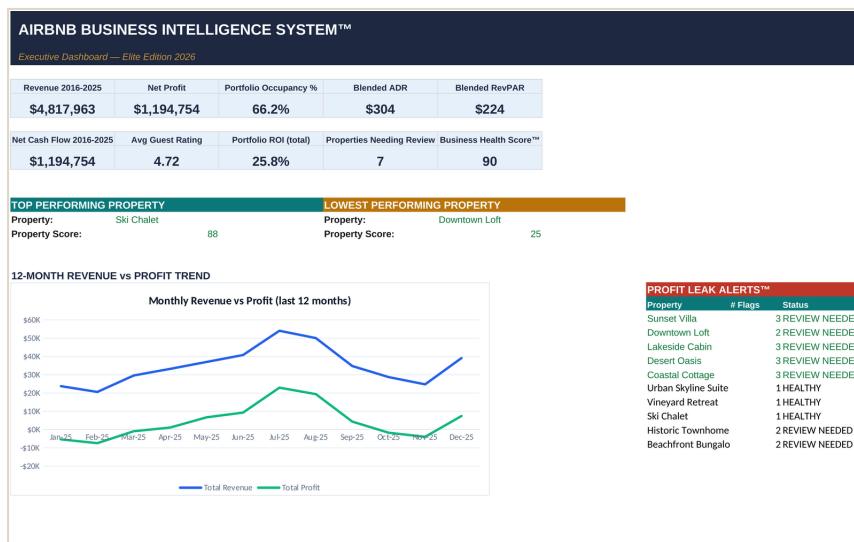
Excel Business Management System · Field Guide + Quick Start


SHORT-TERM RENTAL EDITION 2026

ELITE EDITION 2026 PROFITIQS™

What's Inside This Kit

Everything you need to promote Airbnb Business Intelligence System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.



The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

1. Niche Overview & Product Facts
2. Tier Comparison
3. 30 Video Hooks
4. 10 Video Scripts
5. Social Media Copy
6. Email Swipes
7. Graphic Briefs
8. Audience & Objections
9. Publishing Checklist
10. Paid Ad Copy (Meta Ads)
11. Cold Email Sequence

Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Airbnb — Niche Overview and Product Facts

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Verified product facts

Exact product name: Airbnb Business Intelligence System™ **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	\$97	Excel workbook — 10 sheets; Field Guide PDF — 37 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 25 sheets; Field Guide PDF — 54 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	\$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):

<https://www.profitiqs.com/industries/airbnb>

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727147	https://www.checkout-ds24.com/product/727147
Elite	727003	https://www.checkout-ds24.com/product/727003
Complete	726212	https://www.checkout-ds24.com/product/726212

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see **[YOUR AFFILIATE LINK]** throughout this kit).

Audience

Airbnb and short-term rental hosts, co-hosts and small property managers running one or

more listings.

Buyer profiles (HYPOTHESIS)

The single-listing host. Rents out one property or a spare unit and wants to know whether it really pays after cleaning, fees and repairs.

The growing multi-property host. Runs several listings and needs to compare them side by side.

The co-host or small manager. Manages listings for owners and wants clean monthly numbers to share.

The investor-host. Bought a property for short-term rental and wants to track return on investment.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Revenue that hides the real profit.** Payouts look healthy until cleaning, platform fees, supplies and repairs are subtracted.
- **Properties that do not pull their weight.** With several listings, one weak property can quietly drag down the whole portfolio.
- **Occupancy without context.** A full calendar at a low nightly rate can earn less than fewer, better-priced nights.
- **Cleaning and maintenance costs.** Turnovers and repairs are frequent, small and easy to lose track of.
- **No clear return on the property.** Hosts often know the payout but not the return on what they invested.
- **Tax season paperwork.** Booking income, expenses and deductible costs end up scattered across platforms and receipts.

