



Challenge Script Example

Once you have your challenge promise and name, you'll want to flesh out your challenge with a description and name for each day, along with a challenge question that you will post for your participants to answer.

You'll also want to plan out what you are saying each day – some challenge leaders like to have an exact script and others have key bullet points. Make sure you are educating your participants on their pain points and the cost of NOT solving them.

You might share some basic information on the steps, model or process you use related to your promise **but you want to make sure you are NOT solving the actual problem for them – that is what your online program is for!**

In this document, **we share our Launch Your Transformational (and Profitable!) Retreat Challenge script that we used to sell our Retreat Blueprint Program**. The related emails are in the [Challenge Email Funnel Template](#) so you can see how this all fits together. Since we have a team, this is the document we shared with them.

Retreat Blueprint Program Live Launch Example Script

Launch Your Transformational (*and Profitable!*) Retreat Challenge

The idea behind the challenge:

By joining us, if you're a newbie, you're saying YES to finally launching your retreat – OR – if you're already running retreats, you're saying YES to adding another \$10-50k onto your bottom line, so that you can make a massive difference in your clients' lives and as well as making a massive difference in your own life and business.

During our time together we're going to be implementing our Retreat Blueprint Model so that you can run a retreat in the next year that completely sells out and makes you a profit you can be proud of – this is not about just consuming information and then forgetting about it!

We're going to work each day to get your retreat designed and a promotional plan mapped out by the end of the week.



In case you are wondering WHO the Wanderlust Team is here goes...

Meghan Gilroy, my amazing and brilliant co-director
Brandt Morgan, Chief Wordsmith & Retreat Coach
Melanie Scott, Retreat Coach & Copywriting Maven
Leo Van Warmerdam, Retreat Coach & Pricing Wizard
Mel Ireton, Director of Customer Happiness

Format:

- 45-60 minute FB Live each day
- Guide to print
- 15 minute live recap the following day by one of the team members (this is optional and extra)
- Homework: Challenge answer post each day - goes up right after FB Live
- Winner posts for our prize giveaways - goes up during the FB Lives. Choose winners based on being on the live training AND posting homework (this is optional and extra)
- Visual recap post each day (this is optional and extra)
- Videos, challenge answer posts, visual recap posts organized in FB Units
- Get Started Video explaining challenge in FB Units

Day 1 Monday: Designing a Retreat That Sells

Challenge question: Who is your ideal client for your retreat and what do they want to change or accomplish in their life or business? Why is this urgent for them?

Day 2 Tuesday: Generating Leads to Fill Your Retreats

Challenge question: What FIVE actions are you consistently going to take to grow your tribe and fill your retreat?

Day 3 Weds: Mapping Out Your Retreat Planning & Promotional Strategy

Challenge question: Give us the timeline for your retreat! What are your planning & pricing dates, tribe building timeframe, promotion dates, fill by dates and retreat dates?



Day 4 Thurs: How to Make \$\$\$ Year-Round from Your Retreat [PITCH]

Challenge question: How will you get your clients to be active and engaged with you all year long with freebies, programs and offerings so you can generate more income from pre-retreat to post-retreat?

Day 5 Friday: More Sales & Profits by Clarifying Your Message

Challenge question: How can you clarify and empower your message through your retreat promise and title? Post your retreat promise and title for us in the Facebook Group for us to review.

These days are optional and extra and can help you make extra sales.

Day 6 Saturday: Live Q+A

Live Q+A

Day 6 – Night: Saturday

Bonus Session – Live Coaching, **How to Make Retreats Work For You**, sharing retreat business models

Day 7 Sunday: Interview + Overcoming Objections

Day 8 Monday: The Secret to Consistent Retreat Sales: Your Value Bundle + Interview

Day 9 Tuesday: Mindset, Interview + Q+A

(Cart close/end of registration)

Schedule:

- Monday – Thursday 7pm ET
- On Friday, we'll be broadcasting at 3pm ET because like Meghan, we know you have families.
- Then on Saturday, we'll be here at 11am ET
- Do a bonus training on Saturday night 7pm – only advertise this on Saturday as an extra
- Sunday, Monday and Tuesday we'll be back at 7pm ET.
- All the trainings will be up until midnight on Tuesday so make sure you mark that on your calendar so you can save whatever you need.



Giveaways:

Participants have to post their homework from the day before AND be on live to win.

Day 1: Amazon gift card

Day 2: Amazon gift card

Day 3: Amazon gift card

Day 4: 50% scholarship

Day 5: Amazon gift card

This section has all the links the team needed – just like you have it all in your Launch Info & Links doc.

Challenge Registration Page: <https://www.wanderlustentrepreneur.com/retreat-challenge>

Replay page: <https://www.wanderlustentrepreneur.com/profitable-retreat-challenge-2020/>

Our Workbook – give this link to participants: <http://bit.ly/retreat-guide>

If you need the direct link:

<https://howtocrearetreat.s3.amazonaws.com/wbk/RBPWorkbook2020.pdf>

The launch buy link: www.join-blueprint.com

Offer: RBP \$2997 full price => \$500 discount during launch + legal forms + Wanderlust Biz Bootcamp training

Launch pricing \$2497

3 x \$865 (\$98 F/C)

6 x \$450 (\$203 F/C)

8 x \$350 (\$303 F/C)

12 x \$240 (\$383 F/C)

Normal website pricing \$2997

3 x \$1032 (\$99 F/C)

6 x \$532 (\$195 F/C)

8 x \$412 (\$299 F/C)

12 x \$280 (\$363 F/C)



Here are the order form links:

\$2497 Live Launch & New EG Funnel

<https://gs227.infusionsoft.com/app/orderForms/Retreat-Blueprint-EG20-Live>

\$2997 Full Price Order Form:

<https://gs227.infusionsoft.com/app/orderForms/Retreat-Blueprint-EG20>

Time converters:

Monday January 27th @ 7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge+Monday+January+27th&iso=20200127T19&p1=179&ah=1>

Tuesday January 28th @ 7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge+Tuesday+January+28th&iso=20200128T19&p1=179&ah=1>

Weds January 29th @ 7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge+Wednesday+January+29th&iso=20200129T19&p1=179&ah=1>

Thurs January 30th @ 7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge+Thursday+January+30th&iso=20200130T19&p1=179&ah=2>

Friday January 31st @ 3pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge+Friday+January+31st&iso=20200131T15&p1=179&ah=1>

Saturday February 1st @ 11am New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge+Saturday+Feb+1&iso=20200201T11&p1=179&ah=1>

Saturday BONUS February 1st @ 7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge+Saturday+Bonus+Feb+1&iso=20200201T19&p1=179&ah=1>



Sunday February 2nd @7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge+Sun+Feb+2&iso=20200202T19&p1=179&ah=1>

Monday February 3rd @ 7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge+Mon+Feb+3&iso=20200203T19&p1=179&ah=1>

Tuesday February 4th @ 7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge+Tue+Feb+4&iso=20200204T19&p1=179&ah=1>

We had extra bonuses each day of the challenge – this is a more advanced strategy.

Accelerator Bundle: PIF and Register Friday by midnight and receive a 1:1 call with Melanie Scott. Also Copywriting Crash Course. (Video 1 in Module 3 of MMA) and “How to Create a Webinar to Sell Your Retreat” bonus (from MMA module 7 video #3). Limit 20.

Fast Action Bonus for those who do not do the PIF: “How to Create a Webinar to Sell Your Retreat” bonus (from MMA module 7 video #3). Limit 20

Friday Livestream Bonus: Register by end of Livestream on Friday and receive a “Choose Your Location Consultation” with Ales Struna. Limit 20

Saturday Night Bonus Livestream: Register by end of Livestream with PIF and get Accelerator Bundle. Limit 5.

Monday Livestream Bonus: Copywriting Crash Course. (Video 1 in Module 3 of MMA). Limit 20

Tuesday Livestream Bonus: Orientation Call – get set up for the program, know what your first actions are.



For each day, we had a workbook guide that participants received so they could follow along with us on the Livestreams as a recap of our material. You can see the content we shared based on the guide. A guide encourages participants to register for the challenge and it adds value.

We have simplified our guide since this particular challenge and we'll be sharing an example of that with you.

Then you'll notice the script we have for each day that guided what we talked about on the Livestreams. Each Livestream was about 45minutes with time to respond to participants' questions that they typed into the comments.

Day 1: Monday, January 27th
Designing a Retreat That Sells

For the guide, our clients will fill in the blanks:

The Retreat Blueprint Model contains 5 powerful steps for getting your retreats created and filled:

1. Knowing Your Client's Problems & Selling Them The Solution
2. Designing a Deeply Transformational Experience
3. Leveraging Your Strengths to Fill Your Retreat
4. Crafting A Year-Round Business, Not A One-Off Retreat
5. Taking Action Using an Simple, Repeatable, Proven System

To create a successful retreat that stands out from the crowd, you must be very clear on exactly who your client is, what problem you solve for them, and then craft your retreat to be the solution.

This creates an urgent need for your client to want to come on your retreat and continue working with you all year long.

Always design a deeply transformational experience for your participants rather than a workshop in a pretty place.

KEY TAKEAWAYS: To design a retreat that sells you must offer a retreat that folks feel they have to come on or they're going to die. It cannot be "boiled chicken" – it needs to stand out and be different from all the others in your industry.



If you're currently running retreats and they're not selling out or you're not making as much as you'd like, most likely you have one of three common issues. Either the way you're speaking to your clients on your retreat sales page and in your marketing is not converting them into buyers or your retreat is no longer standing out from the crowd or you're not marketing your retreat consistently with a solid promotional plan.

On Your Own:

Who is your ideal client?

What problem do they have?

Why is this urgent?

How is your retreat the solution?

How is your retreat different from anyone else's in your industry?

ACTION ITEM: Who is your ideal client for your retreat and what do they want to change or accomplish in their life or business? Why is this urgent for them? Post in the Facebook Group under the pinned homework post!

You can also PM Brandt Morgan, Melanie Scott or Leo van Warmerdam anytime – we are here to work with you and guide you through this entire process!



We color code what Meghan versus Sheri is saying so it flows. You can use this as an example for your Livestreams, replacing the content with yours!

Session 1 Facebook Live:

- Welcome, so excited you're here
- What you're saying yes to – mapping out your retreat in 5 days and launching it within the next year. If you're already running retreats, then you are saying yes to making the tweaks that will allow you to sell out your retreats and make you an extra \$10-50k in profit.
- Please say hello, where you are located, who you are watching this with
- Our intent is to have fun, learn and share and cultivate community, this is live, real humans
- Going to map out your retreat together so you need our guide
- Take notes and do the homework
- Be all in
- Quick intro for each of us
- See newbies here, folks who have run retreats, travel professionals, meeting planners, and folks who have taken our programs and also our team
- We'll be calling out what to listen for if you are a newbie and how to substantially increase your ability to sell out those last spots on your retreats and add an additional \$10-50k if you are already running retreats. So listen up as we go through the trainings. Our Retreat Blueprint Model works for both newbies and experienced retreat leaders as well as travel professionals and retreat planners. And if you are the owner of a retreat facility – listen up because you cannot properly serve your retreat leaders if you don't understand the challenges they face.
- What we're doing this week is showing you the exact model we use to create and sell out our retreats and we'll also be bringing on a client on camera who launched their retreat and made a great income
- If you follow the steps, the next time this could be you.
- We're asking you to come with an open-heart and an open-mind.
- We know many of you have been trying to launch retreats for years and it just seems so complicated and frustrating.
- We also know some of you have launched retreats before and you either didn't fill them, you didn't make enough money or you even lost money.



- And you may not realize that you are operating them illegally if you are not following Seller of Travel laws.
- Let's take a deep breath. Put that all in the past. All the overwhelm, frustration, confusion, struggle, fears. That's over now.
- I can relate – I knew I had it in me to create retreats and yet when I started out, I couldn't get it to work.
- I know it's a lot to try to figure out: what to teach, where to go, how to price your retreat, promote it, make sure you are covered legally, register all your clients, facilitate it.
- But now you're here. All you need is your heart and our guide and you can impact millions around the world because your retreat is just one part of the entire plan on how to have you sharing your gifts and message with the world in a profitable business.
- If you are feeling me, give me an emoji in the chatbox.
- Now we have a bad habit when we get to teaching. We get so excited that we tend to give you way too much information. And it's likely that you'll listen in this week and you'll feel satisfied, like we solved all your problems, like you now know everything. And that's actually doing you a disservice. Because we know that you're going to learn and play with us this week, but then it's not likely that the majority of you are going to take the necessary action to create your retreat. And then yet another year is going to go by with nothing changing. And we want something to change for you. So please hold the intention that you are going to absorb what you need on these trainings AND you are going to enroll in RBP to implement everything we are going to be teaching you this week. We'll tell you about the program later in the week if that's what you actually need, but you are not going to let all this just wash over you and do nothing.
- Everyone promise to take action?
- Now let's talk about our guide. This is about creating your retreat over the next 5 days or exponentially increasing your ability to fill your next retreat while adding in \$10's of thousands of dollars of profit. This is not about consuming information. We are going to be giving you more info than you can remember. And there is an action step to take each day so you need to have the guide to follow along.
- Our Wanderlust Team is here with us. It's not just the two of us on camera. They are going to be tagging you, answering your questions, coaching you and supporting you all week.



- Don't miss a session. You have to take action day by day. So the schedule for the week is that we are broadcasting live at 7pm New York time today through Thursday. On Friday, we'll be broadcasting at 3pm New York time because like Meghan, we know you have families. Then on Saturday, we'll be here at 11am New York time and Sunday, Monday and Tuesday we'll be back at 7pm New York time. All the trainings will be up until midnight on Tuesday so make sure you mark that on your calendar so you can save whatever you need.
- We make this easy for you - everything is organized in Facebook Units. You can see the videos in there if you can't make it live.
- You do need to fill in the guide and do your homework. We'll be doing giveaways and a scholarship all week, but you must be on live to win and you must have posted your homework. This is how we encourage you to take action.
- So what is the Retreat Blueprint Model? Write this down. It's not complex. The Retreat Blueprint Model contains 5 powerful steps for getting your retreats created and filled:
 1. Knowing Your Client's Problems & Selling Them The Solution
 2. Designing a Deeply Transformational Experience
 3. Leveraging Your Strengths to Fill Your Retreat
 4. Crafting A Year-Round Business, Not A One-Off Retreat
 5. Taking Action Using an Simple, Repeatable, Proven System
- This is exactly how we do it. It allows us to harness both our intuition and our strategy. It allows us to show up fully for our clients. It allows us to stand out and define ourselves from the sea of other retreats. It enables us to reach out and connect with the people we are meant to serve and help. It profoundly changes our own lives and the lives of our clients.
- Once you learn how to do this, you can use this model for ANY retreat. We'll be walking you through these 5 Steps this week.
- I want to start off by getting clear on a few critical issues. For our first timers, you need to have clarity on what's been stopping you from running your retreat and if you've run retreats before, you need clarity on what's been stopping you from selling out your retreats so they can be as profitable as they can possibly be. Then of course, you need to know exactly what needs to shift to get the results you want.
- So pay attention and put a number in the chatbox when I hit a reason that is stopping you from creating a sold out and profitable retreat:



1. Newbies, maybe you're afraid no one is going to sign up for your retreat. And for my experienced retreat leaders, maybe you're worried because you didn't get enough sign up's on your last retreat or that with all the competition out there, it's getting harder to fill your retreats.
 2. Newbies, maybe you're afraid you'll lose money on your first retreat – or for my experienced retreat leaders maybe you did lose money on your last retreat (or not make what you should have)!
 3. Or maybe you're afraid no one will pay what you're asking. Or that your tribe doesn't have the money to spend on your retreat.
 4. Perhaps you feel like you don't have a big enough email list or following – or you're having a hard time selling your last few spots.
 5. You don't like marketing or are confused by it – or your list is getting burned out and your current marketing isn't working for your retreats.
 6. Maybe you're stressed out by the legalities about retreats. For those of you who are running retreats, are you doing it legally? Or are you breaking Seller of Travel Laws. Do you have the proper insurance? And legal forms? If you're not sure put a 6 in the chatbox.
 7. You feel overwhelmed about not knowing what to teach, how to lay out your retreat, how to price it, book a venue, write a cancellation policy, work the technology – or you know you need to seriously uplevel what you are currently doing.
- And if you have some other reason, let us know.
- When you use the Retreat Blueprint Model, you overcome all these issues because we help you get clarity, we help you take immediate action and we give you support and feedback.
 - So let's talk about Knowing Your Client's Problems & Selling Them The Solution. Write this down.
 - To create a successful retreat that stands out from the crowd, you must be very clear on exactly who your client is, what problems you solve for them and then craft your retreat to be the solution.
 - The reason why most retreats fail is because they are too vague. They could be for anyone. It's not enough to just want folks to relax. Most retreat leaders think people understand who their retreat is for, what their retreat is about, and the benefits of coming – but they don't really.
 - You MUST solve a problem for your folks on your retreat.



- For those of you running retreats and who feel like you know who your ideal client is or what problem you solve for them, then why aren't your retreats selling out? I can tell you with absolute certainty that it is absolutely NOT because of the price of your retreat. And lowering your pricing is not the solution – that rarely works.
- Why? Because you are not addressing the problem which is never the price of your retreat. If you're currently running retreats and they're not selling out or you're not making as much as you'd like, most likely you have one of three common issues.
- Either the way you're speaking to your clients on your retreat sales page and in your marketing is not converting them into buyers or your retreat is no longer standing out from the crowd or you're not marketing your retreat consistently with a solid promotional plan.
- **Let's talk about these three issues. First of all, most retreat leaders don't make it clear why their retreat is the solution to their client's problems. [explain] Write this down. When you are clear on what problem you solve for your clients, this creates an urgent need for your client to want to come on your retreat and continue working with you all year long.**
- **If you are worried about filling yours, then you need to create a more urgent need.**
- **Next, you need to be different and stand out from the crowd. You must stand out from all the other retreat leaders and coaches and healers in your niche. Don't just throw together a boiled chicken retreat. You have to be the one and only in your industry who does what you do, the way you do it and you need to have such a compelling retreat that folks will just die if they don't go on it. That's why you need to Design a Deeply Transformational Experience.**
- So let's talk about this for a minute and what it means.....(explain)
- Write this down: Always design a deeply transformational experience for your participants rather than a workshop in a pretty place.
- Here are your KEY TAKEAWAYS on Designing a Retreat That Sells
- You must offer a retreat that folks feel they have to come on or they're going to die. It cannot be "boiled chicken" – it needs to stand out and be different from all the others in your industry.
- **Now we are going to be upfront with you. If you want to be a leader, teacher, coach, if you want to be an inspiration and share a message, if you want to make more money as an experienced retreat leader, then you are going to have to get**



uncomfortable. You are going to have to do some deep thinking. You have to put yourself out there and make sure you have a promotional plan and strategy for filling your retreat.

