

THE HOUSE VOICE

A creative direction your whole team can use.

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

A practical foundation for what to say, what to show and how to create more without losing what makes the property distinctive.

WHAT A CLIENT RECEIVES

Voice and personality / guest profiles / key messages / content themes / visual direction / examples / custom prompts / team checklist

This shortened sample demonstrates the structure and standard of the finished guide. Every paid House Voice is tailored to the property's guests, service style and location.

01 | VOICE, GUESTS AND MESSAGES

The foundation behind every creative choice

Saltline House feels calm, personal and grounded in place. Its words should make guests feel looked after without sounding scripted. Its imagery should feel tactile and lived-in rather than staged: soft morning light, coastal textures, small rituals and genuine local moments.

The one-line creative test

If the words or image could belong to any hotel, they are not specific enough for Saltline House.

PRIMARY GUEST

The quietly curious weekender

A design-aware couple who wants ease, local flavour and breathing room - not a packed itinerary or a formal luxury experience.

KEY MESSAGE

The coast, made easy

Saltline House removes the work from a coastal escape: thoughtful details, genuinely useful local knowledge and everything important close by.

VOICE DIRECTION

Warm, clear and quietly confident

Write like a capable host speaking to one guest. Be specific, useful and local. Avoid corporate language, exaggerated luxury claims and forced enthusiasm.

02 | CONTENT AND VISUAL DIRECTION

A repeatable shape for future marketing

CONTENT THEME	WHAT TO CREATE
The unhurried stay Show the feeling of having nowhere else to be.	Slow mornings, reading corners, late swims, two-night itineraries and quiet seasonal offers.
Useful local knowledge Make the location feel easy to explore.	Walkable dinners, tide-aware beach tips, rainy-day favourites and concise neighbourhood guides.
Thoughtful details Reveal care through specific choices.	Arrival rituals, locally made amenities, room details and the practical touches guests mention in reviews.
People behind the stay Build trust without relying on faces.	Hands at work, a morning room check, a local supplier story and short notes from reception.

Visual cues

Natural coastal light / limestone, linen and water textures / generous negative space / people shown as a detail rather than the subject / real moments over staged room shots

Keep out of frame

Heavy filters / generic stock sunsets / crowded collages / posed staff line-ups / text-heavy graphics / visuals that promise a level of formality the stay does not deliver

03 | EXAMPLES AND CREATION TOOLS

From creative direction to finished work

Pre-arrival email opening

Your stay at Saltline House is almost here. Check-in begins at 2 pm, and we will send your room details on the morning you arrive. If you are reaching us earlier, leave your bags at reception and wander down to the beach while we get everything ready.

Social caption

The slower side of winter: empty beaches, clear mornings and dinner within walking distance. Stay two nights midweek and give yourself a full day with nowhere else to be.

Service update

The pool will close at 4 pm today for routine care and reopen at 8 am tomorrow. The beach is calm this afternoon, and towels are waiting at reception if you would like to head down.

A sample from the custom ChatGPT prompt library

CAMPAIGN BUILDER

Turn one timely reason to stay into a small campaign

Using the Saltline House property brief, create a three-part campaign for [offer or seasonal moment]. Provide: one guest email with subject line, three social captions from different angles, and a simple visual brief for each post. Keep every claim factual. Use the 'unhurried stay' or 'useful local knowledge' content theme, include one specific guest benefit in each piece, and avoid luxury cliches or false urgency. Finish with a calm, clear call to action. Flag any missing detail instead of inventing it.

Team quality check: Is it specific to the property? Is the guest benefit clear? Does the image support the same idea as the caption? Is every practical detail accurate? Could a team member use it without further explanation?

This is an illustrative sample, not a reusable template. A finished House Voice is written from the client's questionnaire and supplied as an organised creative kit ready to share with their team.