Buyer motivations (HYPOTHESIS)

- Know which property actually makes money
- Understand occupancy, nightly rate and RevPAR together
- Keep cleaning and maintenance costs under control
- See return on investment per property
- Be ready for tax time

Why someone might consider a business intelligence system

The common thread is visibility: Airbnb hosts usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Airbnb Business Intelligence System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner entering data and reviewing it regularly.

Key numbers this audience cares about (educational)

- **Occupancy rate:** The share of available nights that were booked.
- **ADR (average daily rate):** Average booking revenue per booked night.
- **RevPAR:** Revenue per available night — occupancy and nightly rate combined into one number.
- **Profit per property:** What each listing earns after cleaning, fees, supplies and repairs.
- **Return on investment:** Profit compared with what you put into the property.
- **Cleaning cost per turnover:** What each changeover costs, which adds up fast with short stays.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "Airbnb already shows my earnings."
- "I am not an Excel person."
- "I use a property management tool."
- "Which edition do I need?"
- "Will it increase my bookings?"
- "Does it connect to Airbnb?"
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: a host with three listings opens Property Rankings and sees the busiest property ranks last once cleaning and repairs are counted.
- Hypothetical: a host compares ADR and occupancy and decides to test a higher nightly rate in a slow month.

Airbnb — Tier Comparison

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Product: Airbnb Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 10 sheets	Elite — 25 sheets	Both workbooks
Field Guide (PDF)	37 pages	54 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Hosts who want properties, booking revenue, expenses, property performance, a tax set-aside estimate and a dashboard.	Hosts who also want occupancy, cleaning operations, maintenance, ADR and RevPAR analytics, ROI, property rankings, forecasting and a profit leak detector.	Hosts who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 10)

- START HERE
- SETUP
- PROPERTY SETUP
- BOOKING REVENUE
- EXPENSE ENTRY
- PROPERTY PERFORMANCE
- TAX & DEDUCTIONS
- DASHBOARD
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 25)

- 01 Start Here
- 02 Executive Dashboard

- 03 Executive Summary
- 04 Property Setup
- 05 Occupancy Tracker
- 06 Cleaning Operations
- 07 Maintenance Center
- 08 Booking Revenue
- 09 Operating Expenses
- 10 Property Profitability
- 11 Cash Flow Center
- 12 ADR RevPAR Analytics
- 13 KPI Scorecard
- 14 Business Health Score
- 15 Forecasting Center
- 16 ROI Center
- 17 Property Rankings
- 18 Profit Leak Detector
- 19 Tax Setup
- 20 Tax Reserve & VAT Center
- 21 Deduction Maximizer
- 22 Tax Readiness Center
- 23 Accountant Summary
- 24 Glossary
- 25 Changelog