- Over the next few days, you are going to have to take action. And I can't tell you how many folks tell me, "I want to run a retreat and touch people's lives. I want to travel – but I don't like being on camera. I hate social media. I don't like technology. I don't like marketing." Experienced retreat leaders often tell us, "I know my ideal client. I know my niche. I have a sales page." Awesome but you're here for a reason. You're not happy with your results and something's not working so you are going to have to shake it up a bit and make a change.
- You are going to have to be okay with being uncomfortable if you want to reach your dreams. And we want everyone to be running a retreat within the next year and we want our veterans adding \$10-50k to their retreats and filling every last spot easily.
- So we want you to take action. Now. Live. I'm asking you to commit. I'm asking you to show up. This is where you take immediate action and get feedback and support. Who's in?
- You are going to fill out the "On Your Own" section on our worksheet. Get that clarity that you need. We're here to give you feedback and support. It doesn't matter if you are a newbie or a pro, I want you to take a serious look at:
 - Who is your ideal client?
 - What problem do they have?
 - Why is this urgent?
 - How is your retreat the solution?
 - Why is your retreat different from anyone else's in your industry?
- Now whether you want to run your first retreat or you've already run one, you need to simplify and be very clear on what your retreat is about so that anyone can understand immediately whether or not your retreat is for them or not. It can't be written in flowery language, practitioner speak, spiritual talk, or therapist jargon.
- We've reviewed retreat sales pages of trip leaders who have run 5, 10 or even 30 retreats and they were shocked at how much more quickly their retreats sold once we fixed their copywriting.
- So for my pro's – how can you hone in on the last 3 questions. How can you create more urgency on your retreat sales page? How can you use better copywriting to express how your retreat is the solution to your ideal client's



problems? How can you make yourself stand out from all the other retreats out there and take what you've created to the next level?

- **ACTION ITEM:** Who is your ideal client for your retreat and what do they want to change or accomplish in their life or business? Why is this urgent for them? Post in the Facebook Group under the pinned homework post!
- Then I need you to come back tomorrow when we're going to talk about **Generating Leads to Fill Your Retreats and 10 Ways to Organically Fill Your Retreat**. That way you'll know how to generate leads for your retreat – whether you're looking to get started or you need a new fresh strategy. Of course you can do paid advertising, but I want to show you some easy ways to fill your retreats first for free. And I'll share how to do paid advertising properly for retreats.
- And of course, we'll be picking a winner from those of you who post your answers in the group under our pinned challenge post each day. Remember – to win you need to be live on the livestream when we call out the winner!!



Day 2: Tuesday, January 28th

How to Generate Leads to Fill Your Retreat

For the guide, our clients will fill in the blanks:

What stops most retreats leaders from filling their retreats?

They are hesitant to really put themselves out there, don't generate and nurture leads all year long, try to fill their retreats at the last minute, and/or they have a poor retreat sales page.

What is the WINNING strategy for selling out your retreat?

Build an email list and social media following with a tribe who knows, likes and trusts you.

KEY TAKEAWAYS:

What do you need to have in place to run a successful retreat?

1. At least 300 active leads in your Facebook Group or email list.
2. You are going to need to have at least a 2% conversion rate.
3. Your retreat should be priced at a minimum between \$1500 - \$3500 USD (could be much more).
4. You need to be willing to do sales calls.

I am going to make my marketing easier by: leveraging my strengths.

My strengths are:

I am committing to taking MASSIVE IMPERFECT ACTION tonight or tomorrow.

You need to have 8-16 touches to make a sale.

You need to pick 1-2 platforms and be consistent.

10 Ways to Generate Leads for My Retreat:

1. IG or FB Stories.
2. Your FB personal page & IG Feed.
3. YouTube videos.
4. Your email list.
5. FB or IG Messaging.
6. Freebies
7. Client Referrals.
8. Podcasts.
9. Livestreaming.
10. Practitioner Exchanges.



ACTION ITEM: What TWO actions are you consistently going to take to grow your tribe and fill your retreat? Post in the Facebook Group under the pinned homework post!

You can also PM Brandt Morgan, Melanie Scott or Leo van Warmerdam anytime – we are here to work with you and guide you through this entire process!



Session 2 Facebook Live:

- Welcome back to Session 2!
- We're your guides in this journey of creating your retreat in 5 days so you can be travelling the world in the next 12 months with some of your favorite clients (or doing your retreat locally if you prefer). For those of you who already have run retreats or have a retreat in the works, then our mission is to have you get every one of your retreats sold out while adding an extra \$10-50k to your bottom line.
- Whether you're just now adding retreats in your business or you're an experienced leader, we're sharing the easiest, most powerful retreat planning process on the planet – our Retreat Blueprint Model.
- All you need is your homework worksheet. If you still need one, comment below and one of our team will help you.
- We'd love to say hello to everyone so tell us where you are joining from and your takeaway from the first training.
- I'm Meghan Gilroy, the Co-Director at Wanderlust Entrepreneur + the Retreat Blueprint Program and I'm here with our leader of our Wanderlust Entrepreneur Team and our founder, Dr. Sheri Rosenthal. She's also the creator of RBP, the leading program to teach retreat leaders how to plan, fill and profit from a transformational destination retreat within 12 months.
- We're bringing you our favorite strategies to design a retreat quickly, with clarity, more efficiently and with more profit so you can start implementing and travelling.
- Our team is here to support you. [Introduce them]. In case you are wondering WHO the Wanderlust Team is here goes...
- Meghan Gilroy, my amazing and brilliant co-director
- Brandt Morgan, Chief Wordsmith & Retreat Coach
- Melanie Scott, Retreat Coach & Copywriting Maven
- Leo Van Warmerdam, Retreat Coach & Pricing Wizard
- Mel Ireton, Director of Customer Happiness
- I want you to connect with them. They are unbelievably knowledgeable and skilled. They'll be answering your questions, coaching you and helping make your retreat a success.
- You do need to get your homework out – because today we are teaching you 10 different ways to generate leads for your retreat so you'll have qualified buyers. You can use this if you have a no list, a small list or an active one and you just need to fill those last few spots.



- If you remember from yesterday, we talked about the power of immediate action. So this is about getting started generating leads right here, right now, today without spending a dime.
- Our team will be posting recaps each day. The homework post goes up as soon as this training ends. MAKE SURE YOU CHECK THE UNITS section for all the content all in one place so you can review the trainings or catch up on what you missed. Just look for the January Retreat Blueprint Challenge Unit. Everything will be up until Tuesday at midnight.
- The homework thread goes up at the end of each session AND we also have a post with the key takeaways from each session so don't miss those.
- And you want to post because at some point in the training today, we'll be posting a winner for today's Amazon gift card based on who participated in the live training yesterday and posted on the pinned homework post. This week we'll also be giving away more Amazon gift cards this week plus one scholarship to the program so you have to be here, show up, participate and do your homework.
- What's different about this challenge is that it's not about consuming info, it's about mapping out how you are going to launch your retreat in the next 6-12 months using our Retreat Blueprint Model and for our experienced retreat leaders – it's about creating an easier way for finding clients to fill your retreats so they can be more profitable.
- It's important that you take notes on your guide. You don't want to miss a single training because they build on each other. So let me share the schedule so if you do miss one, you'll know how and when to catch up.
- So the schedule for the week is that we are broadcasting live at 7pm New York time tomorrow through Thursday. On Friday, we'll be broadcasting at 3pm New York time because like Meghan, we know many of you have families. Then on Saturday we're on at 11am New York time and Sunday, Monday and Tuesday we'll be here at 7pm New York time. Get this on your calendar.
- I see so many folks joining us. Welcome. I know you're here to map out your retreats.
- Now I want to start tonight by telling you a story. I was at a training years and years ago and the trainer asked us to close our eyes and visualize what we wanted to create in our businesses in the next year. Well, I wanted to be offering international retreats and making 50k a year from them. I wanted to be working with my dream clients all year long. And this trainer said, "What you are visualizing is absolutely possible and I'm going to teach you the right mindset to



show you how.” My immediate response in my head was “yeah right! How will that ever happen for me? At the time I didn’t have a big list of clients.” But I took a deep breath and decided to go for it and within a year, I did. So I want to share this mindset with you.

- Release any doubts, right now about this being possible for you. Take a deep breath. If you have the right framework, the right strategy and the right support then it can happen.
- We’re going to be bringing on someone from our community who has an incredible success story that you’ll want to hear. Because she got the clarity, she took action and she had our support and feedback, she was able to launch [or uplevel] her retreats.
- This is possible for you too – and you need to engage, go all out. Let go of the past, invest, take action. You must be willing to get over your resistance or hesitancy to put yourself out there. You must follow through until you complete your goal. And as I mentioned yesterday – you don’t want to be selfish and make it hard for the people who need to work with you to find you.
- So let’s do this together. Close out of your browser. Close all your open tabs. Stop multitasking. Put the phone down. Invest in this. Give us your full attention.
- Who’s in? Give me a heck yes or a thumbs up.
- Now open up your homework guide to Day 2. We fill our retreats all the time with our method and you can use it too. Even if you don’t have a team, or a big following, or facebook ads running, you can still do this.
- You are going to start where you are and with what you have and keep layering in strategies. If you’re more advanced, we want you to level up what you do have. You’re in the right place.
- Now most retreat leaders struggle to fill retreats because they are using the wrong marketing tactics. I don’t want you to do what doesn’t work, so I want you to write down all the no-no’s that we share with you so that you are 100% clear on what NOT to do.
- What stops most retreats leaders from filling their retreats is that they are hesitant to really put themselves out there, they don’t generate and nurture their leads all year long. They try to fill their retreats at the last minute. They have poor retreat sales pages that aren’t clear on who the retreat is for and what problem it solves – we talked about that lack of clarity yesterday.
- So before you even try to generate leads, you have to be willing to really put yourself out there. And once you do start to generate leads, you have to be



willing to continue to consistently put yourself out there. You can't do hummingbird marketing or "when I'm in the mood marketing" and expect to fill your retreats.

- Hummingbird marketing is.... when I'm in the mood marketing is.....
- Now let's talk about the right way to fill retreats. Write this down. The **WINNING** strategy for selling out your retreat is to build an email list and social media following with a tribe who knows, likes and trusts you.
- Tonight we are talking about how to generate enough leads to easily and successfully fill your retreat without spending a dime on advertising. Now we use both paid and organic marketing – but tonight we are specifically focusing in on organic free marketing that anyone can do. I'll also share a few tips for those who are doing paid ads because doing ads for retreats is NOT like doing ads for any other kind of event.
- Now I want to give you the parameters to make this work. It makes me crazy when coaches aren't up front and honest about what it takes to succeed. So we are being transparent here.
- So write this down. You are going to need at least 300 leads in your Facebook Group or on your email list who are active and ready for a retreat. When you have folks in a FB Group or on an email list, you can communicate, educate, and engage with them all year long and then when it's retreat time, they are ready to purchase your retreat. This is our bare minimum recommendation so that it's work investing the time to properly prepare for your retreat.
- You are also going to need to have a conversion rate of at least 2%. That would give you at least 6 folks on your retreat.
- Your retreat should be priced at a minimum of between \$1500-3500 USD for a 5 day retreat as a starting point. Now you can certainly charge much, much more. My last retreat was priced at \$6500, and that is not very high.
- And you're going to need to be willing to get on the phone and talk with your potential clients on a sales call. Most folks won't sign up for a retreat unless they either already know you well - or talk with you.
- Here are your **KEY TAKEAWAYS** one more time just to be clear, you will need:
 - At least 300 active leads in your Facebook Group or email list.
 - You are going to need to have at least a 2% conversion rate.
 - Your retreat should be priced at a minimum between \$1500- \$3500USD for a 5 day retreat (could be much more).
 - You need to be willing to do sales calls.



- I just want to remind you that there are millions of people online today that have the exact problems that you can solve for them. They're waiting for you to put yourself out there so that they can find you and so, I want to talk about the second key I mentioned yesterday: leveraging your strengths to fill your retreat.
- And this applies to my experienced retreat leaders too who may already have a following but need to continue to grow their lists so that they always have new and fresh people coming into their community. People are always unsubscribing from your list so it is critical to be constantly adding new folks to your list so you can fill your retreats and programs with fresh leads.
- Write this down. I am going to make marketing easier by: leveraging my strengths.
- Now I want you to think about what you are good at and write down your strengths as I name them. My strengths are... Are you a good teacher? A good coach? Are you good at sharing information? Are you good at collecting great resources that are helpful for your tribe? Are you a good networker? Are you a good connector? Are you good at building relationships? Maybe you're a good writer?
- I'm willing to bet you're good at – at least one of these if not more. So you can use these skills to be on video or write blog posts or reach out and connect with folks personally. I'll be sharing at least one way that you can leverage your strengths based on what you are already good at.
- If you're already doing marketing, you might want to tweak your strategy based on what I'm about to share.
- **So who's ready to hear how you can leverage your strengths and generate leads, right now, no excuses? Give me a heart or a thumbs up. I want you to be starting tonight or tomorrow. Immediate action, right?**
- **I want you to challenge yourself. If you don't have a Facebook Group set one up. Why? Because you are creating a home for your community and it is the perfect place to engage your tribe and share your expertise so folks start to see you as the go-to person in your niche. So go do it. If you need to, create a header for your group. Make one. If you don't know the right name, start with what you've got. You can change it. If you have a group but it's not engaged, go live tonight and re-energize your peeps. If you have an active group, I want you to bring more fresh leads into it.**



- Don't plan or talk about what you are going to do. Take action. Go do it. You can get 300 leads by Tuesday if you know you have a mission and a vision and a purpose and you're here to serve your clients and take them on retreats.
- Write this down. I want you to take MASSIVE IMPERFECT ACTION. Someone on the team write that in the chat.
- The way you are going to figure out how to do this is by doing it.
- This is the next item you'll write down. Research shows that you need a minimum of 8 interactions with someone – preferably 16 these days, before you can make a sale. You want to run a retreat this year, right? Then we need to get busy right now!
- It's not enough to do a few posts here and a few there and then disappear. You need to pick ONE or TWO strategies, commit and follow through. We don't believe in throwing spaghetti on the wall, we believe in strategy. So we're going to now share 10 strategies – but for our newbies we want you to pick 1 or 2 to start and for our experienced retreat leaders, we'd love you to pick up to 5 to commit to if you are willing to push yourself.
- You want to get folks into your Facebook Group or on your email list so you can keep building a relationship with them. 8-16 touches right? If you already have one strategy in place, is there another you can add?
 1. IG or FB Stories. Everyone is on IG or FB and they are checking out stories. Today or tomorrow, if you haven't done one yet or haven't done one in a long time, share a story.
 2. Your personal page on FB and your IG feed. Yes, you can use this for business. If I go to your personal page, within 10 seconds, I should know what you do. Bring folks into your group or onto your email list. For IG, Your bio, your highlights for IG, your story covers, the way you write your copy, all that should be geared toward getting folks over to your FG group or on your email list.
 3. YouTube videos. Even if you have one subscriber, invite them to invite others. Don't make this complicated. You don't need millions of people. Get the word out there and have others help you spread the word. I hear too many people make excuses – I only have 1 person. But what if that one person, could help get you 50? They are giving you their time by listening to you and following you. Value them. Give me an emoji.



4. Your email list. You have 10 people? 20? Yes, it's worth sending an email to them. This is about the power of connection. Everyone matters. Connect with 1, then 5, then 100, 1000.
5. FB Messenger and IG Messaging. DM and PM people. Invite them to engage with you. Bring them into your groups. You could literally be sitting on your couch in your jammies drinking your tea or wine and be DM'ing folks.

REMEMBER: This is not about doing all the strategies, but there are endless possibilities. We teach you all this in our Retreat Blueprint Program, but you can only learn if you try it.

6. Freebies. This is still one of the best ways to get folks on your list.
 7. Client Referrals. This is so powerful. We use our clients all the time. Invite your clients to spread the word. Don't assume that they won't want to help you or don't have enough folks to share your stuff with or they don't know people with money. You can host an exclusive group call that only folks who have referred or tagged 5 people can come on. You can ask them to share your videos, blogs, FB lives or posts. You can give them a referral or affiliate fee for your programs.
 8. Podcasts. You can have your own podcast or you can be a guest on a podcast.
 9. Livestreaming. On FB, IG or YouTube. Spend time with folks live. Give them a lesson or valuable piece of information. Help educate them on their problems so they see you as a great resource and expert.
 10. Practitioner Exchanges. Connect with other practitioners and exchange videos. Or blogs. Or Livestreams where you introduce them to your tribe and they introduce you to theirs. I bet there are some folks in this group who would be good fits for each other.
- Now we have many, many more strategies – as well as retreat specific marketing strategies that we share within the Retreat Blueprint Program if you need help with these.
 - So I want you to hear this: you need to be building your list all year long so you have enough folks to market your retreat to – and then when you move into retreat marketing time there are some very specific strategies that make all the difference in filling your retreat.



