



## Sample Program Webinar Script Retreat Blueprint Program

**Part 1: Initial welcome. Obviously at the very start we want to introduce ourselves, welcome everyone to the webinar, and state your webinar title.**

### SLIDE 1

Hello everyone! We're glad you're here for "The 5 Steps to Creating Your 5 Figure Retreat" masterclass presented by Wanderlust Entrepreneur!

I'm Meghan Gilroy, your host for this webinar and co-director of Wanderlust Entrepreneur and the Retreat Blueprint Program with Dr. Sheri Rosenthal.

**Part 2: Go over any housekeeping tips – what to do if they have problems, how to contact you, any handouts or incentives to stay until the end.**

### SLIDE 2

I'm so excited to be here with everyone and I'd love to welcome all of you to our retreat community.

We have a ton of awesome material to cover today – so please close out of your email, Facebook or anything else that's hooking your attention.

Also we do try to answer all your questions, but if we do not answer yours, please feel free to email [awesomeness@wanderlustentrepreneur.com](mailto:awesomeness@wanderlustentrepreneur.com) once the webinar is over.

### SLIDE 3

Now here's some awesome news! We have a VERY special gift for everyone who stays with us until our Q&A session at the end of our webinar – our **Envisioning Your Business Funsheet + Checklist** that we use with our private VIP coaching clients who want to create a heart-based business – and that of course includes retreats!

It's perfect if you need help identifying what to focus on in your business so you'll be retreat ready. So at the end of our presentation today we'll be sharing that special link with you!



**Part 3: Next, we want to qualify your audience so they know they're in the right place using questions and/or sharing fears/concerns.**

## **SLIDE 4**

So I have a couple for questions for you.

First question - have you run a retreat before and if you haven't – why not?

Yup we get it – concerns about technology, money, not knowing what to teach, or how to pull all the pieces together, or how to do it legally or even how to market it properly are all valid issues.

## **SLIDE 5**

And second, for those of you who have already run a retreat – *and please answer honestly* – are you happy with the way your retreats are filling and the profits from your retreat?

Yup, underpricing, not including all your expenses, trips not filling, trip cancellations, and even undervaluing yourself and your worth are all common issues.

## **SLIDE 6**

And third, I'm curious, do we have any travel agents or meeting planners on with us?

Excellent!

## **SLIDE 7**

So you're definitely in the right place if:

- You're brand new and you want to learn how to run your first stress-free retreat. OR....
- You've run retreats before and want to figure out how to market them better, fill them faster, and make a MUCH better income. OR....
- You want to manage retreats for others and are a travel professional or meeting planner.

So Sheri, now that we're clear on who this webinar is for, let's get started with the biggest challenges retreat leaders make and how to overcome them. Yes, let's do it Meghan.



## SLIDE 8

Now there are 5 big fears or concerns that most retreat leaders have and let us know in the chat box if one or more of these relates to you:

## SLIDE 9

1- No one is going to sign up for my retreat and I'm afraid I'll lose money if they don't. (This is not true and they will sign up for your retreat – we're going to be talking about this today)

## SLIDE 10

2 - I feel like a fraud and don't know why anyone would pay what I'm asking. (They will pay and we're going to show you how because you're 100% worth it)

## SLIDE 11

3 - I could use a better email list and following (or I don't have one at all) plus I'm not great at marketing and I don't really like it. (Selling does not have to be hard or sleazy it's actually a form of service.)

## SLIDE 12

4- All the legal and insurance issues around running retreats really stresses me out. (We're going to make this clear today)

## SLIDE 13

5 - I feel overwhelmed not knowing what to teach, how to lay out my retreat, how to price it, book a venue, write a cancellation policy, work the technology, OMG! It's too much work, why should I bother??

So can anyone listening relate to what Sheri is saying about the most common fears that retreat leaders have? Let us know in the chat box!



#### Part 4: Your hero/sheri's story (Why I'm Qualified To Teach You...)

### SLIDE 14 – SHOW SHERI TALKING – no slide

Well, thankfully we have the solution for all this – but it didn't come easy. And for those of you who are new to our community, we'd like to take a couple of minutes to share how that solution came about so you understand why we're so passionate about retreats!

It all started back in 1998, when I finally admitted to myself that I had never been truly happy in my life. So I sold my successful medical practice, and my beautiful home. I even closed the surgical residency program I had created and been directing which was a pretty big deal.

Fortunately, during that time I received a copy of don Miguel Ruiz's NY Times bestselling book (The Four Agreements®) and decided to go on one of his retreats to Mexico. That was my first experience with transformational retreats – and also where Meghan and I first met.