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (<https://www.checkout-ds24.com/product/726212>).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Airbnb — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	Your payouts look great. Have you subtracted the cleaning yet?	Talking head, then cut to the dashboard
2	Problem and solution	One of your listings might be carrying the others. Here is how to find out which.	Talking head, then cut to the dashboard
3	Problem and solution	A full calendar is not the same as a profitable one.	Talking head, then cut to the dashboard
4	Problem and solution	Do you know the return on your rental property, not just the payout?	Talking head, then cut to the dashboard
5	Industry mistake	Host money mistake: judging a property by payouts instead of profit.	Talking head with on-screen text
6	Industry mistake	Chasing occupancy and ignoring your nightly rate is an easy trap.	Talking head with on-screen text
7	Industry mistake	Maintenance is not a surprise. It is a cost you can plan for.	Talking head with on-screen text
8	Industry mistake	Stop leaving your booking income and receipts until tax season.	Talking head with on-screen text
9	Operational inefficiency	Cleaning costs are small per turnover. Add them up and look again.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	Payouts in one app, receipts in another, repairs in your head. There is a simpler way.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	If you cannot compare your listings side by side, you are managing blind.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing your rental books at midnight between guest messages? Watch this.	Relatable POV clip
13	Owner frustration	That feeling when the accountant asks which costs belong to which property.	Relatable POV clip
14	Owner frustration	Five-star reviews and still unsure if the property pays?	Relatable POV clip
15	Curiosity	What does a whole short-term rental business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 25-sheet Excel system built just for Airbnb hosts. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every Airbnb host should check every month.	Screen recording reveal
18	Educational	ADR vs occupancy: which one is actually growing your rental income?	Whiteboard or on-screen definition
19	Educational	RevPAR explained for Airbnb hosts in 30 seconds.	Whiteboard or on-screen definition
20	Educational	Payout vs profit: what your Airbnb earnings are not telling you.	Whiteboard or on-screen definition
21	Educational	How to think about return on investment for a rental property.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Airbnb Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a booking and see the dashboard update.	Screen recording of the sample workbook
24	Product demonstration	This is what property rankings look like when they are built for hosts.	Screen recording of the sample workbook
25	Product demonstration	ADR and RevPAR, calculated for you: here is the sheet.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your rentals.	Split screen of the editions
27	Comparison and decision	Platform earnings vs a host's Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"Airbnb already shows my earnings." Here is what it does not show.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not get you more bookings. Here is what it will do.	Talking head, objection as on-screen text

Airbnb — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Airbnb Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The single-listing host **Length:** about 32 seconds

1. Opening hook (0–3s): Your payouts look great. Have you subtracted the cleaning yet?

2. Spoken narration: Payouts look healthy until cleaning, platform fees, supplies and repairs are subtracted. The Airbnb Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, profit and the key rental numbers are on the first screen.

3. On-screen text:

- Revenue that hides the real profit
- Your rentals on one screen
- Airbnb Business Intelligence System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Airbnb hosts **Length:** about 32 seconds

1. Opening hook (0–3s): Three common money mistakes in a short-term rental business.

2. Spoken narration: One: judging a property by its payouts instead of its profit. Two: chasing occupancy and ignoring nightly rate. Three: letting cleaning and supply costs run untracked. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Judging a property by its payouts instead of its profit
- Mistake 2: Chasing occupancy and ignoring nightly rate
- Mistake 3: Letting cleaning and supply costs run untracked

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is occupancy rate?

Type: Educational **Target audience:** Airbnb hosts **Length:** about 26 seconds

1. Opening hook (0–3s): What is occupancy rate, and why should you care?

2. Spoken narration: The share of available nights that were booked. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Occupancy rate
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Occupancy rate if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Airbnb hosts **Length:** about 31 seconds

1. Opening hook (0–3s): I opened a 25-sheet Excel system built just for Airbnb hosts. Here is what is inside.

2. Spoken narration: This is the Airbnb Business Intelligence System™. The Elite edition has 25 sheets. Here is 12 ADR RevPAR Analytics. Average daily rate and RevPAR are calculated for you. And this is 17 Property Rankings. Every property is ranked, so the weak one cannot hide.

3. On-screen text:

- ADR and RevPAR, side by side
- Which listing really wins?

4. Visuals / screen recording: Screen recording: 12 ADR RevPAR Analytics, then 17 Property Rankings

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The single-listing host **Length:** about 30 seconds

1. Opening hook (0–3s): Doing your rental books at midnight between guest messages? Watch this.

2. Spoken narration: Booking income, expenses and deductible costs end up scattered across platforms and receipts. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax season paperwork
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 35 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your rentals.

2. Spoken narration: Essential is \$97: hosts who want properties, booking revenue, expenses, property performance, a tax set-aside estimate and a dashboard. Elite is \$197: hosts who also want occupancy, cleaning operations, maintenance, ADR and RevPAR analytics, ROI, property rankings, forecasting and a profit leak detector. Complete, \$249, gives you both.

3. On-screen text:

- Essential \$97
- Elite \$197
- Complete \$249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 27 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The dashboards and formulas are already built; you log bookings and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Airbnb Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 10 sheets; Elite has 25. Complete includes both.