- The point of sharing these is that they are not complex. They are free. They are not about creating a complex landing page, email funnel or system where you can't figure out what's working or what's not.
- In this world of automation and technology, your superpower is caring, heart-felt connection. Reach out. Invite folks into your Facebook Group so you can start being of service. Do those direct messages. Send out great emails that educate your clients. Don't be afraid. We cover these in depth in the program.
- For now, we want you building your list and for those of you who already have a list – we want to see you generating some fresh new leads.
- Now I do want to make a note about Facebook ads. Listen up if you are a more advanced retreat leader. You can certainly do paid advertising to scale your tribe more quickly – but I don't recommend you do ads to fill your retreat and I don't recommend you use boosted posts. That is not a good strategy or good use of Facebook ads. I do recommend you get better at building your tribe, and your online marketing skills using all of the methods we just mentioned. And once you do that, then we can help you add in more advanced strategies. We do all this in the Retreat Blueprint Program.
- If you do choose to run FB ads for your retreat, you want to do retargeting ads to your own list, not ads to cold traffic. And not boosted posts. [explain why]
- Now I see there are lots of questions and because we want to make sure we cover all our material each day, I'm going to have my team go over comments and compile a list of questions for me to answer for you and we'll do that on Saturday. So keep the questions coming and know we'll get to them on Saturday.
- I also want to reward all of you for putting the work in so we're going to do our giveaway for today. I'm looking for [NAME] for [PRIZE.] And of course we'll be picking a winner from those of you who post your answers in the group under our pinned challenge post each day. Remember – to win you need to be live on the livestream when we call out the winner!!
- So let's review. Today you need to take MASSIVE IMPERFECT ACTION. I want you to decide which of the 10 ways to generate leads that I just shared that you are going to try between now and tomorrow. Try reaching out in a short direct message. Try a IG, FB or YouTube story. Get started. You are going to get started on those 300 leads and those 16 touches. And you are going to keep going until you reach that goal.
- **ACTION ITEM:** What TWO actions are you consistently going to take to fill your retreat? Post in the Facebook Group under the pinned homework post!



- Then I want to give you a sneak peek for Session 3 – Mapping Out Your Retreat Planning & Promotional Strategy. We’re getting into the nitty-gritty – how you’ll map out your plan for your retreat including your planning calendar, your promotion timeline and your retreat date. We’re holding nothing back!



Day 3: January 29

Mapping Out Your Retreat Planning & Promotional Strategy

For the guide, our clients will fill in the blanks:

I am adopting the mindset that sales and marketing are acts of service.

My job is to serve, lead, teach and educate.

KEY TAKEAWAYS: There are TEN phases of retreat planning:

1. Planning
2. Creating Value
3. Pricing
4. Tribe Building
5. Sales Page
6. Promoting
7. Registration & Legalities
8. Trip Prep
9. Retreat
10. Follow-up

Let's map out your Retreat Planning & Promotional Strategy!

1. Retreat Planning & Pricing Dates:
2. Tribe Building (email list and/or FB Group) Dates:
3. Sales Page Created by:
4. Promotion/Sending Emails to List Dates:
5. Registration Open/Sales calls:
6. Early Bird Dates:
7. Registration Closed Dates:
8. Trip Prep Dates:
9. Retreat Dates:
10. Follow-up Dates:

ACTION ITEM: Give us the timeline for your retreat! What are your planning & pricing dates, tribe building timeframe, promotion dates, fill by dates and retreat dates? Post in



the Facebook Group under the pinned homework post!

You can also PM Brandt Morgan, Melanie Scott or Leo van Warmerdam anytime – we are here to work with you and guide you through this entire process!



Session 3 Facebook Live:

- Welcome back! Today is Session 3 where we are going to systemize your retreat planning so you get to the end result – a sold out retreat. We have a proven, easy repeatable system. We’re going to be showing you how to maximize your sales and results today.
- My name is Meghan Gilroy, the Co-Director of Wanderlust Entrepreneur and the Retreat Blueprint Program and I’m here with the founder and creator of our company and program, Dr. Sheri Rosenthal. We specialize in helping heart-centered entrepreneurs easily add and uplevel transformational retreats into their income streams so they can make a bigger difference in the world, while making a fabulous income. Besides being retreat junkies, we’re also on our own spiritual paths. We love giving back to causes we believe in. And we’re everyday women. I have 2 kids and a hubby. Sheri is a wanderlust entrepreneur and loves to work and travel. I know some of you are just getting to know us and our team.
- A few notes – pull back out your homework. We are on Session 3. Take a lot of notes because we are sharing interesting, important money-making retreat-planning strategies. Tonight is a critical session.
- I see so many folks joining us from around the world. Comment where you are joining us from and what you are most excited to takeaway from today’s session.
- I want to remind you about the schedule for the next few days. Now I want you to know that tonight’s class is actually part of a series over the next 3 days so you’ll want to make sure you come to all the trainings and totally take advantage of everything we are sharing with you. Today we’re moving into Mapping Out Your Retreat Planning & Promotional Strategy.
- Then tomorrow at 7pm New York time we’ll cover How to Make \$\$\$ Year-Round from Your Retreats. Then on Friday at 3pm New York time we’ll tie this all together with Maximizing Sales by Simplifying Your Message and you’ll end your week with a retreat title that will help you make sales. How cool is that?
- These are detailed sessions on how to launch your retreat are critical and you need all of them to be successful in your retreat launch.
- Remember you are mapping out your retreat this week so you can launch it in the next year.
- I know many of you have been posting questions in the FB group, on the feeds and on these trainings and my team has been collecting them all week. On Saturday morning at 11am New York time, I’ll be doing a live Q+A and fill in all
-



the blanks on all the extras before we wrap up. We'll also be doing live sessions on Sunday, Monday and Tuesday night at 7pm New York time.

- I know a lot of you like to watch these sessions more than once, go through your notes and that's why we make it easy for you and post each training in the FB Units right in the group. Or there might be something going on with the family, or kids or work and you might miss a session so you can go back and catch up there. All of the videos are stored for you. This is new for this launch – we want to make it easy for you. If you go up to the units, it says January Retreat Blueprint Challenge.
- All the videos will be up until Tuesday at midnight so if you are planning out how you are going to review or catch up, notes you want to take, plan out your time.
- We are also announcing our giveaway winner tonight in the feed and we'll announce our scholarship winner tomorrow night. Remember to participate in everything fun like the giveaways and scholarship, you do need to do your homework AND you need to be on live.
- Now when you're planning a retreat, it's just like launching any other offering whether that's an online program or a live event.
- We're now transitioning into how to structure your retreat launch, the timeline and all the back-end sales strategies. So we're moving from having the clarity on who your retreat is for, what problem you are solving, generating leads, creating great content online that helps your clients fall in love so they'll sign up for your retreats (that's what we covered the last few days) to actually getting folks to pull out their credit cards and register for your retreat.
- Drop me an emoji about how you are feeling tonight.
- I love that dozens of FB Groups have been started. Hundreds of messages have gone out. All this with the goal of planning and filling your retreats. We're so proud of you and love all the immediate action. Keep up the awesome work.
- Pull out your guide and notes.
- If you want to maximize your retreat sales and results, then you must start with the mindset that sales and marketing are an act of service. Write that down.
- You are here to serve. You are here to funnel your passion, intuition, calling and creativity into your retreats. You are here to deliver the highest level of service to your folks. You are bringing your light and love to a world that desperately needs it. You are here to educate folks on why what they were doing before isn't working and then how to make that change.



- The sales process allows your folks to say yes to making the changes they desperately need to make in their lives. To learning new things. To opening their hearts and minds. To investing in themselves. To having the time to work with you. And so much more.
- Marketing is you connecting with your folks – the ones you adore and love and just want to hang out with.
- So your job is to approach sales and marketing as part of your service to the world.
- Write this down. My job is to serve, lead, teach and educate.
- I promise you that if you have an ideal client you're excited about working with and you can solve a top-of-mind problem for them and you use the 10 ways that I shared to generate sales and you do it consistently and then you use our Retreat Blueprint Model to plan your retreat, you can create a profitable transformative life changing retreat.
- If you are already offering retreats, then I want you to up your game in terms of the exact copywriting language that appeals to your ideal client, and get clearer on the exact problems you solve for them and the benefits of working with you. That's what creates the value on your retreat sales page and justifies your pricing. Then I want you to add in another one of the 10 ways to reach out and connect to your tribe and potential prospects and then make sure you are covering ALL the phases of retreat planning including your early bird special and your legal forms taken care of, which we'll be discussing in a bit.
- Now the way you're going to be able to make sales and do authentic education-based marketing is by having a proven system that works. We showed you yesterday how to find folks to fill your retreats. Now you need to add the framework that's proven. We've had over 1000 folks go through our programs. They've run retreats literally all over the world.
- Now you might be asking yourself, what is authentic education-based marketing? It means that you are educating your tribe on their problems so that they understand the impact and price of having the unsolved problems that they are experiencing in their life. And you are educating them on what will happen in their life if they actually take the time to solve those problems – which of course you have the solution for.
- Now so many folks ask us, "Will this work for me? For my niche? For my tribe? For my teachings?" And the answer is yes. We've had folks run every kind of retreat you can imagine. Even for folks who want to run themed retreats and are



not teaching or coaching people but instead have other experts sharing that knowledge – like those of you running knitting retreats or wine retreats or even sport themed retreats. [give example of a home cook who wants to learn how to use a knife]

- Will it work if you've already run retreats? Yes. If you're just starting? Yes.
- If you have a retreat center? Yes. If you are a meeting planner or travel agent? Yes.
- So would you rather do this the right way from the start? This works not just for celebrities like don Miguel Ruiz who we used to run retreats for, but for everyday people just getting started. We'll be talking with some real live humans who faced all the struggles you have later in the challenge.
- And would you rather see where you are missing some critical pieces that could add in 10-50k in sales and make filling your retreat easier? Yes.
- Do your retreat how we are recommending. Then you can start playing with this method and make it your own.
- Write this down. KEY TAKEAWAY: There are TEN phases of retreat planning:
 1. Planning
 2. Creating Value
 3. Pricing
 4. Tribe Building
 5. Sales Page
 6. Promoting
 7. Registration & Legalities
 8. Trip Prep
 9. Retreat
 10. Follow-up
- If you follow the tasks within each phase, you will be able to run a retreat.
- Let's talk through each phase [talk about both the mindset and what it entails. [Make sure we cover the legalities. Stress how many experienced folks don't do this.]
- Now the way to make sure you don't just listen to this information, but you actually implement it is to take action. That's why we're asking you to write it down – you're more likely to take action and that's why we are having to do homework every night. We want results.
- And that's why we have a fun announcement. We want to do our giveaway right now. But you need to actually be here to win. I'm looking for [NAME.] We are



giving away [INSERT prize.] And of course we'll be picking a winner from those of you who post your answers in the group under our pinned challenge post each day. Remember – to win you need to be live on the livestream when we call out the winner!!

- We'll do a recap post so you can make sure you got all the phases for your retreat launch. So don't stress out. Be present.
- Wait to do a retreat launch until you have at least 300 active followers. We talked about this yesterday. In terms of timeline, you want to give yourself at least 6-12 months to plan and promote your retreat, especially if you are a newbie – you're going to need 12 months. Now that may sound like a long time to you, but since you know now the phases to a successful retreat and the fact that you need time for your clients to get the retreat dates on their calendars, you'll be much more successful if you follow our recommendation.
- Listen up – especially my experienced retreat leaders, are you doing this? You're going to do 3-5 emails to your list when you first announce your retreat 6-12 months out from your retreat dates. This is a great time to focus on your early bird special. Then you'll do another round of emails 4 months before your retreat and then again 2-3 months before.
- Then you'll also want to make sure you reference your retreat every time you send out your weekly newsletter too, not just during those focused marketing blasts. And don't forget to offer clarity calls with your folks – you want to get on the phone with them to sell them your retreat. And don't worry if you're not a good salesperson, we help you with this in the Retreat Blueprint Program.
- So your full process is probably going to be about 12 months unless you have a really engaged list and you've done this before – then you will probably be fine with a 6 month promotional period. Let me explain why. You'll spend a couple of months planning your retreat, getting all of the logistics and getting it priced properly. You'll be working at getting clear on what problems you're solving on your retreat and the benefits of attending – really building value for your retreat.
- Then you'll want to give yourself at least 6 months if not longer to build your tribe and generate leads. If you already have a big active email list and following, you may not need this first phase.
- Then you'll want to give yourself several weeks to write a retreat sales page and get it up on your website. Now we can do this in a few days – but we've been doing it for years, so be kind to yourself and give yourself enough time. If you're having trouble filling your retreats, this is a place to take a good look at.



- Then you move into your promotion phase of sending out rounds of emails – we just covered that.
- You'll want to block off time on your calendar for sales calls after you know your retreat is open for registration.
- Then it's smart to have a registration closed date. This will motivate your clients to sign up early and not wait until the last minute. But of course, you can always accept those last minute registrations. And you'll want to plan out when your early bird starts and ends.
- Now unlike a typical online program which requires you to register by a specific date – retreats are different because there is no “cart close date” and you are marketing until your retreat is solidly filled. Why? Because we have had folks sign up for our retreats 24 hours before the retreat started – so you can always add more people in as long as you have the room and want more people. And yes, we've even had last minute people register for international retreats leaving the next day.
- Finally, you want to give yourself some time for retreat prep – preparing your content, following up with your trip legal forms, creating your post-retreat offers – we'll talk more about this tomorrow, any handouts and gifts and of course packing!
- Then there's the retreat itself and once you get back you want to have a few down days as well as time to follow up on testimonials, surveys, reflections and enrolling folks in your post-retreat program.
- **Let's map out your Retreat Dates!** You are going to work backwards from your retreat date using your homework sheet and map out on a calendar each of these dates for you, given what else is going on in your business. If you don't know the exact dates of your retreat yet, just estimate. We're not going for perfection here, we want you to visualize your retreat happening and take steps in that direction.
- For those of you who are experienced retreat leaders – I highly recommend becoming more systemized if you aren't already – this alone is going to make it easier to fill your retreats. Often we are kind of laid back about our retreat marketing calendar – but if that's you and your retreats are not filling the way they should be then this needs to change immediately.
 1. Retreat Planning & Pricing Dates:
 2. Tribe Building (email list and/or FB Group) Dates:
 3. Sales Page Created by:



4. Promotion/Sending Emails to List Dates:
5. Registration Open/Sales calls:
6. Early Bird Dates:
7. Registration Closed Dates:
8. Trip Prep Dates:
9. Retreat Dates:
10. Follow-up Dates:

- Now the first time you go through all the phases, it may feel a little clunky because you are learning as you go, but that's ok. We are going for action, not perfection. And we'll be here at your side.
- If you already have a retreat planned, what needs to be tightened up? Do you need to do more tribe building? Improve your sales page? Get much clearer on the benefits of your retreat so folks see the value of attending? Lay out a better retreat email funnel? Add in an early bird? Build in a follow up program?
- Now remember you want to be offering retreats that are in the \$1500-3500 range at a minimum and of course you can go much higher.
- I want to give you the exact framework and parameters so you can achieve your goals.
- Now we still have more sessions coming up, tomorrow at 7pm and we have the Q+A on Saturday, so if you feel like you have questions, we're here for you. Keep showing up for these sessions because we have so much more to share with you.
- I want this to be a memorable week for you because of the energy, not just the information. It's the love, the giving, the support. The magic. It's all intentional.
- If you are stuck in your business, it's because you are stuck in your head. It's all theories and stories unless you take action. So I want you to take action today with the homework and post your answer in the group. And then I want you to show up again tomorrow for our **How to Make \$\$\$ Year-Round from Your Retreat**.
- If you don't already have a business that's making you money all year long, then we are going to show you how to build one. If you do have a business, then we're going to show you how to leverage your time, stop struggling to find clients and having offers all year long so you can increase your income.
- Share an emoji if this sounds good to you.
- **ACTION ITEM:** Give us the timeline for your retreat! What are your planning & pricing dates, tribe building timeframe, promotion dates, fill by dates and retreat dates? Post in the Facebook Group under the pinned homework post!



- Excellent. Then we'll see you tomorrow. Remember – between now and tomorrow, I want to see you taking massive imperfect action. Post your retreat dates even if you don't feel ready and get our feedback and support.



On day 4, we did our pitch when we make our offer for the Retreat Blueprint Program, connect why they need the program and what it includes. You can use this as an example for your pitch.

Day 4: January 30th

How to Make \$\$\$ Year-Round from Your Retreat [PITCH]

For the guide, our clients will fill in the blanks:

You are creating a business that includes retreats and makes money all year long.

You keep your clients engaged all year long by educating them on their problems.

Both your marketing and your offerings are part of you educating your clients and being of true service.

You want to chart out a journey for them from your free offerings to your other programs or products to your retreat and then to your post-retreat offerings.

KEY TAKEAWAYS: Here are 10 ways to make money year-round from your retreat:

1. One-on-one private coaching
2. A group coaching program
3. A high-end group mastermind
4. In person VIP days
5. Other workshops or retreats
6. An online program
7. Masterclass series
8. Mini-courses
9. Facilitated support group
10. A Bootcamp or Intensive

ACTION ITEM: How will you get your clients to be active and engaged with you all year long and add in more income from pre-retreat to post-retreat with freebies, programs and offerings? Post in the Facebook Group under the pinned homework post!

You can also PM Brandt Morgan, Melanie Scott or Leo van Warmerdam anytime – we are here to work with you and guide you through this entire process!



Day 4 Facebook Live

- Welcome back! This is Session 4 of the Retreat Blueprint Model. Congrats on the action that's being taken. The excitement and passion in the group is off the charts. So proud.
- As you join us, say hello, tell us the number 1 thing you've learned over the past few days.
- I want to remind you that you have your workbook and you're going to fill it out as we go. We're covering a lot of content that you are going to implement so make sure you have your workbook ready and you're taking notes.
- Thanks for gifting us for your time and in return I'm gifting you with everything I've got to help you launch your retreat in the next 12 months while bringing in new clients. For those of you who are already running retreats, I'm going to share how to make more sales more easily so you bring in more registrations, income, and of course greater transformation in your business.
- As I mentioned earlier in the week, we have a habit of giving sooo much support and care and great information that you feel like you've gotten everything you need, but I promise you there's so much more. We've sketched the rough outline – and there are the details and the ongoing structured support that will make all the difference. So please don't walk away from tonight without listening to our offer. We want to welcome you into our RB family and see you actually getting on that airplane to go to your retreat 6-12 months from now – and bringing in an additional \$10-50k in your business.
- Here's our agenda. Stop spinning your wheels and feeling overwhelmed and putting off doing what you already know you're meant to do. Knock that off. Take action today. I can tell you are an action taker because you are here. You aren't one of those people who signed up and didn't come. You aren't one of the people who didn't open the email. You're here.
- You have commitment and interest. And we're going to invite you to work with us because there's only so much we can do in an hour a day.
- So as I'm talking, if you're wondering if I'm talking to you. I am. So pay attention to when you hear "Oh! I could do that" or "Oh! That's me"
- Pay attention because that "Oh" will lead you to prosperity. That "oh" is a new idea and new energy. That "oh" is the tweak or the piece of information that was missing from what you did in the past. We help people with their mindset and philosophy, and we pair that with actionable steps and tools.
- Before we dive in to the new content, I want to review.



