

WAGGLE DANCE RANCH

FORGET THE RESUME.

TELL US THREE STORIES.

The WDR No-Resume Application Challenge

We are not starting with where you worked. We want to know how you **notice, interpret and improve a guest experience**. Think about three places you have personally stayed - an Airbnb, Vrbo, Vacasa, resort, hotel or similar property.

There are no “right” three stays. We are interested in what you noticed.

YOUR NAME

EMAIL ADDRESS

THE GREAT ONE

Describe a stay that was genuinely excellent. What made it so good? What did the property or the people do that you still remember? What would you copy - in the nicest possible sense - and bring to Waggle Dance Ranch?

THE AVERAGE ONE

Describe a stay that was perfectly fine but completely forgettable. Why was it merely average? What was missing? What could someone have done differently to turn **“It was fine”** into **“You have to stay there”**?

THE BAD ONE

Describe a stay that went badly. What happened - and, more importantly, **why** did it happen? Was the real problem the property, communication, service, expectations, maintenance, management, or the response when something went wrong? If you had been running the property, what would you have done to fix it?

NOW INTERVIEW THE PERSON WHO PAID

Your experience of a trip is only half the story. For each of the three stays above, talk to the person who actually **paid for the trip**. That might be a parent, grandparent, spouse, friend, employer - or you.

We want you to discover whether the person holding the credit card experienced the same trip differently.

ASK THE PAYER ABOUT ALL THREE TRIPS

1. What were they happy to pay for?

Which parts felt worth the money? What felt generous, convenient, memorable or genuinely valuable?

2. What irked them?

What annoyed them before, during or after the stay - even if everybody else on the trip had a great time?

3. Where did they feel nickel-and-dimed?

Ask specifically about cleaning fees, resort fees, parking, booking fees, deposits, service charges, food markups, activity charges, equipment rentals, transportation, late fees, checkout requirements or other add-ons. Which charges felt fair, and which felt like death by a thousand cuts?

4. What surprised them on the final bill?

Was the true cost clear when the trip was booked? Were there charges they did not expect? Did anything make the advertised price feel misleading?

5. What would they gladly have paid MORE for?

Was there something that would have made the trip easier, more memorable or more relaxing - transportation, stocked groceries, a chef, childcare, golf coordination, equipment, recovery, entertainment or another service?

6. Would they pay to take the same trip again?

Why or why not? What single change would most improve the value proposition?

INTERVIEW NOTES - LABEL EACH OF YOUR THREE TRIPS

THE PAYER'S VIEW - WHAT DID YOU LEARN?

Compare what **you** remembered about the three trips with what the **payer** remembered. Where did you agree? Where were you completely different?

THE NICKEL-AND-DIME TEST

From the payer's point of view, list the charges or policies that made any of these trips feel less hospitable. Then tell us how you would handle those same things at Waggle Dance Ranch.

WHAT WOULD YOU KEEP?

What did any of these properties charge for that the payer considered completely fair - or even a bargain? Why did it feel worth paying for?

WHAT WDR IS ACTUALLY LOOKING FOR

What delighted you? What annoyed you? What did everybody else overlook? What would you copy? What would you change? What would you never allow to happen at Waggle Dance Ranch? And now: **did you understand the experience differently once you talked to the person paying for it?**

“Don’t send us a resume. Tell us how you think about a guest - and the person paying the bill.”

A FEW FINAL THOUGHTS

What do these three trips and the payer interview say about **you**? What kind of guest experience do you naturally notice? What would you want to help invent at Waggle Dance Ranch?

YOUR FIRST WDR INTERVIEW STARTS WITH THE LAST THREE PLACES YOU STAYED.

Waggle Dance Ranch | Auburn-Opelika, Alabama

HOW TO COMPLETE AND RETURN

Download and open this PDF in a PDF reader. Click the shaded boxes and type your answers. Save the completed file with your name in the filename, then email it to Guy@waggledanceranch.com. Saving does not submit your application.

PHONE (OPTIONAL)

ROLES OF INTEREST (OPTIONAL)