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start
- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The co-host or small manager **Length:** about 29 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your short-term rental business.

2. Spoken narration: Open the dashboard. Check occupancy rate and ADR (average daily rate). Then open 06 Cleaning Operations. Cleaning and turnovers are tracked in their own sheet. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Occupancy rate
- Check 06 Cleaning Operations
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 06 Cleaning Operations

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Airbnb hosts **Length:** about 30 seconds

1. Opening hook (0–3s): There is one number every Airbnb host should check every month.

2. Spoken narration: It is RevPAR. Revenue per available night — occupancy and nightly rate combined into one number. In the Airbnb Business Intelligence System™, 10 Property Profitability is where you see it alongside the rest of the business.

3. On-screen text:

- RevPAR
- Profit per listing, not payouts

4. Visuals / screen recording: Screen recording of 10 Property Profitability

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 10 Property Profitability content as shown in the sample file
- Disclosure included in caption or on screen

Airbnb — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

Your payouts look great. Have you subtracted the cleaning yet?

Payouts look healthy until cleaning, platform fees, supplies and repairs are subtracted.

The Airbnb Business Intelligence System(TM) is a downloadable Excel system built for Airbnb hosts. Link in bio.

#ad -- affiliate link

#airbnbhost #shorttermrental #str #vacationrental #superhost #airbnbtips

2. Instagram

What does a whole short-term rental business look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate, built in Excel.

Link in bio. #ad -- affiliate link

#airbnbhost #shorttermrental #str #vacationrental #superhost #airbnbtips

3. TikTok

Host money mistake: judging a property by payouts instead of profit. #ad -- affiliate link #airbnbhost #shorttermrental #str #vacationrental #superhost #airbnbtips

4. TikTok

ADR vs occupancy: which one is actually growing your rental income? Full breakdown in the video. #ad -- affiliate link #airbnbhost #shorttermrental #str #vacationrental #superhost #airbnbtips

5. Facebook

A full calendar is not the same as a profitable one.

With several listings, one weak property can quietly drag down the whole portfolio.

If you run a short-term rental business, the Airbnb Business Intelligence System(TM) is worth a look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

6. Facebook

Question for Airbnb hosts: occupancy rate -- do you know yours?

The share of available nights that were booked.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

7. LinkedIn

One of your listings might be carrying the others. Here is how to find out which.

Hosts often know the payout but not the return on what they invested.

The Airbnb Business Intelligence System(TM) turns short-term rental business data into a dashboard, reports and a tax set-aside estimate -- in Excel, without new software to learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

8. LinkedIn

Three numbers every host should review monthly:

1. Occupancy rate
2. ADR (average daily rate)
3. RevPAR

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

9. X / Threads

Cleaning costs are small per turnover. Add them up and look again. [YOUR AFFILIATE LINK] #ad -- affiliate link

10. YouTube community

Essential or Elite? How to pick the right edition for your rentals.

Essential \$97 - Elite \$197 - Complete \$249. Comparison in my latest Short. [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

