



# Creating Your Perfect Listing

Write descriptions that turn browsers into bookings

## The 5-Second Test

Most guests decide whether to keep reading your listing within 5 seconds. Your hero photo, headline, and first sentence have to do all the heavy lifting.

Ask a friend who's never seen your venue to look at your listing for 5 seconds, then describe it back to you. If they can't, it's too generic.

## Your Headline Formula

[Distinctive feature] + [vibe word] + [event type] + [neighborhood]

Example: 'Rooftop garden retreat for intimate weddings in Silver Lake'

Example: 'Industrial loft with full A/V for corporate offsites in SoMa'

## The Description Structure

Paragraph 1 — The mood. What does it feel like to walk in? What do guests say when they see it for the first time?

Paragraph 2 — The space. Square footage, layout, capacity for different setups (seated, standing, U-shape), and any standout features.

Paragraph 3 — What's included. A/V, tables, chairs, linens, parking, staff, kitchen access. Be specific.

Paragraph 4 — Best for. Help guests self-qualify by naming the event types you love hosting (intimate dinners, milestone birthdays, corporate retreats, micro-weddings).

## Words That Convert

Use sensory words: warm, glowing, candlelit, sun-drenched, lush, intimate, soaring.

Avoid vague filler: amazing, beautiful, perfect, great, nice. These words mean nothing.

Tell mini-stories: 'Last fall we hosted a 50-person rehearsal dinner where the bride cried when she saw the string lights come on.' Story sells.

## **The Amenities Checklist**

Tables and chairs (how many, what style), linens, glassware, A/V system, microphones, projector, screen, Wi-Fi, parking (number of spots), accessibility, kitchen access, prep space, restrooms (number), green room, coat check, outdoor area.

## **House Rules**

Be upfront about: noise curfew, alcohol policy, outside catering, decorations, candles, music type, end time, cleaning expectations. Clear rules = happy guests = great reviews.