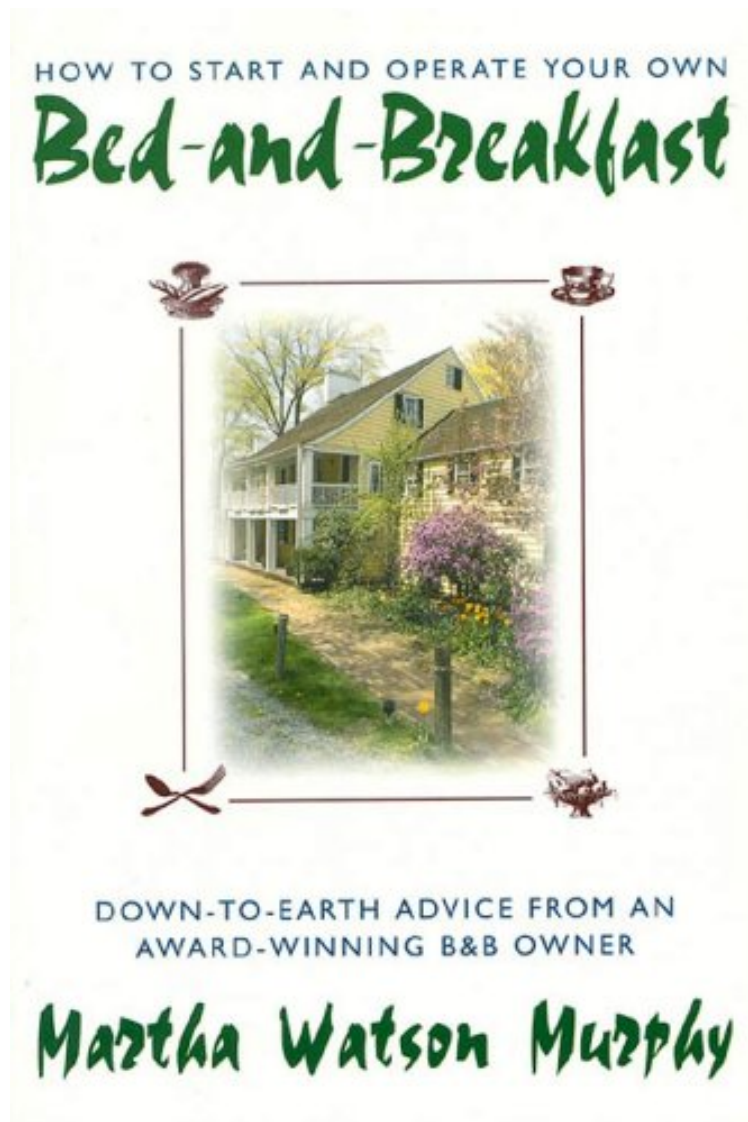


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How to Start and Operate Your Own Bed-and-Breakfast: Down-To-Earth Advice from an Award-Winning BB Owner

Martha W. Murphy

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Martha W. Murphy : How to Start and Operate Your Own Bed-and-Breakfast: Down-To-Earth Advice from an Award-Winning BB Owner before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Start and Operate Your Own Bed-and-Breakfast: Down-To-Earth Advice from an Award-Winning BB Owner:

0 of 0 people found the following review helpful. Five StarsBy Jerri SkinnerMartha is great2 of 2 people found the

following review helpful. Clearly, this is work !By Hans BeerbaumWhile this title is a little out of date (published in 1994), its essence is still accurate. From the beginning of time, a successful innkeeper has to provide certain services in order to create a successful, growing business.Martha Murphy tells the budding host the essentials of hospitality, starting with your attitude, the house you're using, the beds and their care, bathrooms, meals, how to handle guests, marketing and the importance of record keeping. There are also plenty of stories about good guests and how to keep the "bad" ones from coming back (tell 'em you're already fully booked the next time they call).What is missing is modern information about marketing through the internet, which was in its infancy in 1994. Other than that, the information is priceless and timeless.The book also makes it pretty clear that hosting a BB is WORK. You're not going to get rich by simply changing the sheets and hanging out a sign.0 of 0 people found the following review helpful. High hospitality servicesBy George NortonRelevant useful info for all thinking about the exciting BB world. Be prepared to work hard and enjoy the client as you go.

Down to earth advice from an award-winning BB owner. Illustrated with charming line drawings and lightened by real-life anecdotes, this is an easily accessible guide to an ever growing small-business niche.