10 short promotional posts

1. Do you know the return on your rental property, not just the payout? [YOUR AFFILIATE LINK] #ad — affiliate link
2. Chasing occupancy and ignoring your nightly rate is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Maintenance is not a surprise. It is a cost you can plan for. [YOUR AFFILIATE LINK] #ad — affiliate link
4. Payouts in one app, receipts in another, repairs in your head. There is a simpler way. [YOUR AFFILIATE LINK] #ad — affiliate link
5. That feeling when the accountant asks which costs belong to which property. [YOUR AFFILIATE LINK] #ad — affiliate link
6. Five-star reviews and still unsure if the property pays? [YOUR AFFILIATE LINK] #ad — affiliate link
7. RevPAR explained for Airbnb hosts in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Payout vs profit: what your Airbnb earnings are not telling you. [YOUR AFFILIATE LINK] #ad — affiliate link
9. How to think about return on investment for a rental property. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Platform earnings vs a host's Excel dashboard: they answer different questions. [YOUR AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Airbnb Business Intelligence System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at \$97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for Airbnb hosts — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Occupancy rate explained** — Define occupancy rate in plain English (The share of available nights that were booked.) and show where it appears in the sample workbook.
2. **ADR (average daily rate) explained** — Define ADR (average daily rate) in plain English (Average booking revenue per booked night.) and show where it appears in the sample workbook.
3. **RevPAR explained** — Define RevPAR in plain English (Revenue per available night — occupancy and nightly rate combined into one number.) and show where it appears in the sample workbook.
4. **Mistake: Never comparing listings side by side** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Not setting money aside for taxes** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes Airbnb hosts make

- **Slide 1:** 5 money mistakes Airbnb hosts make
- **Slide 2:** Judging a property by its payouts instead of its profit
- **Slide 3:** Chasing occupancy and ignoring nightly rate
- **Slide 4:** Letting cleaning and supply costs run untracked
- **Slide 5:** Never comparing listings side by side
- **Slide 6:** Treating maintenance as a surprise instead of a cost to plan for
- **Slide 7:** See them all in one place -> Airbnb Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a short-term rental business

- **Slide 1:** The numbers behind a short-term rental business
- **Slide 2:** Occupancy rate: The share of available nights that were booked.
- **Slide 3:** ADR (average daily rate): Average booking revenue per booked night.
- **Slide 4:** RevPAR: Revenue per available night — occupancy and nightly rate combined into one number.
- **Slide 5:** Profit per property: What each listing earns after cleaning, fees, supplies and repairs.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — \$97: Hosts who want properties, booking revenue, expenses, property performance, a tax set-aside estimate and a dashboard.
- **Slide 3:** Elite — \$197: Hosts who also want occupancy, cleaning operations, maintenance, ADR and RevPAR analytics, ROI, property rankings, forecasting and a profit leak detector.
- **Slide 4:** Complete — \$249: Hosts who want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Airbnb Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your rentals on one screen
- **Slide 3:** 12 ADR RevPAR Analytics: ADR and RevPAR, side by side
- **Slide 4:** 17 Property Rankings: Which listing really wins?
- **Slide 5:** 10 Property Profitability: Profit per listing, not payouts
- **Slide 6:** 06 Cleaning Operations: Turnover costs, tracked
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "Airbnb already shows my earnings." -> The platform shows payouts. This workbook adds expenses, cleaning, maintenance, property profitability, ROI and tax set-aside. If payouts are all you need, you may not need it.
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are already built; you log bookings and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I use a property management tool." -> Those tools run bookings and messaging. This is an owner's analysis workbook for profit, ROI and taxes. They can work side by side.
- **Slide 5:** "Which edition do I need?" -> Essential (10 sheets) covers properties, booking revenue, expenses, property performance, tax set-aside and a dashboard. Elite (25 sheets) adds occupancy, ADR and RevPAR analytics, cleaning and maintenance, ROI...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Your payouts look great. Have you subtracted the cleaning yet?
2. One of your listings might be carrying the others. Here is how to find out which.
3. What does a whole short-term rental business look like on one screen?
4. I opened a 25-sheet Excel system built just for Airbnb hosts. Here is what is inside.
5. ADR vs occupancy: which one is actually growing your rental income?
6. RevPAR explained for Airbnb hosts in 30 seconds.
7. Here is the Executive Dashboard in the Airbnb Business Intelligence System.
8. Watch me log a booking and see the dashboard update.
9. Essential or Elite? How to pick the right edition for your rentals.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Payouts look healthy until cleaning, platform fees, supplies and repairs are subtracted. The Airbnb Business Intelligence System(TM) is a downloadable Excel system for Airbnb hosts: dashboards, reports and a tax set-aside estimate, built in.

