

THE FULL HOUSE / INTEGRATED PREVIEW

One complete system. One clear handover.

Sample created for the fictional property **Saltline House**, a relaxed coastal retreat in Northern New South Wales.

This preview demonstrates how the three parts work together. The paid Full House contains the complete House Voice, one complete Noticeboard month, the full Guest Journey, a joined-up map, priority handover plan and organised master folder.

THE MANAGEMENT OUTCOME

Approve the direction once. Give each team the right tools. Stop rebuilding briefs, content and messages in separate places.

The Full House is designed for owners and managers who need consistency across marketing and operations without becoming the person who has to write and organise everything themselves.

01 | THE JOINED-UP SYSTEM

From first discovery to the invitation to return

STAGE	MARKETING	GUEST COMMUNICATION	SHARED DIRECTION
Discover	Seasonal content, social posts and guest email	Clear public answers and listing language	Voice, guest profile and key message
Choose	Proof points, visual cues and useful reasons to stay	Booking questions and quick replies	Property facts bank
Prepare	Local content and relevant extras	Confirmation, planning and pre-arrival messages	Guest needs and service priorities
Stay	Real-time stories and experience details	Arrival, settling-in and during-stay messages	Warm, clear service language
Return	Review-led content and return-stay ideas	Checkout, review request and return invitation	Review response system

The joined-up map prevents a common problem: marketing promises one experience while operational messages sound unrelated or generic. Every team works from the same approved foundation.

02 | THE PRIORITY HANDOVER

What management approves—and what happens next

ORDER	MANAGEMENT APPROVES	TEAM USES	OUTCOME
01	Voice, guests, key messages and property facts	Everyone	One shared foundation
02	Guest journey timing, details and escalation wording	Reception + reservations	Reliable guest communication
03	Monthly direction, offers and calls to action	Marketing + agency	A complete month ready to publish
04	Final joined-up check and refinements	Team leads	Clean handover and ownership

A selected handover note

Reception uses the approved Guest Journey folder for scheduled messages and quick replies. Marketing uses the House Voice cheat sheet and Noticeboard calendar. Any new offer starts with the property facts bank and approved key messages. Management reviews only material changes, not every everyday sentence.

The final handover is tailored to the client's actual team structure. Where one person covers several roles, the plan is simplified rather than duplicated.

03 | THE MASTER FOLDER

Everything organised by the people who use it

00 START HERE

Management overview

Joined-up map / approval summary / priority handover / named owners
/ final quality checklist

01 HOUSE VOICE

Creative foundation

Full guide / one-page cheat sheet / property facts bank / content
capture list / review responses / custom prompts

02 NOTICEBOARD

One complete month

Monthly direction / eight posts and visuals / twelve stories / two guest
emails / calendar / capture list

03 GUEST JOURNEY

Complete communication system

Journey map / twelve messages / eight quick replies / timing and fields /
setup guide / sensitive-situation guidance

WHAT IS NOT AUTOMATIC

The included Noticeboard month does not renew automatically. The client's team or existing platform support loads and publishes the finished work. Software setup, community management and paid advertising are not included.

This four-page preview shows the structure and selected handover tools only. The purchased Full House contains the complete, property-specific documents and finished work described above.