- I'm Meghan Gilroy and I'm with Sheri Rosenthal director of Wanderlust Entrepreneur. We help heart-based entrepreneurs simplify to scale their businesses through transformational destination retreats. We want you to be making more income, traveling to more amazing places around the world and making more of a difference in the lives of your clients.
- We're excited to be here. Excited to have you be one of our next success stories of launching your retreat and making \$10k, \$50k, \$100k or more from your retreat itself and then tonight we're going to be tell you how you can double, triple or even quadruple what you make on your retreat with programs you offer year-round all with our easy, proven Retreat Blueprint Model.
- One more time to go through the schedule so you know what to expect: We are broadcasting live at tomorrow at 3pm New York time because like Meghan, we know many of you have families. We'll be having one of our clients come on and share her results of using our strategies and was able to have a 5-figure retreat after taking our Retreat Blueprint Program.
- Then on Saturday we're on at 11am New York time and Sunday we'll be here at 5pm DUE TO SUPERBOWL please make a note of this change and then on Monday & Tuesday at 7pm New York time. You don't want to miss any of the sessions!
- We have new important and powerful information each day. Also our Wanderlust Team is combing through your comments for your questions and we'll be answering all those on Saturday. They are making a document and list of what hasn't been answered so we'll be doing a dedicated Q+A session. We'll be here through Tuesday giving you everything you need to launch or significantly improve your profits and number of participants for your retreat this year, step by step so you can use the Retreat Blueprint Model in your own business.
- If you are looking for replays or you need to go back to listen again, if you go into the FB group and scroll to the top, you'll see the FB Units and the videos and all the homework posts are in there. You can access them Tuesday through midnight.
- We are announcing our scholarship winner tonight. All you have to do is participate and do your homework and you will be entered in the drawing to win. So make sure you stay on for that. We're inspired, excited and proud of your work. Thank you.
- I know so many of you have been working with my team, you've been asking questions and receiving support. You've been asking about how you can continue to work with us. So I want to make sure I give a huge shout out to Brandt, Melanie, Leo and Mel who are running this launch. We're on camera, but they are running



the show and they are superstars and here to support you every step of the way. They have so much expertise. They want to help you fill in the gaps so you'll succeed. If they aren't already in your inbox, make sure you reach out to them.

- Let's see emoji and some applause for them
- We have a lot to cover – and very important. Yesterday we talked about the back end... how you plan for your retreat launch, the timeline, the prep, what you're doing before and after.
- Today we are talking about how to make money all year round. This is about creating a business, changing lives and making good money not just once or twice a year on your retreat. So write that down. You are creating a business that includes retreats and makes money all year long.
- If you're already doing that, I promise I'll be sharing at least one idea for how you can make more, more easily.
- And then tomorrow we'll be diving into **More Sales & Profits by Clarifying Your Message.** We want you to succeed AND keep it simple. And that means we'll be focusing in on your retreat title – one that attracts the right buyers. So don't miss that. This is going to be how you convert and make sales. This is how you support yourself and your family.
- So I want to invite you to slow down. Close out of your 108 browser tabs. Slow down. Take a deep breath. I invite you to be only on your phone or your computer, not both.
- This is the week that you'll look back on and realize it's the week that was the catalyst to launch your retreat or it was the week where you finally made the changes you know you needed to make so that your retreats fill faster and give you the income to reach your big goals and dreams.
- And even more importantly, it's the week where you made the commitment to serve at the highest level and share your heart and love with the people who need you the most. And I mean that from the bottom of my heart. When we committed to using the Retreat Blueprint Method, everything changed. We let go of the struggle, stress, the over complication. You now have the keys – you just need to take action.
- Let's give ourselves this gift of being truly present with each other. I will be here 100% and I ask that you do the same so you can make your retreat goals and dreams come true. Slow it down. Get present.
- Key action in how to launch your retreat is not chasing perfection, but taking massive imperfect action. On Day 2, we invited you to pick one or two of the 10



Ways to Fill Your Retreat. We invited you to create a FB group if you didn't have one. Reach out to your ideal client in a DM. Try a FB, IG or YouTube Story. Yesterday we asked you to map out your timeline even if you don't know exactly when or where your retreat is. And if you are already running retreats – we challenged you to put yourself out in an even bigger way, one that has you feeling a little uncomfortable, so you can grow your tribe and help more people.

- Again, this is not about perfection; it's about taking small daily actions to launch and improve your retreat. You were put on this planet with a purpose. Your intention is to impact hundreds if not thousands of people around the world. And the Retreat Blueprint Model is about wiping out all the barriers to launching a successful sold out retreat this year. To fill spots. To bring in more net profit. To come from your heart. And first and foremost, to be of service.
- If this sounds good to you, let go of the overthinking, of what hasn't worked. You can't get stuck in small details if you want to launch your retreat. Don't overthink this. Take action and implement what we're sharing and add in what we're discussing tonight.
- So let's talk about how to win with the Retreat Blueprint Model. This isn't just about developing one retreat, this is about creating a business that includes retreats and can make money year after year you can replicate, master and use this model over and over again. If you want to take vacations, have fun, take time off, buy that second home – you have the income and time to do so because your business is working correctly for you because you are using systems and proven strategies.
- As you create your retreats that stand out and you serve at that high level, you'll create a brand and reputation that precedes you. Folks will be asking you about your next retreat before you've even finished your current one. It creates a snowball effect. Imagine having folks asking when your next retreat is! When you serve, your folks will show up for you.
- You don't want to just show up only when you're promoting your retreat. No. You have to keep your clients engaged all year long by educating them on their problems. Write that down. Then when it's time for your retreat, they'll be so excited to travel with you.
- You may have heard of education-based marketing, we talked about that yesterday in session #3. We call this teaching to sell. All your marketing and all your offerings need to be focused on educating your clients on their problems, so they understand the effects those issues are having on their lives and then sharing your



retreat as a solution. It's hard for people to purchase a solution to a problem they don't fully understand.

- You need to be doing this all year long, from your free offerings to your other programs or products to your retreat and then to your post-retreat offerings. Write that down.
- Don't think about only offering retreats in your business. You're doing your clients a disservice because what happens when they get home from your retreat? Who is going to help them maintain the transformation they received from you? You need to think about supporting them on their journey through your business from the first time they meet you until the time they are done working with you so they can get the results that they deserve and need.
- Someone may come onto your list or start following you on social media because of a post you shared or a freebie you offered or a webinar you hosted. Some may come right from a freebie into a lower priced program. Others may take you up on some 1:1 coaching or a group program. A few might go right to your retreat. The point is, you want to make you sure have a variety of ways to serve them and for them to get to know, like and trust you so they feel comfortable going on your retreat.
- Then after your retreat, you want to have a post-retreat offering. You don't want your folks to feel abandoned with no help after your retreat. How will you help them maintain the benefits they gained on your retreat? And YOU don't want to have to keep struggling to find clients all year long. For my more experienced retreat leaders, how could you add in another way to make income after your retreat that would support everything they gained on your retreat?
- **Write this down. KEY TAKEAWAYS: Here are 10 ways to make money year-round from your retreat. [Talk through some scenarios for each.]:**
 1. One-on-one private coaching
 2. A group coaching program
 3. A high-end group mastermind
 4. In person VIP days – you can do this pre or post retreat
 5. Other workshops or retreats
 6. An online program
 7. Masterclass series
 8. Mini-course
 9. Facilitated support group
 10. A bootcamp or intensive



- Just to expand your thinking... A year-long group coaching program at \$250 a month to 10 people, that would add an additional \$30,000 to your year! An eight-week paid online class at \$497 for 10 people would bring in \$4970. If only 3 attendees signed up for private yearlong coaching with you at \$500 a month that would net you an additional \$18,000.
- Meghan's retreat, she made \$44,000 from the retreat itself and then another \$42,000 in follow up programs.
- What would another \$86,000 in your life mean?
- Since Meghan makes money all year long, every year from her retreats, for her, it's meant her husband could retire. She could build the office she wanted to be able to host private retreats. She can give back to the causes she loves. She can afford to buy her kids what she wants and put money in retirement.
- So the key here is to have your potential clients and retreat participants be engaged and active in your business all year long. I want you to think through how you would do that before and after your retreat. That is your homework.

PITCH

- We've given you so so much and we're going to give you so much more. I want to pause now and extend an invitation to you. I know so many of you are ready. So many have been asking about working with us and joining our Retreat Blueprint Program.
- So I want you to close your eyes. [slow down, pause, mean it] I want you to imagine your life and business in 6-12 months from now when you are actually getting on that plane to go on your retreat. You've already planned it, priced it, promoted it, and filled it and you know when you arrive in your destination that there will be an incredible group of your ideal clients ready and waiting for you. You're doing it with ease. You're doing it in a way that works for you and your lifestyle and your family. You can open your eyes again now.
- So all the years of hard work and struggle come down to you making one empowered decision to will knock down all those barriers to have that business, life and retreat you want.
- The Retreat Blueprint Program is now open for registration. If you want to come a part of our Wanderlust family where we take you in our arms and welcome you in and walk with you day in and day out as you become that retreat leader that you're meant to be. So you have the confidence and the framework to launch a retreat in the next 12 months – or to significantly improve the retreats you already have in the works with more clients, more income, more transformation.



- This is your chance to stand out in your niche and get the accountability, the coaching, the direction, the support, the training and everything you need to make your retreat happen.
- It's your time to take all the hard work and put in the right framework to around it, the right infrastructure, the right team to make it reality.
- It's really a family here at Wanderlust. No one else delivers the level of support and caring that we do when it comes to retreats. People are floundering out there. They need the support and caring to make sure they are doing the work and succeeding.
- We are the only program that literally has me and my team as your guides, we are looking at your retreat homework every day in our Facebook Group and live coaching calls that we give every other week ALL YEAR LONG. That's right, we are answering your questions and reviewing your work *every day* in our Facebook Group. We don't expect you to get feedback from other course members like in other programs. No. It is me and MY team giving you the feedback you need and deserve.
- We simplified down the madness of retreat planning by creating a method that allows the average person to reach their potential and offer their retreats.
- I have folks asking me for the link to register. So you can go to www.join-blueprint.com. I'll have my team put it in the chatbox.
- You can join right now.
- I want to tell you something very cool that's only for the next 24 hours. I am going to go through all the details in the program, but I want to tell you this first. After Tuesday, the price of the program will jump substantially. You can see the price on the registration page. We're offering a \$500 discount for those of you who have been working with us this week. We want to reward you for all your commitment and hard work. You already have a jumpstart on the process. Then on Tuesday, it jumps back up to full price.
- Sheri, I want to tell everyone about our special bonuses please! We've got our Accelerator Bundle – you've experienced our amazing Melanie Scott this week. I want Melanie to get her hands on your business, look at your goals and make sure you know exactly what you need to do to plan and succeed in your retreat so I'm including an Accelerator Call for those of you who join today and take me up on this offer.
- Here's how this works. You fill out a new client questionnaire so we understand exactly where you are at with your business and planning your retreats and she



maps out a customized plan for how to get you to maximize the program and launch your retreat.

- Not only that, but I'm also throwing in our Copywriting Crash Course, which is a bonus 1-hour video training. It comes with a Copywriting Cheatsheet and Checklist. We've had amazing results with this training, you can really accelerate up your ability to sell spots through your copywriting not only on your retreat sales page, but in all your marketing.
- We are going to do a countdown here. We are opening up 20 spots for pay in full that get the Accelerator Bundle. You have to register in the next 24 hours to receive this. And we want to give back to you because we see how invested this group is and how hard you've worked.
- If you want to claim one of these 20 PIF spots, message us below to let us know that you are in and then go to the registration page here: www.join-blueprint.com.
- I see so many questions coming in and I'll have the team answer them. We're also happy to get on the phone with you if you have questions. [Tell how] => Mel and Angie are standing by on the live chat feature that is on our sales page at join-blueprint.com
- Again this Accelerator Bundle is available until tomorrow at midnight.
- Now if you can't pay in full, I still have a great bonus for you. If you register for the program by Tuesday at midnight, you'll receive our Wanderlust Business Bookcamp training – 15 hours of recordings from our live event where we discuss how to create a retreat ready business. Perfect if you are just starting out and awesome if you already have a business that could use a kick in the butt. Obviously if you do PIF, you get these as well.
- PLUS we are also giving you our legal forms [talk value.]
- Then we also have our Retreat Center List of over 2000 retreat centers around the world which is another great bonus and will simplify your search for that perfect location. You don't need to spend hours wandering around Google.
- Now let me give you the details of the program.
- The Retreat Blueprint is your personal strategic playbook for planning, pricing, promoting and monetizing your retreats – and it doesn't matter if you are an utter newbie or experienced retreat leader or even a travel professional or retreat planner. I am the head retreat strategist and business coach. Brandt Morgan, Leo van Warmerdam, Melanie Scott are our lead coaches and retreat



- strategists in the program. Brandt and Melanie are also amazing copywriting coaches to help you with your retreat sales pages and promotional materials.
- We mean it when we say that we want you to join our family. How? Well you have forever access to our Facebook mastermind group and our live implementation calls. Yes, forever. This means if two or even three years from now you need help from us planning your retreat and helping you with your pricing or sales page you have it. We're not going anywhere, and we want our community to be your final destination and your home for all your retreat planning and marketing.
 - Now this is amazing, we have live implementation coaching calls all year long, 26 of them, every other week where you have the opportunity to listen in or sign up for what we call our one-on-one laser loveseat coaching sessions during those calls. This year, next year, and whenever you need them. You are going to get some much coaching, support and personalized help!
 - Next, you also are part of our private Facebook Mastermind Group. And this is not like most of the FB Groups in group coaching programs. In this group, my team and I are in there all day, every day. You can ask questions, share your struggles, celebrate a challenge and most importantly get feedback on whatever homework you post. We'll review your retreat sales page, check over your retreat pricing, review your retreat promotional materials. Whatever you need. The personalized feedback we give is bar none. It's like having a private coach and copywriter on your staff 7 days a week.
 - And we just changed your access to this group from 1 year to FOREVER. Yes, that's right. We don't want you to ever feel like you need help and won't have it. So you can stay in the FB group forever and run retreats year after year and keep getting our support and coaching.
 - So that's your retreat planning and strategy support. Amazing right?
 - Part 2 are our video trainings. Now we just made an important change this month. We have been teaching this program for the past 5 years and we literally took every question and every stumbling point and upgraded the program. We rewrote the entire course so that it's more comprehensive, easier to complete and more fun than ever.
 - The program is laid out to help you envision a retreat unlike any other, then go through the retreat planning phases that we covered this week in detail. It is step-by-step. So it is not about learning information, it's about actually creating and launching your retreat within the next 12 months if you are new, and if you



are currently running retreats, we'll help you focus in on what's not working for you and change it so that your retreats fill and make you the money you should be making.

- We have templates and worksheets and checklists that will enable you to easily flow through the process and apply the retreat planning phases to your specific retreat and of course you have our help on the monthly coaching calls and in the Facebook Group.
- And please know we have seen and worked with practically every kind of retreat you can imagine – so seriously, we know how to help you take your retreat concept and bring it to life and get it sold out.
- If you are ready to have us wrap our arms around you, join our family, have access to all our expertise and coaching so we can answer your questions to get you unstuck, check on your progress, get those roadblocks out of the way – we are here to make your retreat happen. I want you to go to www.join-blueprint.com and register for the program.
- The cost of the program is \$350 USD per month for 8 months, \$240 USD per month for 12 months, or you can do the pay in full for \$2497 USD. Keep in mind the program is normally \$2997 and we are giving you \$500 off the pricing until Tuesday night. If you want to pay in full in the next 24 hours, you'll also get that accelerator bundle if you're one of the first 20 to register. If you want the Accelerator Call with Melanie and that Copywriting Crash Course, then let us know in the comments below so we can save one for you since I know they are going to go very very quickly. Then head over to www.join-blueprint.com and register now.
- So again, Part 1 of the Retreat Blueprint program includes our live implementation coaching calls every other week with myself and my team along with the private FB Mastermind Coaching group. We have lots of ways to make sure you get the help you need. We are supporting you step-by-step so you can get this done.
- The second part of the program is that you have forever access to our upgraded video trainings and all the step-by-step templates, worksheets and checklists that you need to actually create your retreat.
- You thought there was a lot of support this week, well this is nothing compared to being in the program. The way we run things here is just the tip of the iceberg for what we have in store for you.



- So let me make something clear. We have tons of experienced retreat leaders in our program fine tuning their strategies and making those tweaks that make a HUGE difference in their sales and profit. But you do not need to come into this program with everything in place.
- Over 50% of our program members are newbies that are just starting out in their business and want to plan a retreat and don't have clarity on who their retreat is for or the problems they solve. It doesn't matter if you have an email list or no email list or whether you have an existing business and you want to scale and add in retreats – we take you from where you are to launching your retreat.
- I want to say to our experienced retreat leaders – this is your solution and opportunity to uplevel what you're currently doing because what worked even five years ago is no longer working. So if you used to fill your retreats easily and now you're wondering why you cannot longer fill them – before you give up – stop. It's not because something is wrong with you and what you're sharing. It's because marketing has changed and YOU need to change and uplevel to keep pace with the market. We want to simplify exactly how to do this. Our mission is to have you changing lives, traveling the world and making good money with your retreats not giving up or resigning yourself to not making money on your retreats.
- You just need guidance and new strategies. You need a simple plan. You need support.
- Our team is here to walk you through [go through summary of what's in the program.]
- Now we know that one of the biggest struggles and biggest pain points with our retreat leaders is generating leads to fill your retreat. And that's why in the marketing module we teach you dozens of ways to fill your retreat. I shared a few this week but there are many more. For those already running retreats, getting advanced retreat-specific marketing tools are invaluable. And we are here for you to help you pick out the strategy that best matches your strengths – we mentioned this this week – and help you implement it.
- In the program you can come on those live coaching calls and get your questions answered on any of your retreat marketing issues. We're constantly bringing new strategies to the program – the ones we're seeing work in our own business because we want you to be ahead of the curve from all the other coaches and healers out there.