Editions: Essential \$97 - Elite \$197 - Complete \$249

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

#airbnbhost #shorttermrental #str #vacationrental #superhost #airbnbtips

Description template B:

A look inside the Airbnb Business Intelligence System(TM) with its sample data. Each edition includes the workbook, a Field Guide and a Quick Start. Requires desktop Microsoft Excel.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Airbnb — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Airbnb hosts on your list who have not bought anything yet **Subject line:** Revenue that hides the real profit? **Preview text:** Why a busy short-term rental business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Payouts look healthy until cleaning, platform fees, supplies and repairs are subtracted.

With several listings, one weak property can quietly drag down the whole portfolio.

Neither of these is a moral failing -- it is usually just that the numbers live in different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The occupancy rate question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Here is one number worth knowing for any short-term rental business: occupancy rate.

The share of available nights that were booked.

Two more worth adding to your monthly check:

- ADR (average daily rate): Average booking revenue per booked night.
- RevPAR: Revenue per available night -- occupancy and nightly rate combined into one number.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for Airbnb hosts **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

The tool I mentioned is the Airbnb Business Intelligence System(TM).

It is a downloadable Excel workbook built for Airbnb hosts. You log your own data and the dashboards, reports and tax set-aside estimate update for you. It ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:

- 02 Executive Dashboard: Revenue, profit and the key rental numbers are on the first screen.
- 12 ADR RevPAR Analytics: Average daily rate and RevPAR are calculated for you.
- 17 Property Rankings: Every property is ranked, so the weak one cannot hide.
- 10 Property Profitability: Each listing shows what it keeps after its costs.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

If you looked at the Airbnb Business Intelligence System(TM) and were not sure which edition to pick, here is the short version:

- **Essential -- \$97** (10 sheets): Hosts who want properties, booking revenue, expenses, property performance, a tax set-aside estimate and a dashboard.
- **Elite -- \$197** (25 sheets): Hosts who also want occupancy, cleaning operations, maintenance, ADR and RevPAR analytics, ROI, property rankings, forecasting and a profit leak detector.
- **Complete -- \$249**: both editions together.

A good question to ask yourself: How many properties do you run?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

I will stop talking about the Airbnb Business Intelligence System(TM) after this. Two honest answers before I do:

"I am not an Excel person." The dashboards and formulas are already built; you log bookings and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Will it increase my bookings?" No. It does not touch your listings. It shows your numbers so you can decide what to change.

If it fits how you run your short-term rental business, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Airbnb — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in `graphics/` from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (`00-Master-Affiliate-Kit/brand/`), product dashboard image and Field Guide covers (in `graphics/source/`). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
<code>`graphics/square-1-problem.png`</code>	Square post	1080×1080	Your payouts look great. Have you subtracted the cleaning yet?	Payouts look healthy until cleaning, platform fees, supplies and repairs are subtracted.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
<code>`graphics/square-2-product.png`</code>	Square post	1080×1080	Airbnb Business Intelligence System™	Excel business system for Airbnb hosts · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit
<code>`graphics/square-3-kpi.png`</code>	Square post	1080×1080	What is occupancy rate?	The share of available nights that were booked.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole short-term rental business look like on one screen?	Airbnb Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Airbnb system	02 Executive Dashboard · 12 ADR RevPAR Analytics · 17 Property Rankings · 10 Property Profitability	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential \$97 · Elite \$197 · Complete \$249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Airbnb Business Intelligence System™	Revenue that hides the real profit	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	ADR vs occupancy: which one is actually growing your rental income?	Airbnb	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

graphics/launch-announcement.png	1080×1080	Now available:	Essential \$97 · Elite \$197 · Business Complete \$249	See the editions	Stamp badge, product name, price tags, dashboard exhibit; no countdown or urgency
graphics/launch-announcement (square)		Airbnb Business Intelligence System™			

