



Story Audit

Stop listing amenities. Start telling your story.

This quick audit helps you find the story inside your stay, what guests *feel*, not just what they book.

Spend 10 minutes filling this out before your next listing update or social post.

Section 1: Your Signature Story Moments

Think beyond features. What's memorable, emotional, or uniquely *you*?

Moment	Description	Why It Matters Emotionally	Proof / Guest Quote
Arrival	What's the first impression guests have?		
Surprise	What small detail makes them say "wow"?		
Memory	What do guests still talk about when they leave?		

 **Pro Tip:** Use your reviews or guest messages to find these moments, you're looking for *feelings*, not fixtures.

Section 2: Show, Don't Tell

Replace generic phrases with storytelling language that *paints a picture*.

Common Phrase	Rewrite as Story	What Emotion Does It Evoke?
"Beautiful view"	"Morning coffee tastes better when the sun hits the lake just right."	Calm, connection
"Spacious living room"	"Enough room for your crew to sprawl, snack, and plan the next adventure."	Belonging, relaxation

 **Pro Tip:** Write it like you'd say it to a guest in person.

Section 3: The People Behind the Place

Stories stick when they have a heartbeat.

Who / What	Their Role in the Story	How Guests Connect
 Ideas: The family who built it, the local roaster who supplies your coffee, the innkeeper who still folds towels like origami.		

Section 4: Emotional Anchor Check

Every great story makes guests *feel* something. Which emotions do you naturally evoke?

- ☐ Comfort
- ☐ Curiosity
- ☐ Wonder
- ☐ Nostalgia
- ☐ Belonging
- ☐ Escape

- ☐ Pride in discovery
- ☐ Other: _____

 **Goal:** Choose one or two primary emotions to weave consistently through your listing copy, photos, and guest touchpoints.

Section 5: Your Story Snapshot

Wrap it up in one short paragraph (your brand “story blurb”).

Prompt:

In one paragraph, describe your stay as if you’re talking to a curious traveler. Focus on what they’ll *feel*, not just what they’ll *see*.

 Example:

“This cabin isn’t fancy, but it’s real — hand-built by a dad who wanted his kids to grow up barefoot and curious. The river out back doesn’t rush, it hums. Every guest ends up leaving with a little more peace than they came with.”

Section 6: Quick Wins

Easy actions you can take right after this audit.

- ☐ Update your Airbnb/website “About” section with your story snapshot.
 - ☐ Add one guest quote that reflects emotion, not logistics.
 - ☐ Swap three generic photo captions for story-based lines.
 - ☐ Post your favorite “story moment” on social this week.
 - ☐ Ask one past guest, “What moment from your stay stuck with you?”
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Smart Pineapple Tip:

Don’t chase perfect prose. Chase real feelings.
Storytelling isn’t marketing fluff, it’s a memory-making strategy.

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