DW

Every touchpoint in Denise's stay, built to keep one promise. Read the six panels for the story, the three columns for the checklist, and the beats for the exact words.

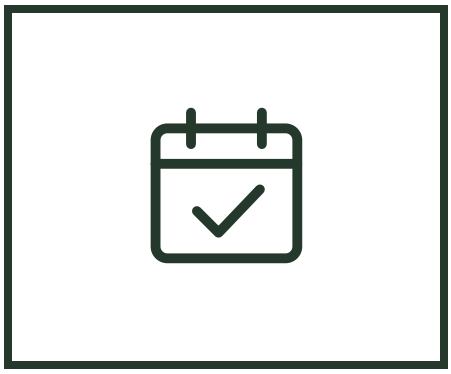
Property: Songbird Acres, Jefferson, GA

Guest Category: UGA parents on game and campus weekends

GUEST EXPERIENCE STORYBOARD

"Eleven acres between you and noise."

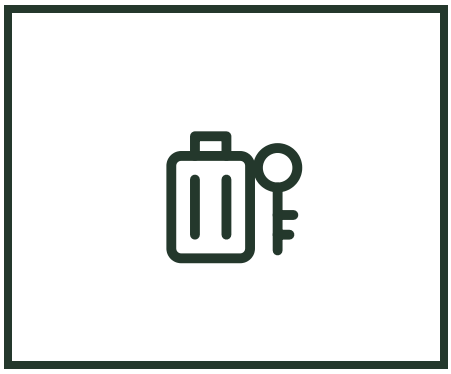
The brand promise. The quiet is the product. Every touchpoint protects it or gets out of its way.



Booking

Confirmation
Confirm fast, answer the stairs question before she asks

Personalization
One question, then a game-day guide made for her weekend



Arrival

Smooth check-in
Gate, parking, keypad: three steps, no calls

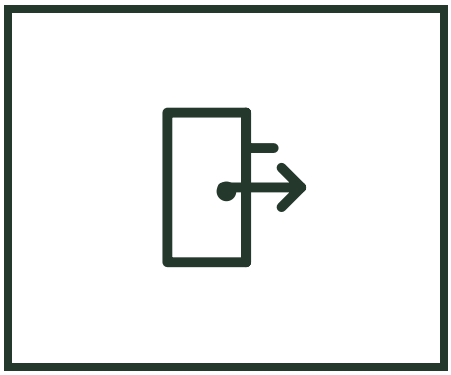
Welcome token
Pecans, a 'Go Dawgs' card and binoculars by the window



Stay

Communicate
One check-in message, then a 10-minute fix when Wi-Fi dips

Quality
Spotless, hotel-made bed, and everything labeled



Check Out

Make it simple
Three tasks and a late checkout after night games



Post Stay

Say thanks
A real thank-you that names something from her stay



Advocacy

Network
Keep in touch on her terms, and give her a link to share

Offer support	Request review	Incentivize
A route home and a 'did you forget anything?' check	Ask once, say why it matters for a new place	First pick of game weekends, not a discount

The checklist

The standard touchpoints, written for this property and this guest.

Pre Stay

- **Confirm, reassure guests**
  Reply within the hour. Name the stairs, the drive time and where the hosts live.
- **Build excitement**
  Send one photo of the meadow at dusk with the 7-day message.
- **Personalize stay**
  Ask one question: early riser or night owl, and is your student joining?
- **Clear check-in instructions**
  Code, parking pad and cart in one text at 10 am arrival day.
- **Offer local partner deals**
  Skip paid partnerships. Name two local places you'd send a friend instead.
- **Local insider tips**
  Game-day route and timing, campus parking, breakfast in Jefferson.
- **What to expect**
  Stairs, shared grounds, no fires, and that it's genuinely quiet.