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from 05-Social-Media-Copy.md is also rendered as a real, swipeable image in graphics/carousels/ -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

graphics/source/workbook-screenshots/Essential/ and .../Elite/ hold a real screenshot of every visible sheet in both editions (10 and 25 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Airbnb — Audience and Objection Guide

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Target audience segments

- **The single-listing host:** Rents out one property or a spare unit and wants to know whether it really pays after cleaning, fees and repairs.
- **The growing multi-property host:** Runs several listings and needs to compare them side by side.
- **The co-host or small manager:** Manages listings for owners and wants clean monthly numbers to share.
- **The investor-host:** Bought a property for short-term rental and wants to track return on investment.

Common objections and honest responses

"Airbnb already shows my earnings." The platform shows payouts. This workbook adds expenses, cleaning, maintenance, property profitability, ROI and tax set-aside. If payouts are all you need, you may not need it.

"I am not an Excel person." The dashboards and formulas are already built; you log bookings and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"I use a property management tool." Those tools run bookings and messaging. This is an owner's analysis workbook for profit, ROI and taxes. They can work side by side.

"Which edition do I need?" Essential (10 sheets) covers properties, booking revenue, expenses, property performance, tax set-aside and a dashboard. Elite (25 sheets) adds occupancy, ADR and RevPAR analytics, cleaning and maintenance, ROI, rankings and a profit leak detector.

"Will it increase my bookings?" No. It does not touch your listings. It shows your numbers so you can decide what to change.

"Does it connect to Airbnb?" No. It is an Excel workbook; you enter or paste your booking data.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- How many properties do you run?
- Do you want ADR, RevPAR and occupancy analytics, or just profit per property?
- Do you track cleaning and maintenance separately?
- Do you want ROI per property?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Hosts who want properties, booking revenue, expenses, property performance, a tax set-aside estimate and a dashboard.
- **Elite:** Hosts who also want occupancy, cleaning operations, maintenance, ADR and RevPAR analytics, ROI, property rankings, forecasting and a profit leak detector.
- **Complete:** Hosts who want both editions in one package.

When the product is probably not a good fit

- Hosts without desktop Microsoft Excel
- Anyone wanting automatic booking imports or channel management
- Large property managers needing multi-user cloud reporting
- Hosts looking for pricing or listing optimization software

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Airbnb — Pre-Publication Checklist

Tick every box before publishing anything for the Airbnb Business Intelligence System™.

Product accuracy

- ☐ Product name written exactly as **Airbnb Business Intelligence System™**
- ☐ Every feature you mention appears in 02-Tier-Comparison.md
- ☐ Prices shown as Essential \$97 / Elite \$197 / Complete \$249 and match the live page

Landing page

- ☐ Link points to the Airbnb product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726212>)

Affiliate link

- ☐ Your own Digistore24 affiliate link replaces every placeholder
- ☐ The link opens the correct edition or marketplace entry

Tracking

- ☐ Click your link once from a private window and confirm it lands correctly
- ☐ Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- ☐ Disclosure is visible near the link or in the first lines of the caption
- ☐ Spoken or on-screen disclosure in videos

Call to action

- ☐ One clear CTA per post
- ☐ No invented discounts, bonuses or deadlines

Mobile readability

- ☐ Text on graphics readable on a phone
- ☐ Captions front-load the hook and link

Claims and compliance

- ☐ No income, savings, results or tax promises
- ☐ No fake testimonials, reviews or screenshots
- ☐ Hypothetical examples labeled as hypothetical
- ☐ Not described as AI, automation or a chatbot

Airbnb — Paid Ad Copy (Meta Ads Manager)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace **[YOUR AFFILIATE LINK]** with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 23/27:

Revenue that hides the...