- Now let's talk about return on investment. We've had entrepreneurs take our program and make \$8k, 19k, 38k, 150k and more just from their retreats. That doesn't even include the other ways their business grew from adding in other post-retreat programs or upgrading their overall marketing based on the work we did with them.
- Can I guarantee this return for you? Absolutely not. It's all about how much work you are willing to put into the program. But here's what I can guarantee you - that we are providing a proven methodology and framework that will work for you if you do the work. If you are willing to invest in yourself, show up, follow the trainings, come on the calls for support and do your homework, then you will launch your retreat. And if you've run retreats before, you will sell more spots and make more money than you did on previous retreats.
- The program is \$350 USD per month for 8 months, \$240 USD per month for 12 months or \$2497 USD pay in full. What I want to emphasize again is that if you join in the next 24 hours with a pay in full, you will receive that Accelerator Bundle so we can fast track your success.
- If you want to grab that Wanderlust Business Bootcamp 15-hour video training bonus, then you need to register by Tuesday.
- And we're giving away our legal forms and our Retreat Center list.
- Again, we are offering the Blueprint at The cost of the program is \$350 USD per month for 8 months, \$240 USD per month for 12 months until cart close on Tuesday. Then the price will go up to \$2997 USD.
- So let's go through the elements of the program.
 1. Live implementation coaching calls happening every other week all year long
 2. Facebook Mastermind Group
 3. Video Trainings
 4. Every form and checklist you need
 5. Legal forms
 6. Retreat Center list - bonus
- Now let's talk about some fun features in the program. We've been making donations to Pencils of Promise for years now and we're making a donation based on each person who comes into the program. So not only are you going to get all the elements in the program, you are making a difference. You are impacting lives.



- We also have been doing New Moon Manifestation Ceremonies for our community. [talk about why this makes a difference]
- Finally, we love the connections that come from our programs. We've had folks who have met each other and become accountability partners, who have become great friends, who have done retreats together, who have gone on each other's trips and who have even been at each other's bedsides when they got sick. It's an incredible community and it's a place you can make real friends and even find clients, affiliates and co-facilitators.
- You are getting love, support, family, coaching, resources all intentionally designed to get your retreat launched. Whatever that's been your struggle, it's time to put a stake in the ground and make that empowered investment to create your retreat. You'll be able to travel if you want to. You'll be changing lives in a deeper and more profound way than you have with your other offerings. And you'll be making more money doing what you love.
- So no matter if you have a full time job and are working on your retreat on the side – that's how Sheri built this company – or if you are working to get your business off the ground or if you have an existing business and are fairly busy or you've run 5, 10, 20 retreats before, it's about convenience and simplicity and building the skills and mindset that will bring you a lifetime of success.
- For those of you who are travel professionals or meeting planners – think of how much value you will be able to give to your retreat leaders whose trips you want to plan and manage. You'll be able to help them with marketing ideas, with creating a really amazing sales page that sells, with their pricing, everything! Since I've been planning and managing retreats in my travel company since 2003, you will access to the best and whatever I have is yours.
- For those of you who are retreat owners... [talk about value]
- If you have questions and you're nervous, it's a big investment for you, or your wondering how will it work in your schedule – whatever your questions are, you can get on a live chat with Mel or Angie. You can get on the phone with us as well. Just go over to www.join-blueprint.com or let us know in the comments below so we can reach out to you to schedule a time.
- This doesn't require a commitment from you of all hours of the day or evening. It is about small steps every day leading to your amazing retreat.
- Everything is on the other side of one empowered decision.



- Like us, I understand that you've gone through struggles. You've gone through setbacks. You've made investments that didn't pay off. You've gone through programs that you haven't completed or that sucked. I have too.
- I'm a consumer in the coaching space too. I've had good coaches and bad. I've been in good programs and horrible ones. But what I will tell you about RBP is that it's magical and special and it cannot be duplicated. We've seen other people try – and they couldn't match our expertise but more importantly, they couldn't match our heart and the level of commitment to your success. We are here to support you.
- This program was designed from my own struggles and frustrations. I went back into medicine and worked a job I hated just so I could launch this program. I knew there was an easier way to add great income into my business and do to what I loved – which was travelling and teaching and servicing. The problem wasn't me. The problem was the other frameworks that just didn't work. Our structure works for everyday people. It incorporates intuition and accessibility and love and service. And that's why it's so beautiful and positive.
- We want you to be having fun, loving your business, loving your clients, not worrying about money anymore or how to find clients or stuck in your office by yourself instead of out there in the world travelling.
- [Tell stories of how we changed clients' lives]
- We now get to pass this gift on to you. Everything changed when I developed this model. And it can change for you.
- I want you to open to receiving what's on the other side of making the decision to join us. We are here to invest in you. You have to take that one step of enrolling and then take one step each day to create and launch your retreat.
- If you know this is the right decision for you, if you feel it in your heart and you feel it in your gut and it's scary and you're nervous, that's the sign. This is your moment. You are being called.
- You get immediate access right away to the first training module and the Facebook Group. Then you'll join our live class next week. You are no longer alone. Not only are you getting us, but you are getting the whole Wanderlust Team. You might be excited to work with me. But you haven't even started to meet the Wanderlust Team. You'll be getting their teachings and their videos and expertise as well. They are special people.
- If you liked the support this week, you haven't seen anything yet.



- Bottom line is that we are keeping the program open between now and Tuesday at midnight. Then the price is going up \$500. If you want to do a PIF for the next 24 hours, you will get that Accelerator Bundle if you are one of the first 20 people. And if you register by Tuesday, you'll get the Wanderlust Business Bootcamp 15-hour video training to help you build your retreat ready business.
- For both PIF and payment plans, you'll also get the legal forms and the Retreat Center list.
- So make the decision. Do not procrastinate. Do not get in your head. Do not go in circles. I know you've already made the decision to become a part of the family and now you just need to move your fingers on the keyboard.
- So I want you to breathe in possibility and breathe out yes. I know you are ready. I've seen you in the group. I've seen your passion and curiosity and commitment.
- Here's where we stand: registration is now open. I see registrations streaming through. I cannot wait to get to know you and welcome you in the community. We are on standby to answer your questions and to get on the phone with you if you need. We can do it on chat or phone.
- We have 20 Accelerator Bundles, we'll make announcements as those come in.
- Here's what I want to do with you - I want to make sure you have your ideal client nailed down, the problem you solve clearly articulated, and a standout deeply transformational and experiential retreat. I want to know that you've priced it right. That your benefits and the value of your retreat are crystal clear. That you are marketing it properly. That you are legally covered and have all your logistics worked out. And I want to make sure you have a way to make income all year long beyond your retreat.
- Go to www.join-blueprint.com to get started tonight.
- So here's what you're going to learn [short recap of what's in the modules] I can't list everything because there's so much. You have open-ended communication with us all year long forever. I can't wait to see you in the program.
- And I want to see you on the FB Live tomorrow night at 3pm ET.
- Okay here is our scholarship winner! We are looking for [NAME]! Congratulations and thank you for being with us – we can't wait to see what kind of retreat you create in your business.



On Day 5, we did a “re-pitch” – a shorter explanation of the program (yes – again!)

Day 5: Friday, January 31st
More Sales & Profits by Clarifying Your Message

For the guide, our clients will fill in the blanks:

KEY TAKEAWAY: I can guarantee more sales and profits using the Retreat Blueprint Model.

I will convert and make more sales when I follow these 5 steps. I pledge to educate my clients so they:

1. Clearly understand their problem.
2. Realize the negative impact the problem is having.
3. Are clear on the benefits of solving the problem.
4. Understand the different ways they could solve their problem.
5. Clearly see my retreat as THE ultimate solution.

Crafting your message: What are the top 3 pain points of your audience?

- 1.
- 2.
- 3.

What is your promise – the pressing problem you solve for your clients on your retreat?

By the end of my retreat, you will _____

so you can _____.

Double check:

1. Is this a real life, everyday problem?
2. It is said in simple, clear, everyday language? Remember a confused mind says no.
3. Is it delivering a solution that your clients will gladly pay for?

My retreat title is: _____



ACTION ITEM: How can you clarify and empower your message through your retreat promise and title? Circle the keywords and phrases in your retreat promise and use them to create a catchy title that expresses your retreats overarching benefit. Post your retreat promise and title in the Facebook Group under the pinned homework post!

You can also PM Brandt Morgan, Melanie Scott or Leo van Warmerdam anytime – we are here to work with you and guide you through this entire process!



Day 5: Facebook Live

More Sales & Profits by Clarifying Your Message

- Welcome back! You made it to session number 5 in the Retreat Blueprint Model.
- Grab your guide, we are on Day 5 so you're ready to go. We are covering so much tonight.
- First of all, congratulations to all the new members of the Retreat Blueprint Program. SO excited to welcome you into the family and work side by side to help you launch your first or next retreat.
- Number two, the Retreat Blueprint Program is now open until Tuesday at midnight at the \$500 discounted pricing. We have a special bonus today! Register by end of our Livestream TODAY and receive a "Choose Your Location" private Consultation with Ales Struna who is the director of my travel company worth \$500! Limit 20 – so if you want this bonus, you'll want to make sure you register before these sessions are gone.
- If you've been considering joining RBP, then now is the time. You can do PIF, you can do a payment plan. You can go to www.join-blueprint.com
- We will be here answering all your questions tomorrow morning at 11am New York time. Then back Sunday, Monday and Tuesday at 7pm New York time.
- It doesn't really matter where you are on that journey, you can do this if you commit.
- So here's what's going to happen. You are going to commit and buy the program. And then you're going to have an "oh shit" moment where you realize you need to schedule it on your calendar, and you actually need to get your retreat planned and priced. That's when the courage to do the work needs to trump fear. You have to start with the first "C" – commitment and invest in yourself. Then by doing the work you'll gain the confidence to do it over and over again
- Retreats bring the fun back into your business. They give you the freedom to get out of your office, see new places, connect with your folks. It really re-energizes your work and creativity.
- So here is the deal, we're ready to welcome you into the January Retreat Blueprint Program, all you have to do is head on over to www.join-blueprint.com to register.
- You know I love to reward people for registering live so whether you want to do the PIF and save or you want to do a payment, I am going to give the first 20 of you to register today a "Choose Your Location" private consultation with Ales Struna



who is the director of my travel company. He'll get on the phone with you and suggest the perfect location that matches your retreat theme. The first 20 people who comment "I'm in" on this thread and then register at www.join-blueprint.com, will receive that bonus.

- Think of how much time and headache that will spare you of having someone who has literally been all over the world and coordinated thousands of retreats for retreat leaders help you narrow down and select your location.
- [read some comments on who's in or who comments on results that they had]
- I want to emphasize it doesn't matter how big your business is right now – whether you're trying to pay your bills or adding hundreds of thousands more to your business, this program will enable you to launch your retreat in the next 6-12 months and add in more clients and more income. And if you are an experienced retreat leader, this program will help you get better at marketing your retreats and your business so you can fill your retreats faster and have you making the income you should be making for all the hard work you do and the transformation you share.
- I'm going to go through what's included in the program one more time. [review it]
- Now I want to go through some of the key points in the homework, now let's give everyone a second to reset. Take a deep breath. And write this down. We're going to be answering questions live tomorrow at 11am New York time. We're also going to be answering all the questions that came through the feed this week that my team has collected. Then we're here for on Sunday at 5 PM WE CHANGED THE TIME, Monday and Tuesday at 7pm New York time.
- Everyone is overloaded right now. You cannot afford to be confused or overwhelmed when it comes to creating and run your retreats. So I want you to underline this on your guide. "Key Takeaway: I can guarantee more sales and profits by using the Retreat Blueprint Model."
- Let's show you how simple we've made this.
- First, we helped you Design a Retreat That is going to Sell. We helped you get clarity on your ideal client and what urgent problems you solve for them so that your retreat is filled with the benefits your clients are looking for, so you stand out from everyone else online in your niche.
- Second, we showed you how to generate leads to fill your retreats that allows you to leverage your greatest strengths. We gave you the parameters for a



successful retreat and 10 ways to fill them – we have so many more in our program.

- Third, we Mapped Out Your Retreat Planning & Promotional Strategy and shared the basics of our simple, repeatable method for launching retreats by walking you through the phases of filling your retreats and laying out your promotional launch calendar.
- Fourth, we taught you How to Make \$\$\$ Year-Round from Your Retreat and gave you the framework for finding paying clients that you keep engaged all year long in your business so you don't have to struggle to find clients anymore.
- And today, we are building on this and showing you how to make **More Sales & Profits by Clarifying Your Message**. And the cool part? You are going to walk away with your retreat title – one that will help you sell your retreat. Are you ready?
- Now let's review and get crystal clear here! What do you do once you have folks in your community? On your email list or in your Facebook Group? We talked about this all this week. You give them clarity – clarity on their problems so they understand exactly what is going on in their life.
- Then you educate them on the negative impact their problems are having in their life and the **price** they are paying for not solving their problems. It is critical that you fully educate them on the price they are paying.
- Then you let them know how their life is going to improve and change if they take the time to make those changes. You'll share all the benefits of solving their problem so they can actually imagine how awesome that would be.
- Once they understand the benefits, you'll share how they can solve those problems and you'll help them take immediate action to solve their problems because now they fully understand **WHY** they need the solution, which is your retreat. You have educated them to make a confident and informed decision.
- If you don't do that – they will not be able to justify their decision to purchase your retreat or anything else you're selling in your business. The price of your retreat needs to feel like it is less than the price of their pain. That's why it's so critical for you to educate them on the price they are paying in their life for **NOT** solving their problems.
- Let me know if this is clear – because these five simple steps are key to making sales in any business.
- Then of course you'll serve them at a high level like we do with you. You'll give them support and feedback. You'll let them know that you care. You'll build that



relationship, so they feel comfortable enough to sign up for your retreats because they know you are the one to help them solve their problems.

- So I want you to give your clients simplicity and success by making a pledge.

Write this down: I pledge to educate my clients so they:

1. Clearly understand their problem.
 2. Realize the negative impact the problem is having.
 3. Are clear on the benefits of solving the problem.
 4. Understand the different ways they could solve their problem.
 5. Clearly see my retreat as THE ultimate solution for their problem.
- Now we are going to use these 5 steps to refine your message so we can get to your retreat title – one that clearly explains what your retreat is about and how it will change their lives. Let's simplify. I want to give you a framework first.
 - A simple title that clearly states what problem you are solving for your clients is always the right one when marketing your retreat. What is the bottom line, end result that speaks to the urgent need that they desperately need right now? Speak to the result and outcome, to the experience.
 - Now it's also important that you do not obsess over the title. I'd rather you come up with a good enough title and put it out there to your ideal client and see if they resonate with it. Post it in your group. Share it on a story or a FB Livestream. See what kind of reaction you get.
 - Remove the complicated industry jargon. Remove the fluffy words. Don't get into spiritual, academic or therapeutic speak. Just the result that you are going to get on your retreat. It doesn't need to be a new innovative way to say what you do. Don't be part of the noise problem. We often camouflage our own lack of clarity with language that no one can understand.
 - Be clear and simple. Folks have a 3-10 second attention span. A confused mind says no. Don't be cute. Elevate your brand. Simplicity, transparency, and clarity are lacking in the marketplace right now. Commit to this and check yourself.
 - If this seems overly simple to you, then I'd be willing to bet that you're one of the people who needs to hear this. It's the people who say, "I don't need this or my folks respond to a higher level language" – they're the ones who aren't making money or getting folks to sign up on their retreats. We even have to check ourselves!



- You want your retreat title to be an asset to your brand. You want it to help you build your reputation. You want your participants to become advocates for you and go out and tell others about your retreats.
- I want you to let go of any desperation to sell your retreat and get into the mindset of how you can give and serve. The sales will come. The best retreat leaders are the ones obsessed with delivering value. Not over delivering and rambling on but truly crafting a retreat that solves a problem for their clients. Deeply. In a life-changing way. And who have a plan for continued support even after the retreat.
- So have fun with this. Your homework is to post the name your retreat and your retreat promise which we'll be talking about in a minute. We'll post a homework thread and we'll see 100s of retreat names – it's so exciting!
- When you are picking your name, don't do it from a stressful place. Or a perfection place. But from the view that you're going to have fun and develop something that will benefit your business for years to come.
- Let's inspire you with some great retreat titles. Make sure you pay attention to how simple they are. I'm so excited for the 100s of retreats that are about to be decided on and developed.
 - Raising Empowered, Radiant Daughters: A Mother/Daughter Retreat
 - Journey to the Heart of Creativity in the Costa Rican Rainforest: Draw, Paint, & Photograph to Energize the Artist Within
 - Love, Ritual & Eroticism: An Exclusive Tantric Retreat for Couples
 - Chronic Pain Relief Retreat in Iceland
- These aren't just Rest & Relax in Sedona or Women's Empowerment Journey to Peru or Sacred Retreat in Bali.
- So let's work on your retreat title. Let me show you our method for doing this.
- What are the top 3 pain points that you can solve for your clients that relate to the problem you solve? We talked about that on day 1, right? Now I want you to get more specific. Write them down on your guide.
- What is your promise – that's the pressing problem you solve for your clients on your retreat? Look at your 3 pain points and use this formula. By the end of my retreat, you will _____ so you can _____.

- For example:



- **HEALTH COACH:** By the end of my retreat, my participants will be able to prepare ten easy, mouthwatering, and healthy raw recipes, and understand the basics for creating raw meals on their own so they can live healthier and more productive lives.
- A promise for a retreat for cancer survivors might be: By the end of this retreat, you'll feel deeply supported having shared the risks and fears we face during and after treatment in the company of 10 bodacious and brave gals just like you so you have the self-confidence to face the difficult choices and challenges we all have on the path to recovery and creating a thriving life as a post-cancer survivor.
- Here's one for a Christian retreat: By the end of this retreat, you'll have had the time and space to experience a deeper and more profound relationship with our Lord, and share sacred space and the Holy Spirit with other like-minded Christians so you can better express our beloved biblical teachings in your everyday relationships, work and devotional practice.
- Now double check:
 1. Is this a real life, everyday problem?
 2. It is said in simple, clear, everyday language? Remember a confused mind says no.
 3. Is it delivering a solution that your clients will gladly pay for?
 - Next circle the words that pop out of your promise. Boil them down to your retreat title is:

 - Sometimes you might add the location name to it. Or have a subtitle.
 - So let's walk you through using the examples we just shared. For the health retreat, **Key Words:** easy, mouthwatering, healthy raw recipes, creating raw meals on your own, healthier, more productive lives.
 - **Title:** CREATING RAW MEALS ON YOUR OWN: The Mouthwatering Path to a Healthier & More Productive Life
- **For cancer retreat. Key Words:** Deep support, risks and fears, bodacious, brave gals, self-confidence, facing difficult choices and challenges, thriving life, post-cancer survivor.
- **Title:** BE A CANCER SURVIVOR & THRIVER: Support for the Choices & Challenges on Your Journey
- **For the Christian retreat: Key Words:** Time and space, deeper relationship with the Lord, share sacred space, Holy Spirit, beloved biblical.



