



The Bootstrap Start-Up Guide to The Small Bed and Breakfast

“A Personal Snapshot”

by Wendy Daniels-Keene
*Owner and Innkeeper of
Applesauce Inn B&B*

Bootstrap Start-Up Guide to the Small Bed & Breakfast; *a Personal Snapshot*

By Wendy Daniels-Keene, Innkeeper and Founder of
[Applesauce Inn Bed and Breakfast](#)

Contents

| | |
|----------------------|----------|
| Forward | 5 |
|----------------------|----------|

About Innkeeping

| | |
|-------------------------------------|----|
| The Innkeeping Attitude | 6 |
| Requirements of the job | 6 |
| Schedule Snapshot | 8 |
| Analyzing your skills | 11 |
| Working outside the Inn | 11 |
| Personal time outside the Inn | 12 |
| Recommended Reading | 13 |

Types of Inns

| | |
|----------------------------------|----|
| Start-up vs. Going Concern | 15 |
| Modern vs. Mansion | 16 |

Your Dream Inn

| | |
|--|----|
| Location, location, location! | 18 |
| Research & Development | 19 |
| Revenue Potential and Room for Expansion | 22 |
| Guest Bathrooms | 23 |
| Public Areas | 24 |
| Personal Space | 24 |
| Curb Appeal | 25 |

The Legal Stuff

| | |
|--------------------------------|----|
| Setting up your business | 26 |
| Zoning Concerns | 27 |
| Insurance Concerns | 28 |
| Tax Concerns | 30 |
| Financing Obstacles | 31 |

Getting Started

| | |
|-------------------------------------|----|
| National Associations | 33 |
| State Associations | 34 |
| Naming your Inn | 35 |
| Your Domain Name | 36 |
| Getting Help from the Experts | 37 |

The Basics: Your Rooms

| | |
|--------------------------|----|
| The Musts | 38 |
| Optional Stuff | 40 |
| What's In a Name? | 42 |
| Setting your Rates | 43 |
| Guest Security | 44 |

Bootstrap Start-Up Guide to the Small Bed & Breakfast; *a Personal Snapshot*

**By Wendy Daniels-Keene, Innkeeper and Founder of
[Applesauce Inn Bed and Breakfast](#)**

The Basics: Breakfast

| | |
|----------------------------|----|
| What and How? | 45 |
| Other Food Offerings | 46 |

Setting Guest Policies

| | |
|---------------------------------|----|
| Reservation Policies | 47 |
| Check in and Check out | 47 |
| Minimum Stay Requirements | 47 |
| Deposits | 48 |
| Cancellations | 48 |
| Pets | 48 |
| Kids | 48 |
| Visitors | 49 |
| Friends and Family | 49 |
| House Rules..... | 49 |
| Example of my House Rules | 50 |

Dealing with Guests

| | |
|--------------------------------|----|
| Initial Contact | 51 |
| On the Phone | 51 |
| Guest Arrival | 52 |
| Housekeeping | 53 |
| Money & Time Saving Tips | 55 |
| Enforcing the Rules | 56 |
| Checking them out | 56 |

Your Website

| | |
|---|----|
| Importance | 57 |
| Web Hosting | 57 |
| Online Availability | 58 |
| Be Prepared to Build it | 59 |
| SEO, Keywords and other “Mumbo-Jumbo” | 61 |
| Keep it Fresh | 62 |

Marketing on the Cheap

| | |
|-------------------------------|----|
| Start Slow and Be Smart | 63 |
| Free Online Directories | 64 |
| Paid Online Directories | 65 |
| Online Review Sites | 66 |
| Reciprocal Links | 68 |
| Email Marketing | 69 |
| Referral Tracking | 70 |

Keeping It All Together

| | |
|-----------------------------------|----|
| Innkeeping Software | 71 |
| Doing it By Hand | 71 |
| Reservation Forms | 73 |
| Sample Reservation Form | 74 |
| Reservation Calendar | 75 |
| Sample Reservation Calendar | 76 |
| Reservation Confirmations | 77 |
| Guest Invoices | 78 |
| Sample Invoice | 79 |
| Guest Registration | 80 |
| Revenue Ledger | 80 |
| Occupancy Calendar | 81 |
| Sample Occupancy Calendar | 82 |
| Accounting Categories | 83 |
| Guest History | 86 |

Other Stuff to Worry About

| | |
|--------------------------------|----|
| Other Revenue Streams | 87 |
| Ebay | 87 |
| Gift Shop | 88 |
| Cookbook | 88 |
| Gift Certificates | 89 |
| Charitable Contributions | 90 |

Afterword91