Headline, long form (≤40 char max) -- 34/40:

Revenue that hides the real profit

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 122/125:

Payouts look healthy until cleaning, platform fees, supplies and repairs are subtracted. The Airbnb Business Intelligence...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 270 chars:

Payouts look healthy until cleaning, platform fees, supplies and repairs are subtracted. The Airbnb Business Intelligence System(TM) is a downloadable Excel system for Airbnb hosts -- dashboards, reports and a tax set-aside estimate, already built. Three editions from \$97.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: **[YOUR AFFILIATE LINK]**

Product / features

Headline (≤27 chars, safest across placements) -- 13/27:

Airbnb System

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 124/125:

A downloadable Excel system built for Airbnb hosts. Dashboards, reports and a tax set-aside estimate -- already built, with...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 249 chars:

The Airbnb Business Intelligence System(TM) is a downloadable Excel workbook built for Airbnb hosts: dashboards, reports and a tax set-aside estimate, already built, with sample data so it works the moment you open it. Requires desktop Microsoft Excel.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 / \$197 / \$249

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

Compare 3 Editions

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

Essential \$97. Elite \$197. Complete \$249. Every edition: workbook, Field Guide, Quick Start.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 414 chars:

Essential (\$97): Hosts who want properties, booking revenue, expenses, property performance, a tax set-aside estimate and a dashboard. Elite (\$197): Hosts who also want occupancy, cleaning operations, maintenance, ADR and RevPAR analytics, ROI, property rankings, forecasting and a profit leak detector. Complete (\$249): both editions together. Every edition includes the workbook, a Field Guide and a Quick Start.

Description (≤30 chars, shows on some placements only) -- 19/30:

3 editions from \$97

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 14/27:

Occupancy rate

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 107/125:

The share of available nights that were booked. The Airbnb Business Intelligence System(TM) tracks it for you.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 184 chars:

Occupancy rate: The share of available nights that were booked. You can work it out by hand, or let the Airbnb Business Intelligence System(TM) calculate it from the data you already log.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 10/27:

For Airbnb

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 98/125:

Built specifically for Airbnb hosts -- not a generic spreadsheet template. See all three editions.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 237 chars:

The Airbnb Business Intelligence System(TM) is built specifically for Airbnb hosts, not a generic spreadsheet template. Downloadable Excel workbook, sample data included, Field Guide and Quick Start in every edition. See all three editions.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 - \$197 - \$249

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement (Feed, Stories, Reels, Audience Network).
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see [graphics/](#)) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Airbnb — Cold Email Sequence (8 emails)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace **[FIRST NAME]** and **[YOUR NAME]** before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your short-term rental business
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, airbnb
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your short-term rental business

Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of Airbnb hosts do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

Hi [FIRST NAME],

Here is something I notice a lot with Airbnb hosts.

Judging a property by its payouts instead of its profit.

It is an easy thing to fall into. You are busy running the short-term rental business. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

Hi [FIRST NAME],

There is one number I think every host should know.

It is called occupancy rate. In plain words: the share of available nights that were booked.

Many owners could not tell you this number if you asked right now. Not because they do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, airbnb

Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply "yes" and I will send it over.

[YOUR NAME]

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

Hi [FIRST NAME],

I want to be straight with you.

A lot of Airbnb hosts tell me something like this: "Airbnb already shows my earnings."

Here is the honest answer. The platform shows payouts. This workbook adds expenses, cleaning, maintenance, property profitability, ROI and tax set-aside. If payouts are all you need, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is okay. I would rather tell you the truth than waste your time.

[YOUR NAME]

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

Hi [FIRST NAME],

Picture this for a second.

A host opens their numbers for the first time in months. The short-term rental business is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like revenue that hides the real profit.

That is really all this is for. A simple way to see what is REALLY happening in your short-term rental business, every week, without extra work on top of your day.

[YOUR NAME]

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for Airbnb hosts. You enter your numbers, it shows you your profit, your biggest costs, and properties that do not pull their weight.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Airbnb Business Intelligence System(TM), built for exactly this. Three editions, starting at \$97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a short-term rental business is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.