Stay

- **Smooth check-in & out**
  Keypad, signed parking, 3-task checkout, late checkout after night games.
- **Warm welcome with gift**
  Property pecans, handwritten card, binoculars and a bird card.
- **Tour / welcome book**
  One page. No tour, because no meeting is part of the promise.
- **Labels and instructions**
  Small labels on drawers, thermostat and Wi-Fi.
- **Support**
  Text replies inside 15 minutes, 7 am to 10 pm. Backup hotspot ready.
- **Clean**
  Checklist with photo proof after each turnover. Smell test before every arrival.
- **Functioning amenities**
  Test Wi-Fi, keypad battery and smoke alarms at every turnover.

After Stay

- **Thanks for stay**
  Next day, one personal line, no ask.
- **Keep in touch request**
  Offer first pick of game weekends. Reply 'yes' to opt in.
- **Join the network**
  A small past-guest list in your phone or PMS. Two messages a year.
- **Review request**
  Day 3, once, with the honest reason why.
- **Ask guest to promote**
  Give her the link to share when parents ask for quiet places.
- **Offer a reward / incentive**
  Early access to game weekends instead of a discount.
- **Maintain contact**
  Schedule release (Feb) and graduation booking window (Jan).

Brand first, then the guest

THE BRAND

VALUES

Quiet · Unhurried · Honest · Neighborly

PERSONALITY

A calm Georgia neighbor who waves from the porch, answers fast, and then leaves you be.

VOICE

Short, warm and plain. Specifics over adjectives: acres, minutes, bird names. Never pushy, never loud.

WORDS WE NEVER USE

cozy · nestled · stunning · oasis · amazing · !!!

THE GUEST

Denise Whitfield

52, operations director from Alpharetta. Married to Mark. Daughter is a junior at UGA.

WHY THEY TRAVEL

To be close to her daughter and the Dawgs without paying Athens game-day rates or sleeping somewhere loud.

WHAT THEY FEAR

- Game-weekend price gouging and 2-night minimums
- Student-party noise next door
- Feeling watched on shared grounds
- Stairs with Mark's bad knee

WHAT WINS THEM

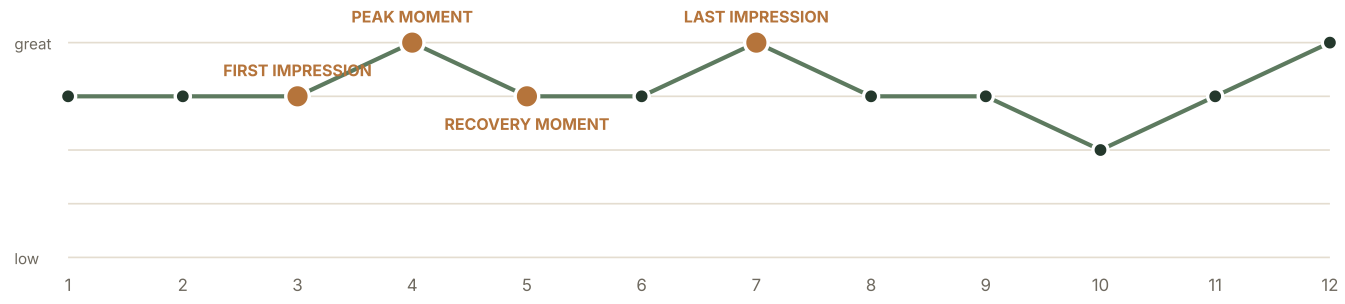
A fast, personal host reply · A real king bed · Deer at sunrise · Under 30 minutes to campus

THE EXPERIENCE IN ONE LINE

Denise leaves the game-day noise at the gate, sleeps like she's at home, and books next season before she gets back to Alpharetta.

How Denise feels, beat by beat

Guests remember the first impression, the high point, how you handled the one thing that went wrong, and the ending. Those beats are marked.



The storyboard, beat by beat

Booking

BEAT 01

Confirmation

WITHIN 1 HOUR OF BOOKING

feels ●●●●○

Denise taps Request to Book at 9:40 pm, half expecting silence until morning. Twelve minutes later her phone lights up with a reply that uses her name and answers the one thing she hadn't asked yet.