- **Title:** NEARER MY GOD TO THEE: Deepening Your Relationship With the Lord
- Your homework tonight is that you lock in on your retreat title and promise. Then do you see how you could even start creating buzz for your retreat now that you have your title? You could now be sending messages about getting on your list to be the first to know about the retreat. Or you could do a FB Live or mini-class on one of the main pain points you'd cover.
- You want the simplicity of your message and your promise and purpose to be part of your title.
- You now have a date, a powerful end result and that simple elegant message about what you are sharing through your title. Now you can be finding those 300 leads to be able to launch your retreat.
- My heart is exploding as I'm seeing the names of your retreat coming through. There is something special happening in this group. I see it and feel it. You are going to do something in this world that hasn't been done before. You are going to be changing so many folk's lives. You're changing your life and your children's life by sharing your brilliance in this simple and powerful way.
- Every barrier of complexity that you rip down between you and your goals, is going to put you to one step closer to what you have on your dream board. Whether it's to pay off your home. Or go on that once in a lifetime vacation. Or get out of debt. Retire your spouse. [Tell story of Meghan retiring Jamie.] Or put your child in private school. This is what the Retreat Blueprint Model makes possible. You can go to www.join-blueprint.com to register.
- I want you to get that whatever your big goals and dreams are, they are a couple retreats away. You are going to have to show up and do the work. If you are willing to give at that level, they will show up with their credit cards. I know you are fighting for it right now. You are building the muscle and strength right now. You are a leader and teacher. You have to go through the depth, wisdom and strength to show up for them.
- The simpler you get, the more powerful this becomes. You come closer to your people. Wipe away barrier. Don't be afraid to put yourself out there and be more present for your audience. This is about stepping into your complete power. You are already doing the work.
- We've never had as many people get clear on a training as we have right here, right now. My team can back me up on this.
- **ACTION ITEM:** How can you clarify and empower your message through your retreat promise and title? Circle the keywords and phrases in your retreat



promise and use them to create a catchy title that expresses your retreats overarching benefit. Post your retreat promise and title in the Facebook Group under the pinned homework post!

- Even if you already posted your retreat title here, I want you to post on the homework thread, so you are eligible for our giveaways.
- And I want to point out that if you take what we covered from the last 2 nights and combine it with tonight, that you can go out and get people to start filling your retreat. I want you to get into action.
- And let me tell you this. When you are launching your retreat, that's when folks get excited about your business and your tribe. When you use the Retreat Blueprint Model, they can see what clearly what you are offering, and they can see how it will affect their lives.
- And I want you to see that once you have created your retreat, you can keep repeating it. Just wash and rinse. You can take the basic format and model and then edit, revise, tweak.
- So let's commit to mastery. And when you're reaching out to people, ask yourself if Sheri would approve of your message. Folks have a short attention span. The power is in the simplicity. I only approve of it if it's simple and to the point. If you want more sales and profits – you've got to keep your message clear and simple and in normal everyday language.
- Now you should be going forward with the strategies we talked about on Day 2 – ways to generate your leads, with the timeline we created yesterday and the title from today.
- I want to go over what's coming up next. Saturday we're here at 11am New York time, then on Sunday, Monday and Tuesday at 7pm time.
- My team is now going to announce the Amazon gift card winner in the group. Make sure you post your homework. [NAME of WINNER]
- I want you to understand the ripple effect of you taking action and investing in yourself and your business. It's so much bigger than paying off your debt or credit cards, retiring your spouse or travelling the world. It's about making a global impact. It's about being an entrepreneur who can make real changes in the world.
- Again if you want to register, go to www.join-blueprint.com. If you say you are in while we are live and register by end of Livestream TODAY, you'll receive a "Choose Your Location" One-on-one Consultation with Ales Struna who is the director of my travel company worth \$500! Limit 20.



If you do the payment plan, it's \$350 USD per month for 8 months, \$240 USD per month for 12 months or \$2497 USD pay in full. That may seem like a lot, but if you add 1 person to your retreat, you will more than pay for that. Not to mention all the income you will from the retreat itself and all the follow-up programs.

- You've already put in the commitment and dedication of doing the challenge this month. You can do this.
- [Review all the benefits of the program]
- We will be here answering questions at 11am tomorrow. You can head over to www.join-blueprint.com to get registered now.



All the rest of the days of a challenge are extra and optional – but do consider doing them as they will help you make sales!

Day 6: Saturday, January 25, 2020

Q+A Live

- Welcome back. We are so inspired by your excitement, passion, and commitment. We have been in tears. Thanks so much all your time.
- We have so much to cover – I have a list of about 20 of the best and most common questions that we've collected from the week. We'll do our best to cover them all. If we don't get through all of it, Melanie and Brandt are going to come on in the group and keep covering it.
- Say hello, tell me how you are doing.
- Congrats to all the new Retreat Blueprint Program members pouring in. If you are still considering, you have the next few days. We are supporting you every step of the way. If you have a question, hoping will answer today – or you can hop on a call with one of the team. [tell how]
- Keep staying focused. Get ready to take furious notes.
- We have a lot of folks who are just getting started with retreats, it's just an idea... we are going to meet you where you are and help you build your dream. We know some of you have a job – we want you to do it the right way. We've had so many folks come to us who have signed up for other programs and are now in debt and still not running the retreats of their dreams. We see that all the time.
- And we have so many experienced retreat leaders that are tired of not making the money they should be making on their retreats and are tired to fighting to fill their retreats. We know you want to make your retreats be more efficient, bring in more folks, make more income, check all your systems to make sure you are protecting yourself and doing them legally, we are going to meet you where you are.
- We also have folks who say that they'll run a retreat first and then they'll join us after they run their first practice retreat. Don't do that! Your reputation and brand is at stake and no one wants to go on your practice retreat except your best friend. These are the people that normally either have to cancel or lose money and end up resenting how much time they put in and end up
-



discouraged. So we much rather you learn how to do this right before you go down that road.

- If you have a hope or dream in your heart, go to www.join-blueprint.com and sign up. We'll be getting on our first call next week and we'll be right there helping you with your retreats.
- Maybe you think what we're sharing sounds impossible, but we've literally had clients who have retired their spouses, made back their investment in a month, and still others who added \$150k to their business – this is about action, intent and support. Do you have the passion and commitment and work?
- Another big question: do I have to make this my whole life – if I have a job, kids, sick parents or other things in life?
- This is both fixed and flexible. It's fixed in that we're using time tested principles but it's flexible in that you work the program and set up retreats that work for your life.
- Can you do this and have a life? Yes. [share how we each make it work with our lives] Work less and earn more.
- What is your schedule like? This is about making a life where you do what you love and you put yourself and your family first.
- This is your opportunity because on Tuesday when we close the doors at midnight, it goes up \$500. We keep raising our prices because we keep adding more – just revamped our program.
- Go to www.join-blueprint.com to register now.
- What if I'm not a coach? Let me tell you what retreats are good for...Cover travel agents/meeting planners. Passion retreats. You want to be creating retreats that are \$1500-3500 at a minimum. We have retreat leaders in at least 100 different categories and niches.
- Can you please talk again about why I need legal forms over waivers and what Seller of Travel law is?
- Why can't I just have retreats in my business? What else would I be offering?
- Can you do this as a side hustle? Could this be a second business? Can you still have a full-time job? Can I do it alone?
- Why can't I just run my first retreat without your program and see how it goes first?
- Can you use the Retreat Blueprint Model more than one time? Start yourself, add in a part time VA, to more support if you want it.



- How many hours a week do I need to launch/uplevel my retreat? Your choice. This is about creating your lane and going at your pace.
- Will this work for me? Our job is to use our brain on your business. We will design your strategy. You need to do the work. It will take us 10 minutes. This is our life's work. Head over to www.join-blueprint.com You don't need the answers, you do the work.
- Head over to www.join-blueprint.com. You save with a PIF or you can do a payment plan of \$350 USD per month for 8 months, \$240 USD per month for 12 months. We want to show you examples with clients who we bring on and interview who have maximized their investment. You just have to say yes.
- What is the email sequence you use to promote your retreats? We cover all that in the program. We give you ours.
- Do you need a website to get started with this? No. You can create a sales page for your retreat on Leadpages if you want. But you do need to build an audience. So you do need to have an autoresponder. You need to design your retreat and you need to sell your retreat.
- What price range should your retreat be? You can run 3-day retreats at lower price points, but we encourage you to be in the \$1500-3500 at a minimum and it does depend on the expenses of your retreat.
- This is a comprehensive retreat launching program. You will receive everything you need to launch or improve your retreats. You do not need to invest in anything else. We will show you how to send out emails – you can do this for free. We will show you how to design a compelling retreat sales page. We will show you how to build an audience for free. If you have run a retreat before, we will show you how to add in paid advertising and other more advanced techniques.
- I am looking for people who want to build a legitimate business with retreats – who want to make money and give back in a huge way.
- We keep evolving the program. We keep adding trainings. We test out strategies for ourselves and share them for you.
- So who's in? Who's joining us? [shout outs] If you want to join, go to INSERT.
- My mother thought I was crazy in investing my business – I invested \$100k. Meghan's invested. Her husband thought she was crazy. But we trusted ourselves. Knew this is what we needed to do.
- We are open until Tuesday at midnight. We have client interviews coming up. Get registered now. Go to www.join-blueprint.com.



- I will be back at 7pm New York time tomorrow. We have a really important session. Answering more questions, covering more sales strategies and also bringing on a client.
- My team is now going to announce the Amazon gift card winner in the group. Make sure you post your homework. [NAME of WINNER]
- Let me know you are saying yes to yourself, your clients, your family. Go to www.join-blueprint.com and register. My team is on standby. Comment below to let me know you're in.



Day 6 – Night: Saturday, January 26, 2020

Bonus Session

- Welcome + introduces self
- Doing live coaching tonight on how to make retreats work for you. One of the questions we get over and over again is what am I going to teach on my retreats? This is from newer folks. And from folks who have businesses, how am I going to make retreats work in my business? Even experienced retreat leaders ask how can I better integrate retreats into my business so that they bring in income beyond the actual retreat.
- Folks ask, I'm a business coach. I'm a healer. I do EFT. I am an Etsy crafter. I'm into wine... People want to know if they are not a coach, can they create a retreat?
- You can use the Retreat Blueprint Model and make it work for you. I want to work those of you who are on the line tonight and work through a retreat idea for you given what you do.
- If you have made it this far, you have the tenacity and drive and vision to use the Retreat Blueprint Model. You can do this. We will customize the Retreat Blueprint Model for you. We get to know you. It goes beyond general info.
- It's Saturday night – have a beverage... wine, tea, then back to family, movies...
- Tonight we are talking about how to make a retreat work for you.
- Give you some examples of a lot of amazing retreats to stimulate your mind and imagination. We want you to create not just retreats in your business but a business model that makes money and changes lives.
- I want to give you examples of all kinds of different retreats that folks have launched in our programs. [throw off examples]
- This is for doer's. So write it down.
- There are lots of different business models – how you plan to make money.
 1. You sell the thing.
 2. You do the thing. (service)
 3. You create a teaching model.
 4. You create an experience – single, soup, farmer market
 5. You build a community
 6. Consult about it – the thing or the service.
 7. You teach teachers or train trainers.
 8. You curate wisdom.



- Let me give you some example of how to apply these business models to work for retreats.
 1. You do coaching or healing and add in a retreat for your clients.
 2. You have a passion and create an experience on a retreat. Or you could be a thought leader and curate information and share it on the retreat. (knitting, knives)
 3. You could have a passion or be a thought leader and hire other experts on your retreat (wine)
 4. You have a special group – like your family or mothers-daughters and you plan a retreat that would interest them.
 5. You teach other coaches or healers your process/model – aka train the trainers (Ex. Training EFT on a retreat, teaching retreat leaders ceremony)
 6. You have a community and create a retreat that matches their interest (fashion retreat)
 7. You are an experienced retreat leader, travel professional or meeting planner and have retreat leaders come on a retreat and teach them how to run retreats. (like we do – or you could)
 8. You have a retreat center or location where folks could come to you and you host retreats for them.
- You have access to our brains, our strategy, the accountability of coming on the call. All you have to do is participate. Go to www.join-blueprint.com.
- If you want me to coach you live, tell me your business model in the chatbox and I'll walk you through it. If you are in coaching, you are going to follow the model in the program. If you are in a different niche, let me know so I can give you an example. Strategy is our passion and genius work.
- [Some we could do: non-profits, real estate agent, nurse, doctor, corporate]
- Go through payment plan and bonuses that are still available. We are opening up 5 Accelerator Bundles for folks who PIF by end of this session. We want to thank you and reward you when you are on live. Who's in? Happy to talk with you. Here's how: www.join-blueprint.com.
- Before we do another example, what's your main takeaway so far?
- If you are in a program and you aren't getting results and are thinking you need to wait, I want to be courageous. Let the clock run out on that. But jump in now so you are getting the help you need. I know it's hard to invest when you've invested in the wrong thing.



- You know in your heart of hearts that this is right from you. Time to be happy and have fun in business again. You're just building up the courage to say yes. we are here to help you.
- [Review what you'll accomplish in the program]
- We have x bonuses left. If you do 1-2 sales your will get a return on your investment.
- Go to www.join-blueprint.com. If you have a question, Brandt, Melanie, Leo and Mel are here for you.



Day 7: Sunday, January 26, 2020

INTERVIEW

- Welcome & intro
 - Program is open.
 - We have a fabulous guest for you, we have the amazing Carla Wainwright who is a creatrix and embodied yoga teacher at carlawainwright.com who is going to share her Retreat Blueprint Model journey, her success, her results and exactly what she did to get that. I'm going to get everyone set up before I bring her on camera.
 - While we're getting her on, let's go over the schedule – we still have 2 fabulous bonus trainings tomorrow and Tuesday night at 7pmET before we close the doors for registration to the program.
 - Tonight we're also going to share some more sales techniques with you – we want you to be able to get those folks registered and excited for your retreat. For those of you who already have a retreat coming up, this could be the difference in a few extra sales to have a sold out retreat.
 - So excited to work with everyone who has already enrolled. If you haven't yet, go to www.join-blueprint.com. [share benefits]
 - Now I'm so excited to introduce Carla Wainwright, one of our Retreat Blueprint Program graduates who had been offering retreats for years and dramatically reconfigured her retreats, marketing and planning once she started working with us. She has retreats coming up this year in Mexico, Canada and Italy. She now makes more sales and more profit with more clients more easily. But let's hear her experience, welcome Carla!
- INTERVIEW:
1. You have an incredible business, so first of all, please share what you do so everyone can get to know you. Then we can share what you achieved in the Retreat Blueprint Program.
 2. You were an experienced retreat leader when you came and joined our program – I think at the time you had about 8 years under your belt and that was 5 or so years ago. You had your content down and were comfortable teaching. Tell us how the Retreat Blueprint Model changed the way you approach retreats. I know it had a radical effect on your retreats!



[before not know if profitable, not doing planning, marketing, sales page/pain points]

3. How long did it take for you to get an ROI on the program?
 - a. [ROI within year, \$15-18k profit on retreats]
4. When you first heard about the RBM, you weren't sure if it would work for your business because you thought it was for newbies who were greener than you. A lot of folks have that question, it sounds amazing, but will it work for me? What would you say to both our newbies and those who feel they do know how to run retreats given their experience? What didn't you realize?
5. How has your marketing and sales page changed since taking the program? How has your mindset changed?
6. Can you talk about the support you receive in the program? A lot of folks don't have an experience of what it's like to get this kind of support. Folks wonder is it really going to be the same level of support that you've experienced this week during the challenge. I know that I've gone into programs and been frustrated because there's no one to post or ask questions to.
7. Sometimes we tell ourselves stories, "I'm not ready to be on camera. I don't know who will sign up for the retreat. I'm too overwhelmed." What kind of breakthrough did you need to have with your stories so you could launch your retreat?

Thank you!!

[Continue with the flow of the conversation
Any questions?]

- INTERVIEW ENDS
- This could be you doing this interview in 3 months, 6 months, 1 year from now. Get the help you need. We're ready and here.
- Reminder: you still have until Tuesday at midnight to review all the amazing content and join the program. You haven't seen anything yet in terms of support, using our brains to get strategic and get your retreat launched or upleveled.



- Now let's shift gears and share some ways you can close sales for your retreats. Earlier this week we spoke about the importance of doing sales calls for your retreat. [explain why especially important for retreats.]
- On those calls, you are going to need to learn how to overcome objections. Objections are normal.
- One of most common objections is money, right? You may even being struggling with your objections about joining the program because of money. So I want to walk you through this – both for yourself and to improve your ability to work with your clients.
- Here's the thing. I used to be addicted to busy and broke. I was using a model that didn't leverage my time. [share a story]
- The first thing I had to do was shift my thinking around money. Money gives you options.
- I started investing in myself over 100k – I essentially created my MBA both on business and on retreats. Now I want to share that all with you. But I can't unless you invest.
- So first you have to change your mind. Do you believe in a benevolent and abundance universe? If so, then I couldn't also believe there's a shortage of money.
- I had to start believing: I can do impossible things. I love learning. I love investing in my own learning. Money is infinite. Type it in or write it down for yourself.
- So if you or your clients say to you, "I can't afford." My intention is that you make 3-10x investment back. You make money back. Some can't not afford it. You have bills to pay. A spouse who lost a job. You see the financial writing on the wall. Your income is depleted. You need to take a different action.
- Just doing the free stuff isn't working. There's only so much in free training. If you are not invested and committed and have skin in the game, then only so much that will happen.
- Some of you have made bad investments with coaches who didn't work out. You need to forgive yourself.
- If you're saying, "It's not a very good time." Well, there's only now. When you say, "It's not a good time" – what you're often saying is "I'd rather quit than fail. I don't trust myself to see this through." Change that story now. We host a call every two weeks – not a lot of time.
- If you're saying to yourself "I'm not sure." I'm going to contest that. You do know. I'll show you. That light is on us all the time. Feel the white light. Feel what



you know about the universe and how you invest in learning, you love new ideas, you do impossible things. Feel the relaxation of it, not the pressure of it.

