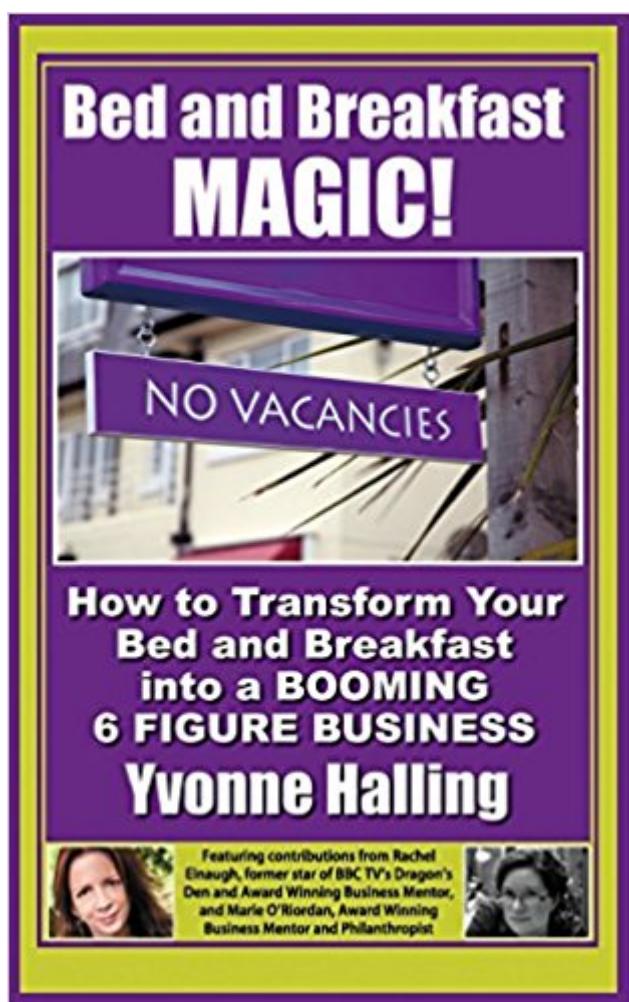


The book was found

Bed And Breakfast Magic: How To Transform Your Bed And Breakfast Into A Booming 6 Figure Business



Synopsis

Bed and Breakfast Magic! TM is a 10 Step Proven System to transform your Bed and Breakfast into a Booming 6 Figure Business. In this book you will learn: How your thinking is holding you back from making the money you deserve to make How doing everything yourself will drive your business into the ground and what to do about it How not having a handle on your finances is destroying your chances of success How defining your ideal guests and turning others away will actually make you more attractive and make you more money Why your website sucks if it's not bringing in money while you sleep How you can't just sell rooms if you're serious about a 6 figure bed and breakfast business How online technology can do the work for you, if you would only learn how to use it If you're not reading and learning then you're falling behind and dying PLUS Special bonus inside

Book Information

Paperback: 128 pages

Publisher: CreateSpace Independent Publishing Platform (February 28, 2013)

Language: English

ISBN-10: 1482647907

ISBN-13: 978-1482647907

Product Dimensions: 5 x 0.3 x 8 inches

Shipping Weight: 6.9 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 9 customer reviews

Best Sellers Rank: #1,108,622 in Books (See Top 100 in Books) #53 in Books > Travel > Food, Lodging & Transportation > Bed & Breakfasts

Customer Reviews

Yvonne Halling runs "Les Molyneux" Luxury Bed and Breakfast in the heart of the Champagne region of France, where she won a Certificate of Excellence from Trip Advisor. She turned her 10k a year "hobby" business into a professional 100k a year B&B business in less than 3 years, through a proven 10 step system which she now uses with other B&B owners. She is the winner of the Infusionsoft Ultimate Marketer Contest Best in Class 2013, has written for the UK Bed and Breakfast Association, interviewed on <http://brightideas.co> and is a regular contributor to <http://entrepreneursoul.com>. She is also a published author. Get her free report here at <http://bedandbreakfastcoach.com>

Great read

I learned some things that hadn't even crossed my mind. There is a large section explaining internet marketing which I'll need to go back and read over and over again. My weakness. A wonderful resource for a first timer.

Here's the thing - this is not a book about how to start or operate a Bed and Breakfast. This book will not give you hints or tips on legal requirements, breakfast ideas, cleaning regimes or people skills. The market is flooded with those sorts of publications and if that is what you are after, then you are best to trawl through the endless list of them. What this book is about, is a total mind shift in terms of how we think of and run our businesses. The accommodation industry is becoming so homogenised that it seems every operator is desperate to be listed on every website, offer every discount and accept any terms or exorbitant commission rates to pay, just to keep up with the competition in their area for fear they will be left behind. In this day and age of high-speed-everything and ever changing consumer demands we are coming dangerously close to losing control of our businesses while online travel agents dictate to individual operators what they are worth - as a result, they attract the wrong customers with expectations that are not relevant to what they have to offer - with the added stress of burnt out hosts who wind up resenting their guests. But outside of those caught in the mosh pit of offerings are innovative entrepreneurs quietly operating their unique tourism businesses, delivering excellent service to people they genuinely like and enjoying every minute of it - and that is what this book is about. This no nonsense approach to recognising your unique potential and thinking outside of that 'everyone-is-doing-it' square helps you to recognise the importance of attracting YOUR ideal customer, the people who will appreciate what you have to offer them. So, if you want to be in control of your approach, your business, your home and your guests - and not bow to those trying to lump you with everyone else - then you could really benefit from reading this book.

Good book, but written a little strangely.

I wish I had had a guide and advice from Yvonne six years ago when beginning my B & B! I'm on the right track and have found my niche as she suggests. Now I will move forward on many of her suggestions for social marketing and outsourcing more services to save my energy to be rested and ready to enjoy each client to my full potential. Thanks for taking the time to write your book Yvonne! Continued success to you! Cheryl Ward, An American in Brittany Bed and Breakfast, France.

I think this is an excellent book for anyone who is thinking of opening a bed and breakfast, or already has and is not happy with either their level of success or their daily work load. If you are willing to get real in order to get results, this book will show you the changes you need to make in both your attitude and the way you work to make your guests, as well as yourself, happy... and increase your business!

Bed and Breakfast Magic has some great advice and I made notes of several things she mentions. It's a little outdated though and her self promotion of her coaching was so over mentioned that I found it annoying.

Save your money. While she has some good hints, most of her book is dedicated to getting you to sign up for her consulting services.

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