Before: Unsure about a listing with 2 reviews. **After:** Relieved. A real person is on the other end.

> HOW THIS KEEPS THE PROMISE
>
> Quiet starts with no worry. A fast, plain reply removes the first source of noise: doubt.

CONFIRMATION MESSAGE

Hi Denise, you're all set for Oct 17 to 19. It's about 25 minutes to Sanford Stadium. On game day, take Hwy 129 in and give yourself extra time.
One honest note: there are stairs up to the studio. We'll leave a luggage cart at the bottom for the cooler and bags.
We live on the property but on the far side of the meadow. You'll have the patio and the quiet to yourselves.

Breaks the promise if: the reply is a long template, or the stairs are a surprise on arrival.

Airbnb message | Who: Host (Claude drafts once) | $0

BEAT 02

Personalization

7 DAYS BEFORE ARRIVAL

feels ●●●●○

A week out, Denise gets one short question: early riser or night owl, and is your student joining you? Her answer shapes the guide that arrives two days later.

Before: Busy, planning around the game schedule. **After:** Looked after. The plan is already half made.

> HOW THIS KEEPS THE PROMISE
>
> Personal, but not chatty. One question, then everything she needs in one place, so she doesn't have to research.

PRE-ARRIVAL GUIDE (EXCERPT)

Game Day from Songbird Acres
• Leave by 9:30 for a noon kickoff and book campus parking ahead.
• Breakfast: our favorite spot in downtown Jefferson opens early.
• Groceries: the nearest store is about 10 minutes away.
• Back by dark? The patio lights come on at sunset.

Breaks the promise if: it reads like a brochure, or it pushes paid extras she didn't ask for.

Airbnb message | 1-page PDF guide | Who: Claude writes, host sends | $0

Arrival

BEAT 03

feels ●●●●○

Smooth check-in

ARRIVAL DAY, 4 PM

The gravel crunches, then stops. A small sign says 'Guests park here' next to the stairs. The keypad works on the first try. Mark carries the cooler up on the cart. Inside, it is completely quiet.

FIRST IMPRESSION

Before: Tired from the drive and Athens traffic. **After:** Calm the second the car door shuts.

> HOW THIS KEEPS THE PROMISE
>
> No knocking, no meeting, no fumbling. The arrival itself is quiet.

ARRIVAL-DAY TEXT, 10 AM

Morning Denise. Your code is 4417. Park on the gravel pad by the stairs (sign says Guests). The cart is at the bottom of the steps. Text this number if anything is off. We'll stay out of your way.

Breaks the promise if: the code fails, parking is unclear, or a host walks over to say hello on the first evening.

Text | Parking sign | Keypad | Luggage cart | Who: Scheduled message

One-time, under $80 (sign and cart)

BEAT 04

feels ●●●●●

Welcome token

FIRST 5 MINUTES INSIDE

On the counter: a jar of pecans from the trees outside, a handwritten card in red ink, and a pair of binoculars on the windowsill with a card naming the six birds most seen from the patio.

PEAK MOMENT

Before: Curious. **After:** Delighted. This place was set up for her.

> HOW THIS KEEPS THE PROMISE
>
> The gift is the land itself: pecans from the property, birds from the meadow. It points her outside, into the quiet.

HANDWRITTEN CARD

Denise and Mark, welcome. The pecans are from the trees you passed on the way in. The cardinals show up around 7 am. Go Dawgs. (Quietly.)

Breaks the promise if: it becomes a branded tchotchke or a pile of plastic-wrapped snacks.

Card | Pecans | Binoculars | Bird card | Who: Host

Under $5 a stay

Stay

BEAT 05

feels ●●●●○

Communicate

SATURDAY MORNING

Denise needs to send one work email before the game. The Wi-Fi drops. She texts the host, expecting to wait. Nine minutes later: a reset tip that works, plus a backup hotspot left at the door.

RECOVERY MOMENT

Before: Annoyed. The one thing she needed failed. **After:** Impressed. It was handled faster than at home.