- Do you really think that making money through retreats is going to be stressful?? You are bringing your light and love to a world that desperately needs it. So feel the white light. Make the decision if you are ready to change.

- In the program, we welcome you into our family. We deal with both the practical and spiritual stuff.

- We'll celebrate your sales with you.

- This is a smart generous loving community.

- The level of engagement we get and success is amazing. It's better to deal with the problems of success than the problem of not doing anything.

- If you think you need a certification, I do not have a certification. You are perfectly qualified to do this.

- You have resources. The average person knows 600 people. This is gets exponential quick.

- If you are thinking that my folks can't afford retreats. Get your hand out of their wallet. You don't know what people can afford. It's like when your friend says I'm so broke and then they tell you they are going to Disneyland Paris.

- Yes, you are going to feel uncomfortable. It doesn't matter if you are new to this or experienced and now you know you need to push yourself to go beyond where you are. You have to feel uncomfortable if you want a new experience.

- You are an adult. You were not ready before and now you are.

- You need to stay plugged in to a community who can love and support you like this. When you see someone else do it, it's not that hard.

- Now is different. This is different. Class is different. I want this for you. I want you to invest. If you're not going to work with me, invest with someone else.

- [Final comments from Sheri]

- Go over to www.join-blueprint.com and we'll see you again tomorrow night.

We'll be talking about **The Secret to Consistent Retreat Sales: Your Value Bundle + another awesome Interview.**



Day 8: Monday January 30, 2020

The Secret to Consistent Retreat Sales: Your Value Bundle + Interview

- Welcome & intro
- Congratulations to the entire class for the Retreat Blueprint Program. I see many of you joining us. Can't wait to work with you, partner with you to launch your retreat or create a more profitable one.
- I know many of you belong with us but you just haven't made the leap into the program yet. We are in the last 24 hours before registration closes at midnight tomorrow night. As a reminder, all the video trainings from the last week also disappear at midnight tomorrow as well and the pricing goes up \$500.
- If by some chance you want to join us and you are out of town or you cannot join us by tomorrow night PLEASE let us know and we will hold you a spot – but you have to tell us!
- Say hello and tell me what you have learned and what you still want to know.
- We are here tonight to talk about **The Secret to Consistent Retreat Sales** and your Value Bundle, what that means and how you can use it to maximize your profits. And I'm guessing whether you're a new or experienced retreat leader, you haven't been using this strategy and you'll want to make sure you do.
- We talked about getting folks to know, like and trust you to move them through the buying process. We also talked about committing to a marketing strategy and having 8-16 touches. Consistency and frequency are a core to success. Tonight we're going to talk about leveraging the benefits of your retreat to supercharge your retreat sales.
- Before we begin I want to invite you to join the Retreat Blueprint Program because we are talking about 1 sales strategy tonight but in the program, we share so many more. Those of you in the program will see this as we go through each module.
- I have Brandt, Melanie and Leo here with us tonight and you can go to www.join-blueprint.com to join us. I know if you're here, you've already decided to join, you're just trying to take a breath and make that next step to say yes. I know you are ready. If you feel like you need to talk with someone to answer those last few questions, get some reassurance or answer concerns, Mel would love to talk with you. They are at the ready. Just go to www.join-blueprint.com and we can set up a call to connect on the phone. You can PM my team or tag them with any questions you have too.



Now before we talk more sales and Value Bundle, I want to introduce you to Melissa Hughes, one of our Retreat Blueprint Program Graduates and total powerhouse. Her official title is founder of Live Rich Spread Wealth. And I have to say she lives up to her company's name because since taking our program a year and half ago, she's made \$216,850 from her retreats and follow-up programs to Jamaica (which was her first retreat), Bali and the one coming up in Dubai this November. More info <http://melissahughes.com/dubai>

- Welcome!
- INTERVIEW
- 1. I want to start by giving you the opportunity to share who you work with and what problem you solve for them since we've been talking about the importance of a clear avatar and promise this week. Tell me about your business.
- 2. And you make this work with your personal life – your daughter is what 4? And she's been around the world?
- 3. You've made a lot of changes to how you run retreats since the first one you ran after joining us. Talk me through how you've doubled your numbers and increasing your pricing – and any other changes you've made.
[made \$57k on retreat plus \$61k, \$22.5 and \$44.6, this one \$9700]
- 4. Your first retreat sold out in 6 weeks. Tell me what RBP strategies enabled you do accomplish that.
- 5. You call having systems and automation in place “sexy.” How did RBP help you save time and energy with your retreats?
- 6. What's been your biggest learning around how you show up, promote and deliver your retreats?
[Don't give up. Consistent marketing. Sell to existing client. Copywriting/sales page. Follow what we say to do.]
- 7. We're going to be talking about having a Value Bundle for your retreat in a minute. Can you share how you show value for your retreats and what extra bonuses you add?
[copywriting, coaching call, mini class, post call integration day]



8. I know you've taken a lot of online programs and trainings. How does our support and way of teaching/coaching compare with other online programs?

[flow with convo]

INTERVIEW ENDS

- Earlier in the challenge, I mentioned the importance of consistency and frequency in your marketing. One of the biggest reasons why a lot of retreat leaders struggle to sell out a retreat or make those final sales is because you don't know how to structure a retreat sales page and use sizzling copywriting or you haven't had years of experience doing face to face sales.
- For most of our folks who get into retreats and entrepreneurship, they have a passion for what they do, they want to bring their gifts to the world and make a big impact. But they get nervous to put themselves out there in the way they need to be – to be able to grow their following and tribe. But seriously, you have to start somewhere, and I know you can grow your tribe and sell your retreat if you are committed to serving your community and changing lives.
- Even if you aren't a great copywriter you can become good at it. Even if you've never done a Facebook live or webinar you can learn how to use these mediums to sell your retreats. Or you haven't spent a lot of time making sales like I have, so maybe all these things that we've been talking about are totally unnatural to you. Maybe you don't feel super competent or comfortable.
- That's why in the Retreat Blueprint Model, we encourage you to build a relationship with your tribe and engage with them all year long so that they feel comfortable buying from you.
- By nurturing your tribe all year long like we teach you, you're no longer relying on just your on camera skills or copywriting skills or sales skills but your goodwill, the love and investment you've made in your clients, and your ability to have personal connections – and of course, your ability to help solve your client's issues so they can be happy in life.
- You should be having a huge sigh of relief HUGE because this model makes it so much easier to make sales from having built those relationships. And then we add on top of this strategies that DO improve your copywriting and marketing skills. So you can be you.



- You don't need to be polished on camera or perfect in sales calls. You don't have to "perform" during your retreat launch. You don't need to be a genius at copywriting.
- If you want a good laugh then not now, but when we are done, go over to YouTube and search for Meghan's or my old videos from 8-10 years ago old videos. We leave them up on purpose. But you have to get started to get good. You do not need to be good to get started. Start from where you are.
- Now the other big mistake we see is that when you open your registration for your retreat and you don't immediately see sales, you start to pull back. Or you get those first few sales and then it slows down and you start to doubt or wonder if your retreat will fill. You start questioning your retreat. You shy away of going all in. Your emotions start to block your strategic actions designed to generate a filled retreat. It's just business, it's not personal.
- We NEVER stop promoting our retreats until they are filled – even if it's slow to start or stalls in the middle. We've had folks sign up the day before we've left the country to places like Morocco and Mexico and even ones on the other side of the globe.
- You have to be consistent and frequent in how you lay out your retreat promotional calendar and if you've been running retreats and they haven't filled, this is a place we want to look at with you.
- Okay now I want to get back on topic and cover what a Value Bundle is and share with you the FIVE parts. So make sure you take notes on this because what we are going to share with you is invaluable today. But before I shift from mindset to mechanics, I want to make sure you captured what I just said because there is so much there. So I want to hear from you – so comment on how this applies to you. What is your biggest takeaway so far? What do you need to pay attention to and implement? Comment now.
- You can have the best sales strategy in the world but if you haven't captured what I just shared in your heart and mind, then you won't be able to execute the mechanics. [read comments]
- By the way, if you haven't said yes to joining the Retreat Blueprint Program, then I'm going to invite you to join now. I'm going to give another bonus – our Copywriting Crash Course which is going to be such an amazing help for you in your marketing, sales pages, and even in your social media. It's the perfect little mini course to get you to improve the quality of your writing and



communications with your tribe so you can sell more products, programs and of course, retreats. (Video 1 in Module 3 of MMA). Limit 20

- I also want to remind you that if you register now, you are still eligible for our legal forms worth \$3k, our Retreat Center List, our Wanderlust Business Bootcamp (15 hours of recordings), and you'll save \$500 off the regular price for the year. You can go to www.join-blueprint.com to sign up. If you want to grab the Copywriting Crash Course bonus, just comment "I'm in" below and then head over to register.
- Awesome. So your value bundle is where you communicate the value of your retreat. Plain and simple. In other words, all the aspects of your retreat that are benefits – all the aspects that are going to blow them away and change their life. These are the items that subconsciously they are adding up in their head and then comparing to the pricing you have listed on your retreat sales page. It's where you wow your folks with how all-inclusive your retreat is – and how you entice them with the lodging, food, activities, teachings, everything amazing that's included in your trip.
- This information is what has people opening their wallet and taking out their credit card to pay. It's the information you are going to repeat over and over again when you promote your retreat and it's the basis of your retreat sales page. It's woven into your speaking about your retreat and in all your copywriting.
- I also would add that your "what's included" section on your retreat sales page is part of your value bundle as well as your "bonuses" section if you add one. Bonuses might be some 1:1 time with you either on a call before the retreat or during the retreat. You might add in an online program or a special meditation – there are lots of ways to include bonuses which we teach in the program.
- You'll mention your value bundle in your emails, you'll talk about it on your FB Lives, if you do a webinar, it will be in there too. You want your folks to know that you've planned an incredible experience for them, and it has lots of intrinsic value, that most, if not all of their expenses have been covered, and that it's worth spending the time away from their friends, work and family to come on a retreat with you.
- Now beyond making it easier to make sales, most retreat leaders don't realize that their value bundle – is actually a legal requirement. You have to clearly state what is included on your retreat in details or you could be accused of deceptive marketing – that's why you need to have a what's included and what's not



included section on your retreat sales page. And I can't tell you how many experienced retreat leaders don't have a proper value bundle on their sale page and then wonder why their retreat is not selling.

- Your folks need to hear your value bundle multiple during that 6-12 month period we spoke about earlier in the week. They are going through their buying process on multiple levels to get to their yes. So you have to keep showing up consistently and frequently so you catch them at multiple times as they are making their decision and you need to be present to deal with their objections and concerns – to get them over the hump. A few emails aren't enough. A few social media posts aren't enough. A FB ad or two aren't enough.
- You need to meet them where they are and give them the answers they need and overcome any and all of their objections.
- So I know it's easier to learn something from a specific example than just in theory. And since we have a value bundle for the Retreat Blueprint Program, I'm going to use it as an example so you can see exactly what I mean. So hopefully that will help you see how you can create one for your retreat.
- What is your value bundle? Your value bundle is everything worth paying for on your retreat. What are folks getting and what are the benefits of getting whatever they are getting? How is it going to change their life and what is the transformation? What is every aspect of your retreat offer?
- So for us, when we share the benefits of our Retreat Blueprint program with you, we are doing the same thing. For example, you get FOREVER access to our life and business changing education that is going to teach you the foundational and advanced aspects of retreat design, planning, pricing, sales, marketing and monetization skills and strategies using our Retreat Blueprint Model. You'll be able to use these tools, tips and strategies year after year and as we've talked about, to sell out your retreats and make an income you can be proud of in your retreats and in your business too.
- These are the same strategies that I used to sell out my first retreat in a year starting with no list, ZERO, and build my company to 7 figures in 3 years with over 75,000 beloved folks on our email list and 50,000+ people in our FB group. I've personally run over 50 retreats. My team has run over 350 retreats and we've helped 1000's of retreat leaders around the world plan and profit from their retreats.



- Now that you have an umbrella of what you are going to get, now I'm going to give you the nitty gritty. This is the same as what your going do with your retreat.
- So for the RBP, you get 6 modules with over 30 trainings on how to create a deeply experiential, sold out retreat, how to pick your location and activities, negotiate your contracts, have you retreat be legally protected, create a magnetic retreat sales page, improve your facilitating skills, price your retreat profitably with a proper cancellation policy, and maximize your retreat marketing and sales skills and well as learning how to make money even after your retreat from your retreat.
- There are over 30 worksheets, templates and checklists in the program. All of this is in your membership site. That's part one.
- Second, you receive our unbelievable coaching and support with live implementation coaching calls every other week where you can talk to us live during those calls and have us coach you through any places you feel stuck. You can have us review your webpage, your pricing spreadsheet, go over a contract from your retreat center or hotel – you name it. You get your specific questions answered in a 1:1 conversation that's tailored to you.
- The third core component is we also do Facebook coaching where you post your homework and me and my team review and give you detailed feedback on what you submit. This is how you customize what's in the program to your unique business and retreat with accountability and support.
- This is still in the "what you get" section of your value bundle. You give the umbrella and then give details. For retreat, this could include your lodging, food, transportation, activities, your teachings, as well as bonuses.
- The investment of only \$350 per month for 8 months or \$240 per month for 12 months, is so small compared with the life changing skills you are going to learn to either launch or supercharge your current retreats so you can travel the world (if that's what you desire) and bring your work out to the world, then go to www.join-blueprint.com to join us.
- The skills you learn in RBP will be ones you can also use in all areas of your business because we'll be teaching you how to do better sales, copywriting and marketing.
- **So this is the first section of your value bundle – this is your offer and this is what is included. Comment if this is clear. You are talking about the tangibles. So in a**



retreat that would be where you are staying, what you are eating, what is included exactly – tangibles that there is no room for interpretation around. You are either getting those items or you are not getting those items.

- Part two is what it's worth. There are lots of ways to do this. Some retreat leaders like to list out what each component of your retreat is worth, so you might list what each item on your "what's included" list is worth as well as what your bonuses are worth. Other people just give one price for the entire retreat and that is fine, you don't have to itemize the worth of each item if you don't want to. But for sure you want to illustrate how much the transformation folks will receive as a result of your retreat.
- For example, if you are a relationship coach and you save marriages that are about to fail, you could point out that going through a divorce costs thousands and thousands of dollars not to mention all the heartache and pain. Bottom line is, you have to tell your clients how much they are investing for the retreat and show how that investment is tied into the greater value of what the results of the retreat are worth beyond just the cost of the retreat. You can play with this.
- So what is the Retreat Blueprint Program worth to you? When I look at you receiving a system that will enable you to make \$10k, 50k, 100k or more on EACH retreat, the fact that it will save you thousands of hours in not having to figure it out yourself, that you are receiving legal forms worth \$3k that protect you from god forbid if you were sued, protect your house, car, asset, you are getting sales and marketing skills and strategies that could add 10s to 100s of thousands of dollars to your BUSINESS itself, plus the relief of having a team and family on your side to help any time you need it, this year or two years from now or even 5 years from now, then that's easily hundreds of thousands of dollars if not more of value.
- The participants in our programs have made millions of dollars. They have gotten out of debt. They have stopped living paycheck to paycheck. They have gone on vacations around the world. They have retired their husbands or partners so they can do these things together. They can work from anywhere. They can set their own hours. They have put their kids in private school. Helped their aging parents. They can stop worrying about where the money is coming from, where the next client is coming from. You're going to hear from Gloria Coppola on Tuesday night and she was able to not only finally find the niche that's aligned with everything she's done in her life and that really feels spot on, but also travel all over the world like she's always dreamed of doing.



- So when I can't put a number on what that's worth because that would be like me trying to put a number on your happiness, your freedom, your life, your ability to live your highest potential, your legacy. Those are the things that people who do the work in the program receive. So the way I quantify the worth of RBP is – it's invaluable. There's an unlimited amount of income that you could make. And your retreat has the potential to be invaluable too if you let us help you see how much value YOU are delivering and frame it in your value bundle in a way that sells. So going back to the example of the relationship coach, if you could learn how to communicate with your partner and speak your truth without emotion, blame or shame – what would that be worth? Invaluable right? Does that make sense?
- When you look at part 2 of the value bundle, you can go piece by piece and put a value on it. You can state the value of the retreat itself. You can share the greater value it has in your clients' lives. So are your wheels turning? Do you see why it's so important to understand what problems your clients have like we talked about on the first day this week? Do you see the importance of the value bundle?
- Now I know a lot of you are thinking my retreat doesn't help people make money, so how do I quantify the value of my retreat? We get this question a lot. If you are a service-based business owner, you provide a transformation. So here's a great example. We had a client once create a retreat for dog owners who had anxious dogs. So you would bring your dog and she provided healing – I think it was Reiki – and behavior training so your dog would feel less anxious. Now if you are a dog owner and your beloved dog is not doing well or they are barking incessantly because of their anxiety or they are trembling every time there's lightning or they are nervous around kids, it's invaluable to have someone show you how to calm your dog. It improves the dog's quality of life. It improves the owner's quality of life.
- It doesn't matter if your retreat helps someone save time or get their home more organized or help their children or gain painting techniques, discover their life purpose, sell their home more quickly, or teach them how to use a knife properly – there is a value and reason for folks to join you on your retreat. It doesn't have to be about money at all.
- So with RBP, I don't think the biggest value is with the money - although you can make huge amounts of money if you do what we tell you. The biggest value is that you get freedom – the freedom to work how you want, where you want,



when you want. The freedom to go to other amazing locations in the world. And you get the joy and satisfaction of having a business that lights up your soul because you are doing your soul work and connecting with the folks you are most meant to serve. You are living your life's purpose, a happy and fulfilling life.

