



# Acorn Internet Services, Inc.

## Aspiring Innkeepers and Newbie Innkeeper "Truth or Consequences" Check List

PO Box 1602 Colorado Springs, CO 80901  
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### Basic Skills

- Yes  No Have you taken one or more Aspiring Innkeeper classes?
- Yes  No Have you read any Aspiring Innkeeper books?
- Yes  No Do you enjoy volunteering?
- Yes  No Do you have good follow-through on your commitments?
- Yes  No Do you have strong verbal and written communication skills?
- Yes  No Are you comfortable working on a flexible schedule?
- Yes  No Are you comfortable sacrificing your own wants in lieu of your clients?
- Yes  No Do you understand that you may be up early and go to bed late?
- Yes  No Do you recognize when you need help and seek it out?
- Yes  No Can you multitask?

### Customer Service

- Yes  No Do you like to talk on the telephone?
- Yes  No Are you comfortable answering the phone on the 1<sup>st</sup> or 2<sup>nd</sup> ring?
- Yes  No Do you strive never to let a call go to voice mail?
- Yes  No Do you know the importance of a well written cancellation policy?
- Yes  No Are you skilled in dealing with difficult situations both in person and on the phone?
- Yes  No Do you have basic crisis skills? (medical, physical, emotional emergencies)
- Yes  No Can you handle criticism and effectively adapt changes from that criticism?
- Yes  No Are you good at setting boundaries and/or rules and enforcing them with a "velvet glove"?
- Yes  No Do you enjoy being a concierge and tell the same stories or give directions over and over.

### Food Service

- Yes  No Are you aware of the rules for Food Service and Handling?
- Yes  No Are you familiar with how to handle customers with food allergies?
- Yes  No Are you able to cook and serve breakfast to large groups of people?
- Yes  No Do you plan to implement an onsite Food and Drink policy?

### Housekeeping

- Yes  No If there is no housekeeping staff, are you prepared to clean rooms and prepared for check-in?
- Yes  No How do you plan to handle laundry?
- Yes  No Do you understand what cleaning rooms to at least 3 star hotel / motel standards mean?

### City, County and Federal Regulations

Are you familiar with what to ask regarding?

- Yes  No Food and Beverage Service
- Yes  No Alcohol
- Yes  No Taxes
- Yes  No How to handle Employees vs. Contractors
- Yes  No Parking
- Yes  No Lodging
- Yes  No Outdoor events/gatherings (noise, tents, etc)
- Yes  No The terms, conditions, and costs of Business and Innkeeping insurance?
- Yes  No Are you aware of ADA requirements
- Yes  No Are you aware of Historic property waivers
- Yes  No Etc.

## Staff Management Skills

- Yes  No Do you have any experience managing staff?
- Yes  No Do you have any experience managing a schedule?
- Yes  No Do you have any experience establishing procedures?
- Yes  No Do you know how to delegate?
- Yes  No Do you know how to constructively address and resolve issues with staff members?
- Yes  No Do you know how to do a performance review?
- Yes  No Do you know how to terminate a staff member?

## General Computer Questions

- Yes  No Are you comfortable using a computer?
- Yes  No Are you comfortable installing and learning new software programs?
- Yes  No Do you know how to use a "word editor" such as WORD?
- Yes  No Do you know how to use a "spreadsheet tool" such as EXCEL?
- Yes  No Do you know how to use a mail system including handling attachments?

## Internet Questions

- Yes  No Do you know what a Browser is?
- Yes  No Do you know what a Search Engine is?
- Yes  No Do you "Surf" on the Web?
- Yes  No In Google, do you know how to use all the options in the left hand column to surf efficiently?
- Yes  No In Google, can you "spot" the different types of web results (Paid, Organic / Free, Local)?

## iPad Technology

- Yes  No Do you use an iPad?
- Yes  No Are you comfortable locating, installing and using Apps on your iPad?

## Smart Phone Technology

- Yes  No Do you have and know how to use a smart phone efficiently?
- Yes  No Can you "spot" a mobile site when you surf on your smart phone?
- Yes  No Are you comfortable installing and using Apps on your smart phone?

## Online Social Skills

- Yes  No Do you Blog?
- Yes  No Do you Facebook?
- Yes  No Do you Tweet (Twitter.com)?
- Yes  No Are you a member of LinkedIn?
- Yes  No Have you ever used a Bookmarking site such as StumbleUpon?
- Yes  No Do you Google+?
- Yes  No Do you make videos?
- Yes  No Do you know how load them to YouTube?
- Yes  No Do you participate in Pinterest?

## Web Design and Related Components

- Yes  No Have you studied a variety of Bed and Breakfast Web Site designs?
- Yes  No Do you know what "SEO" stands for and it's application for Innkeeping?
- Yes  No Are you familiar with the difference between On-Page and Off-Page SEO?
- Yes  No Do you know the criteria required for creating a revenue generating Bed and Breakfast design?
- Yes  No Do you know what it means to take "Online Reservations"?
- Yes  No Are you aware of the impact of Guest Review Companies such as Tripadvisor.com, Google, etc.?
- Yes  No Are you aware of the difference between Guest Management Systems / Online Availability Systems?
- Yes  No Have you researched Guest Management and/or Online Availability software products and options?
- Yes  No Are you familiar with Google Analytics?