> HOW THIS KEEPS THE PROMISE
>
> A problem is noise. Fixing it fast and without fuss puts the quiet back.

RECOVERY REPLY

So sorry, Denise. Unplug the white box under the TV for 30 seconds, it's back in 2 minutes. I've also left a hotspot at the bottom of the stairs (password on the back) so you're covered for the weekend.

Breaks the promise if: the reply takes hours, blames the rural internet, or turns into a long apology.

Text | Backup hotspot | Who: Host

One-time, under $60 (hotspot)

BEAT 06

feels ●●●●○

Quality

THROUGHOUT THE STAY

The king bed is made tight with white linens. Kitchen drawers have small labels. The house book is one page, not twenty. Nothing hums, rattles or beeps.

Before: Watchful. Is it as clean as the photos? **After:** At ease. Nothing to fix, nothing to figure out.

> HOW THIS KEEPS THE PROMISE
>
> Clean and working means no small irritations. Labels mean no questions. The house stays silent.

ONE-PAGE HOUSE BOOK (TOP)

Wi-Fi: SongbirdAcres / meadow2026
Thermostat: by the bedroom door
Quiet hours are every hour. Enjoy them.
Checkout: 11 am, just 3 things (on the back).

Breaks the promise if: dust, hair, a musty smell, a beeping smoke alarm, or a 20-page manual.

Cleaning checklist | Labels | House book

Who: Cleaner and host | **One-time, under $20 (labels)**

Check Out

BEAT 07

Make it simple

feels ●●●●●

SUNDAY MORNING

Sunday after a night game, Denise wakes at 9 to a message: checkout is moved to 1 pm, no charge. She has coffee on the patio, watches two deer cross the meadow, loads the dishwasher, and leaves.

LAST IMPRESSION

Before: Dreading the rushed Sunday packing. **After:** Unhurried. The weekend ends on the best note.

> HOW THIS KEEPS THE PROMISE
>
> An unhurried ending is part of the quiet. Short list, late exit, no chore chart.

CHECKOUT MESSAGE, 8 AM

Late night? Take your time. Checkout is 1 pm today, no charge. Just: dishes in the dishwasher, towels in the tub, door locks itself. Safe drive home.

Breaks the promise if: a long chore list, a 10 am checkout after a night game, or a cleaner arriving early.

Text | Checkout card

Who: Scheduled message, host decides the late checkout

$0 when the next night is empty

BEAT 08

Offer support

feels ●●●●○

1 HOUR AFTER CHECKOUT

On the drive home, Denise gets a short text: the cleaner found her daughter's UGA hoodie. It's in the mail tomorrow.

Before: Already back in her week. **After:** Cared for, even after leaving.

> HOW THIS KEEPS THE PROMISE
>
> Neighborly means you look out for people, then step back. One message, a solved problem, no ask.

LOST-AND-FOUND TEXT

Hi Denise, found a red UGA hoodie on the sofa. We'll mail it tomorrow to the address on your booking unless you'd like it held for your next trip.

Breaks the promise if: the message includes a review ask or a sales pitch.

Text | Who: Cleaner flags, host sends | **Postage only**

Post Stay

BEAT 09

feels ●●●●○

Say thanks

DAY AFTER CHECKOUT

Monday at lunch, Denise reads a message that mentions the deer she told the host about and the Dawgs' win. It doesn't ask for anything.

Before: Busy, back at work. **After:** Remembered.

> HOW THIS KEEPS THE PROMISE
>
> Honest and unhurried. Thanks comes on its own, not as a setup for a request.

THANK-YOU MESSAGE

Denise, thank you for staying with us. Glad the deer showed up for your coffee, and what a win Saturday. The meadow will be here whenever you need it.

Breaks the promise if: it is a generic template or bundles in the review request.

Airbnb message

Who: Claude drafts, host personalizes one line | $0

BEAT 10

feels ●●●○○

Request review

3 DAYS AFTER CHECKOUT

Three days later, one short message explains that Songbird Acres is new and that a few honest words help other UGA parents find a quiet place.