- So if your business doesn't give a direct tangible financial income, don't think the value bundle is any less value. You are providing a transformation of some kind and what's valuable. To your client, that's invaluable. Don't get caught up on the idea that your spiritual retreat for example, is not as valuable as a business retreat.
- I can tell you that the spiritual retreats I went on with don Miguel Ruiz had such profound effects on my life that I could not even put a price on the worth of any of the retreats I went on with him. My communication skills improved, my self-worth, my inner peace. What is that worth right? But even if you know the worth of your retreats – you need to be able to communicate that to your potential retreat goers or your retreat will not sell.
- We want to pause. Tonight we are sharing what the value bundle is – that way you get super clear on sharing with your potential retreat goers what your retreat is about, what problem it's solving, what they will experience, what their end result is so that your clients can see and feel what signing up for your retreat means and why they need to attend. We want you to see the bigger value of what you are offering so that you can communicate that to your tribe.
- So again, I want to invite you into RBP. This about having the skills to reinvent yourself, to pivot, to learn how to run a successful retreats, that will enable you to live the lifestyle you want. You can go to www.join-blueprint.com. You are building a sustainable and healthy business.
- Give me a "heck yeah" if you are joining tonight. Again, if you do join tonight, you are going to receive our Copywriting Crash Course which is going to be such an amazing help for you in your marketing, sales pages, and even in your social media. It's the perfect little mini course to get you to improve the quality of your writing and communications with your tribe so you can sell more products, programs and retreats. (Video 1 in Module 3 of MMA). Limit 20
- We are continuing to go through the value bundle. So first you give the umbrella of what your retreat offer is about, the details of what's included, the what it's worth and how much the retreat costs. Now what a lot of people miss when they are doing the value bundle is the emotional component. What are people going to feel when they come on your retreat? How are they going to feel once they



experience the transformation on your retreat? How is their life going to change?

- [Share a story about why you are so passionate about retreats/travelling – story from childhood or office days. Why this program this is your passion in life.]
- I know that a lot of you want to join the RBP program but are stopping because of money. You have to come into this program so you can learn how to do sales and marketing, how to stand in your personal power and self-worth, your confidence, and stand firm in your ability to share your message with the world. What we're really teaching you are skills – both mindset and mechanics – so that when FB is no longer around or there's a recession or online programs are done, you'll still have the skills. All these platforms will change and there will be other platforms that haven't even been invented yet. When you know how to create a retreat and sell it and market it, you can apply this to anything you want to do.
- If you know you are struggling in your business, you don't have the number of clients you want, please don't bring the past into the future. You need to bring your fear and concerns into the program so that we can help you transform it in positive action and help motivate you to create exactly what you want in your business and life.
- You have to paint a picture of the pain for your audience and how they will get to where they are headed. Don't make a decision from I don't have all the money now. Make the decision from I'll be running retreats, bringing in more clients and making more money if I invest and do the work. I'm making the decision to say yes so that I can be who I want to be.
- With the value bundle, folks usually get the tangible results if you make them clear, but you need to also share the emotional results because a purchase is an emotional choice. If you are helping your clients learn how to paint better so they can amp up their creativity and move through a difficult transition in life and all you focus on is that they'll learn more about color and hue and transparency and art techniques – that's a no-no. You have to get deep under the surface. You have to share the outcomes in terms of how much their inner world will change. What is the true value of cultivating one's creative process and what are the effects of that on their life in terms of their passion, excitement, personal expression, self-confidence and worth, etc? What is the true value of having the confidence and clarity to move through those difficult transitions in life? That's real value you need to transmit.



- By getting to the emotional reasons behind what you do, you are going to simplify your path to success. You are simplifying your brand. You're elevating your success. You are going to bring in more clients. You need to get to the WHY they should care in real, grounded concrete terms so they will come on your retreats. That is Part 3 of your value bundle. What you get, what it's worth and the real why, the emotion, and the results.
- You are going to weave all of this throughout your registration period – in your FB Lives, your social media posts, your sales page, your emails. When folks don't fill their retreat, it's usually because they didn't go all in when they launched it. They didn't get those 8-16 touches – do you see how doing a series of emails and FB Lives and all are touches? They didn't keep showing up and promoting consistently. They didn't keep repeating their value bundle – why is your retreat something they have to go on or die? Why does it matter? What are the results?
- Now unfortunately, most of your sales are going to come in the last 30-60 days – unless you've launched a powerful early bird special with lots of promotion behind it. If by chance you've done online launches before, this is similar to how most registrations historically come in the last 24-48 hours. This is nerve racking for sure. You've paid your deposit, you're on the hook for the amount of rooms you've reserved at your retreat center or hotel, and your folks don't commit and sign up until the last month. Write that down.
- That's because people are going through a discernment period. They are going through their own objections and fears. And a retreat is a big commitment. Your clients are often getting on a plane, traveling to perhaps a strange country where people speak another language that they are not comfortable with, not having ever met you or the other participants.
- So they have to get over the time away from their work and family, the money and the discomfort of going somewhere new with new people. There's lots of reasons why they make the decision in the last month. But if you can share the value of your retreat clearly, then they will be empowered to register early rather than waiting until those last 30-60 and you will be a lot more relaxed and happy too because your retreat will sell out way ahead of time.
- So give me some feedback. Are you committed? Are you alive here? Give me some feedback in the comments.
- We have a lot of folks in health and wellness – fitness trainings, yoga teachers, health coaches, spiritual teachers, weight loss folks... you want to have results



that come off the page so your folks feel it. You want to use the value bundle to transmit the transformation your retreat offers.

- So I want you to close your eyes and imagine that it's 12 months from now and you're done with struggling to find clients to fill your retreats. You have a full retreat [paint picture].
- Go to www.join-blueprint.com and say yes. Make a decision tonight from where you want to be, not where you are. If \$350 per month for 8 months, \$240 per month for 12 months feels like a lot, then this Livestream is for you. That shouldn't feel like a lot to any retreat leader. You need to get yourself into this program so you can have the kind of abundance flow you deserve.
- So that is part 4 in the value bundle. On your sales page and as you are marketing your retreat, you need to paint the picture, the vision of what life will look like once they've come on your retreat.
- Then in Part 5, you need to let people know you get them and what they are going through by sharing where you were before your life changed. You need to make it real and tangible and possible for them. They need to be able to relate to your hero's or shero's journey.
- [Share story of before you used the Retreat Blueprint Method about a retreat having to cancel and how embarrassing that was, how much money you lost. It was failure on every level. I knew everything had to change. If it didn't work for me, then how could it work for the average person? I had run retreats for DMR and I had a travel company.]
- [Share story for more experienced retreat leaders...]
- [Share success now]
- This RBP came from despair, debt, frustration, hours lost. We serve thousands of people around the globe. So part 5 is emphasizing with your clients that you understand their struggle. Get down on their level. Show you care and understand them and what they are going through. If you include all this in your value bundle, in your retreat marketing, you will maximize sales.
- Honestly, this session today could be worth hundreds of thousands of dollars. You now have the 5 parts. I invite you to become our next success story. I'm here to help you. Invite you with open arms.
- If you want the Copywriting Crash mini Course bonus training, let us know you are in below. Go to www.join-blueprint.com.



Day 9: January 31, 2020 - CART CLOSE
Mindset, Interview + Q+A

- Welcome back. We are in the last few hours of our Retreat Blueprint Program kick off where we'll be closing the doors and at midnight tonight, the price jumps up \$500.
- Tonight we're diving in all sorts of fun – a variety of topics that we haven't covered yet. Thanks so much for being here with us. I can't wait to welcome you into the program.
- I want to congratulate all our new members, I see a lot of you here and I can't wait to get on the phone with you next week on our first live call.
- Exciting announcement: I do want to stress that all the videos do disappear tonight at midnight New York time and the price point does go up to what will be our new pricing since we've upgraded the program. Also we're doing a bonus Orientation call for all new members next Tuesday at 7pm New York time with yours truly. I will be on the call getting you settled in the program and starting to use my brain and digging into your retreats. You don't want to miss that.
- I'm thrilled and honored to be your guide on this journey. I know my team has already been helping get you set up in the membership program and bringing you into the family in our Facebook group.
- I know there are still a lot of you who are dealing with the fears and doubts and concerns and questions, all that energy that comes up every time we go to make a big decision to uplevel our businesses and lives. We all deal with that.
- I hope tonight's session will help you out with that process and feel clear and confident and ready to make that next step and join us and to grow your business with retreats now. Don't wait weeks or months or years.
- We're going to interview another client live tonight so you can hear her story. We'll be talking with Gloria Coppola who is an author, publisher and spiritual coach and hear her story of finding her soul's calling and the niche that makes her heart sing while being able to travel the world with her clients on retreats.
- Thanks for joining and welcome back. We're revealing even more of our behind the scenes strategies that you can take a make your own so you can thrive with filling your own retreats.



- One more time – the Retreat Blueprint Program is open between now and midnight. Make sure you get your registration in. Go to www.join-blueprint.com. If you need to talk with a team member, we'd be happy to get on the phone with you. All you have to do is go to www.join-blueprint.com and message us through the chat there or tag us in the thread below. Take action now since we are raising the price at midnight. We have majorly upgraded the program for 2020 with all new trainings, we've expanded your access to our FB group forever – not just a year. We've added extra resources to make it even more awesome than it has been.
- All the videos from the last week are being taken down at midnight so binge watch them between now and then. Take all the notes you need.
- I do want to reveal some of the behind the scenes secrets to my personal retreat launch secrets. I always get questions about how we do it at our company. Folks always ask me how I keep up the energy to not only run a business but launch retreats, products and programs. They want to know how we come every day here so fired up and ready to go. It is a lot of energy to do a launch like this.
- But here's the thing – launching your retreat is soooo much easier than doing a program launch if you do it the way we suggest. You have months to fill your retreat instead of a 9-day blitz like this.
- You know we've never tried launching a retreat this way – but you could.
- But if you don't want to have to put all the time and energy and effort into running an online program like our RBP, then you are going to love how personal and planning, promoting and facilitating a retreat is. Retreats are so intimate and have so much heart.
- Now I do want to also give you some of my behind the scenes secrets for running a business all year long – especially when you have multiple income streams. Number one, our lives have changed dramatically since we started using the RB Model. Everything was simplified in terms of how to run a retreat. That made our businesses soooo much easier.
- So first of all, we all now have the freedom to arrange our lives to include taking care of ourselves. We have flexible schedules. So I can get a massage every week on Friday. Meghan attends every single one of her kids' school events and often sneaks off to the hot springs. She's retired her husband so he's inside cooking her dinner while she's online with us. And after every retreat, Meghan takes a few days off usually in a remote cabin by herself to



recharge. I love to take time after my retreats to reflect and dream into what's next, and to take some time to deeply absorb all the love and transformation generated from my retreat before jumping back into my normal crazy life.

- This is really key because when you are showing up energetically the way you do all year in your business and on your retreats, you have to take care of yourself and you have to create a lifestyle that really supports you working with clients.
- Now you may be thinking I don't have the time or the money to be getting massage and energy work and going to the spa's hot tubs each week and that might be true now because you haven't gotten yourself into the energy of working this way. But if you join the RBP and take the actions that we guide you through, it's becomes easy to do that self-care because it enables you to show up for your clients and you actually have the income to do so. It's self-care for the win. Self-care becomes an investment. You take extra vacations. You get the facials. That's the energy that comes from using the RBP. The feeling you have about money and the way you make decisions about money changes because you have a spigot that you can turn on and use by running a retreat or adding in an income stream from one all year long especially if you monetize your retreats like we teach you to in the program.
- A couple hundred dollars a month then isn't a big decision. Self-care is key when you are offering retreats and that's why you need to get into RBP and learn how to run retreats properly and profitably. You are going to need that energy. We work out. We do mindset and meditation daily. The results from running a retreat yourself and all the trials and errors vs running a retreat correctly using our system are going to be totally different. One way is energetically draining and the other way energetically supportive.
- This is why it's so important to join. Doors close at midnight. More importantly our new class call, our Orientation is next week, and you want to be there.
- Launching a retreat requires energy and that's why it's important to make money on your retreat so you can have the money to take care of yourself. That is an exchange of energy and energy plays a huge role in your business and retreats. That's why it is not energetically supportive for you to run a retreat and not make a profit for all you share – that is not how you create



the flow of abundance in your life. And making excuses about how you don't care if you don't make money the first few retreats is just ridiculous.

- As a business owner, it's easy to get into scarcity mode quickly. It's easy to be in the struggle focusing on "where am I getting folks to fill my retreats from?". Instead of being in the "I know exactly what I want" frame of mind – I want to travel the world and change lives and make great money on retreats, and only making decisions that align with that outcome or I want to fill my retreat easily and walk away with \$50k... That's very different than how the majority of retreat leaders make their decisions. That's why most retreat leaders fail. That's why most take home \$2k or less from their retreats or worse, they lose money. That's why most retreat leaders are making less than \$30-50k per year in their businesses, which means they are taking home even less.
- The energy of your focus and how you make decisions will determine the outcome in your business. So there are a hundred of you who I know are ready to take that next step to be a part of RBP, but you are still in the energy of the past, of what you don't want, what hasn't worked. It's putting you in that uncomfortable place of scarcity and lack and you're afraid to make a decision that will put you in a place of risk and uncertainty and fear and stretching your courage muscle outside your comfort zone because you don't know where that money is going to come from.
- Most of our success stories had no idea of where they money was going to come from. They knew they were done with the past and they needed to focus on what they needed to do right now.
- INTERVIEW
 1. In fact, we'd like to talk with Gloria Coppola right now because she made the decision to invest in the Retreat Blueprint Program and in herself. She put it on her credit card not knowing exactly how she would generate the cash to pay that off. But it has paid off over the years because even though she had been running retreats for 15 years – pretty much 2/year, she still found ways to improve and uplevel what she was doing. In fact, she's her last 2 retreats were her most successful ones – and she's been able to travel to Peru, France and her next one is to Italy. Gloriacoppola.com/Italy Welcome!



2. When you came into the program you had a solid business. And yet you dug in and did the work around your ideal client and I know you've recently figured out your superpowers. Tell everyone what your retreats are about and how that's evolved so they get to know you.
3. One of the biggest changes that have happened through taking the program was with your sales pages. What did you learn within the program even though you had been doing them for years?
[design, layout, professionalism]
4. When we talk about being educated and prepared for any situation and being covered legally, sometimes folks dismiss that advice. They want to only think positive. Can you share some stories of why this is no joke and so important?
[drunk, fall stairs, hypothermia]
5. What have you learned about facilitation and being a strong leader on retreats? You had a ton of experience before the program.
[strong personalities, taking care with lost passport]
6. What kind of support did you receive from our team? Folks worry that they won't get their questions answered or they'll be on own.
7. We calculated \$56k in gross on your last retreat – congrats on that.

[flow with convo]
INTERVIEW ENDS

- Most of us operate from a place of a natural inclination to protect ourselves. Most of us play small. We don't make brave decisions from a place of clarity. So if you want to become a retreat leader who is making real money, then the clock is ticking. The program closes in a few hours. All of the bonuses are expiring. The moment is now. In the uncertainty of delay, you are wasting time. You will get support as soon as you step into the program. We are here and waiting. You are going to be amazed at how supportive not only me and



my team are, but all the other participants in the program who have gotten results. They are really to pull you up. We are ready to pull you up.

- So congrats if you already joined.
- [Share emotions around this launch. Talk about a success story from the program. Share how awesome this group is in the launch. We've changed the trajectory of their lives. They are doing the work. We are just supporting them.]
- Retreat leaders and entrepreneurs are special people – they are as special and crazy and dedicated as you. They are doing the work. Once you come in the family, you will see what I mean. You're surrounded by like-minded heart-based entrepreneurs like yourself. They want to give back. They are making money.
- I want to invite you to change your energy now. Change your focus. There's a 100 of you sitting on the fence. It's time to change. Go in the direction you want. Go in the direction of your future. Don't dabble at retreats.
- In addition to teaching you about retreats, we're going to teach you how to have fun, how to take care of yourself, how to travel, how to make a difference, give back, put yourself first, have time for your family and lead at the highest level. Be the best version of yourself.
- I'm inviting you to go to www.join-blueprint.com now. The price is \$350 USD per month for 8 months, \$240 USD per month for 12 months or \$2497 USD pay in full right now. It's going up. If you feel called tonight, this is your moment. Let me know in the comments below so we can celebrate you and thank you.
- [congratulate folks]
- We talked about energy, we talked about the bonus call next week on Tuesday. We going to get more intimate and connect on a deeper level. We want to know who you are. We want to get to know your goals. We want to make sure you know what to focus on in the program.
- Make the decision, you won't regret it. We have people tell us all the time that they can't believe how much support they receive – which frankly makes us mad that you haven't in other programs. You don't understand the level of commitment we have to you. I only have people on my team who have this level of commitment to you. It's not just me – I have a team who is brilliant.



- We also have people tell us that they will stick with our programs from the rest of their career because they gain so much from them.
- People are asking about the payment plan. So you can go to www.join-blueprint.com. You can do the pay in full at \$2497 USD which is a x% discount or you can do a payment plan which is \$350 USD per month for 8 months, \$240 USD per month for 12 months
- You can launch or uplevel your retreat in the next 12 months. But I cannot guarantee you will do that because you have to do the work. You have to show up. We give you everything you need to make it happen – the knowledge and the support.
- But you have to say that yes. You have to make the decision. Let us coach you. Let me help you figure out what to offer on your retreat. Let me look at your pricing. Let me review your marketing. Let me reset how much you are willing to charge.
- Feel free to post any questions that you still have. Maybe you have a lingering question. Maybe you wonder if we'll know you'll name. The answer is yes.
- [**Establish yourself as an expert in terms of retreat, marketing and sales. Most business coaches and folks who run retreats wake up one day and decide to start coaching or start teaching others how to run retreats after running a retreat or two themselves. Tell story of how you are a serial entrepreneur. You ran Miguel's retreat. You have your own travel company. You've run and helped thousands of retreat leaders. You built the company to 7 figures, 75k email list.]
- You're not going to find this in another program. You're not going to find a company who's sharing the strategies that work for us with you. You're not going to find the day to day FB support that you get with us. My zone of genius is designing deeply transformational retreats and retreat ready businesses – in other words online business that support the presence of retreats into the actual business model.
- [answer questions]
- Doors are closing. Make sure you are on the New Class Orientation call. Videos coming down at midnight.
- We built this program because of our frustrations with other coaches/online programs. This is relational. This is not just info based. You'll experience and feel it.



- Imagine where you'll be in 12 months.
- I want you to know that we completely keep updating the program. We just invested thousands and thousands of dollars revamping the program. We're constantly looking to improve and better serve you. We ask you what you need and are constantly adding things to the program.
- Don't wait. I know you are ready. You don't need to work hard, just differently. Get the help, the Fb group, the live goals, all the training. Join tonight.
- [final pitch - Sheri]