Before: Neutral. **After:** Happy to help. She writes it that evening.

> HOW THIS KEEPS THE PROMISE
>
> Honest: the ask says exactly why. Quiet: it is asked once, never chased.

REVIEW REQUEST

One small favor: we're new, and other UGA parents read reviews closely. If you have a minute, a few honest words about the quiet and the drive in would help them find us. Thank you either way.

Breaks the promise if: it asks for 5 stars, sends reminders, or offers anything in return for a review.

Airbnb message | Who: Scheduled message | $0

Advocacy

BEAT 11 feels ●●●●○

Network

IN THE THANK-YOU, THEN TWICE A YEAR

Denise is in the UGA parents Facebook group when someone asks for 'somewhere quiet that isn't $500 a night.' She pastes the Songbird Acres link the hosts gave her.

Before: Proud of her find. **After:** Helpful. She's the one with the good tip.

> HOW THIS KEEPS THE PROMISE
> Neighborly: a small list of past guests who hear from you rarely, and only with something useful.

KEEP-IN-TOUCH LINE (IN THE THANK-YOU)

If you'd like first pick of next season's game weekends, reply 'yes' and we'll send one note when the schedule is out. That's it, no newsletters.

Breaks the promise if: she gets added to a weekly email list or tagged in posts without asking.

Past-guest list | Shareable link | Who: Host | $0

BEAT 12 feels ●●●●●

Incentivize

THE DAY THE UGA SCHEDULE IS RELEASED

In February the schedule drops. Before Athens hotels reprice, Denise gets one message offering her first pick of three home-game weekends. She books two.

Before: Bracing for game-day prices. **After:** Like an insider.

> HOW THIS KEEPS THE PROMISE
> The reward is access, not a coupon. It protects margin and makes returning feel like coming home.

RETURNING-GUEST MESSAGE

The 2027 schedule is out. Before we open the calendar to everyone, you get first pick: Sept 11, Oct 2 or Nov 13. Reply with a date and it's yours.

Breaks the promise if: it becomes a blanket discount, or it's sent to everyone at once.

Text or email to past guests | Who: Host | $0

Build list

Everything the storyboard needs, cheapest and fastest first.

WHAT	BEAT	WHO	COST
Write the 8 message scripts once with Claude and save them as scheduled messages	1, 2, 3, 7, 9, 10	Host + Claude	$0
One-page game-day guide (PDF)	2	Claude	$0
One-page house book	6	Claude	$0
Past-guest list with an opt-in column	11, 12	Host	$0
Pecan jars and card stock	4	Host	Under $5 a stay
Drawer and appliance labels	6	Host	Under $20
Binoculars and a printed bird card	4	Host	Under $40
Guest parking sign	3	Host	Under $30
Luggage cart at the foot of the stairs	1, 3	Host	Under $50
Backup mobile hotspot	5	Host	Under $60

NEVER, AT ANY BEAT

- ✕ Walk over to say hello. Wave from a distance if you cross paths.
- ✕ Send more than one message on any day of the stay unless she writes first.
- ✕ Ask for 5 stars or offer anything in exchange for a review.
- ✕ Use exclamation marks, 'cozy', 'nestled' or 'oasis' in any message.
- ✕ Run a leaf blower, mower or any loud work while guests are on site.
- ✕ Discount to win a rebooking. Offer first access instead.

MEASURE IT

- Reply time to first inquiry (goal: under 1 hour)
- Reviews that mention 'quiet', 'peaceful' or 'host' (goal: most of them)
- Review rate after the day-3 ask (goal: 60%+)
- Past guests who opt in for first pick (goal: 1 in 2)
- Repeat bookings per season

Sample storyboard. The brand core was written for this demo from the public listing; run the brand step first for a real one. Denise is a composite guest from the Guest Intelligence Report sample, not a real person. Costs are rough estimates.