That journey literally changed my life. And as a result of that retreat, I became a student of don Miguel as well as his business manager where I was privileged to design and organize all his journeys and retreats worldwide.

It was an incredible opportunity that inspired me to give birth to both my own coaching practice as well as my travel agency, Journeys of the Spirit® which has been planning and managing retreats since 2003. Gosh, that's 18 years of retreats!

Now of course don Miguel's retreats always filled, after all he was a New York Times best-selling author. But somehow, I had made the assumption that my retreats would sell as easily as his when I first started coaching. Unfortunately, that was NOT the case.

Some of my retreats sold, yet others didn't, and I lost thousands of dollars in non-refundable deposits along the way and made a LOT of mistakes. I obviously knew how to run a successful medical practice but NOT how to fill a retreat.

I finally got to the point where I thought, "Maybe this just isn't for me? Maybe I'm not techy enough? Maybe I don't have enough time? Maybe I'm just not good enough."

But I was deeply passionate about retreats and so I learned the hard way. I figured out how to plan, fill and run my retreats legally and to build them into the fabric of my business model so that I wasn't always struggling to find more clients. And that's when things started to change.



As a result, other retreat leaders started coming to me asking if I could help them plan and manage their retreats since they were having the same issues I'd been having! And I can say that after working with thousands of retreat leaders, no one has the quality and quantity of experience teaching, designing, AND managing transformational destination retreats like my company does.

Now the reason I wanted to share all this is because I don't want you to experience all the trials and errors, fatigue, financial stress, and overwhelm that I did. It's really not necessary.

Now you're here listening because you know you're meant to run retreats and run them successfully right? And you're probably very clear on where you are and where you want to be, but you just don't know the best way to get there.

Well that's why we created today's webinar training and our RETREAT BLUEPRINT training program! We want to make the process of creating transformational destination retreats as easy and effortless as possible, and we'll be sharing our methods with you inside today's training.

And if what we have to share today really resonates with you – you'll have the opportunity to join us in our Retreat Blueprint group program where we personally help you step-by-step, plan and fill your retreats – all while building your retreat-ready business. That way we avoid any overwhelm together.

But enough from me, I'm going to turn the floor over to Meghan...

## **SLIDE 15 – SHOW MEGHAN TALKING – no slide**

Thanks Sheri! I find Sheri's story so inspiring. Can anyone relate to what she's went through?

Now as Sheri mentioned, we met on a retreat with don Miguel Ruiz way back in 1998 and fortunately, I too heeded the call to go on that first retreat with don Miguel. It totally changed my life in so many ways – from leaving my teaching career to becoming an international retreat leader, shamanic healer and business coach.

Since then, retreats have touched EVERY part of my life. I got married on top of a pyramid two weeks after my first date on a retreat. Totally crazy I know! I decided that I wanted to get pregnant while on a retreat I was on in Mexico. Then 2 weeks later I got pregnant on another retreat I was leading in Ireland.

But I've also had my share of retreat challenges and painful lessons learned – from wondering whether my retreats would fill, to not making the money I should have made, to having some crazy "oh-crap"



retreat moments where I had to deal with really difficult retreat members, sick people, and even unruly guides.

So when Sheri asked me to join her in 2015 as co-director of her business, I was so excited to help her in her mission to educate our retreat leaders so they could uplift and change the world with their transformational retreats.

Personally, I believe that retreats are critical today in our crazy world. Folks want to gather together, recharge, and connect, and we can't do that if we aren't effective in marketing to the people we're meant to help or if we're not making the money we should be in our businesses.

So let's tell everyone what we are covering today Sheri.

**Part 5: Tell them what they are going to learn today. Make sure you frame it as why it's important to them. This is your 5 Advertising Points.**

## SLIDE 16

So today, Meghan and I are going to walk you through the exact system we use to design, price, market, and monetize our sold-out retreats and we're going to show you how to do it legally.

## SLIDE 17

Today we'll cover:

- **How to Design a Killer Retreat & Retreat Page That SELLS!** – because your marketing begins earlier than you think!
- **Pricing Your Retreat To Meet Or EXCEED Your Projected Income** – so you never lose money or underprice your event again
- **The CRITICAL Strategy For Filling Your Retreats** - If you use this strategy you'll NEVER have to cancel an retreat again
- **How to Make SERIOUS Income After Your Retreat is Over** - You can actually net an ADDITIONAL \$10-100K using this excellent tip!
- **The 3 Legal Tips You Can't Do Without To Be Properly Protected** – because we find that most retreat leaders are clueless when it comes to protecting themselves!



**Part 6: Teaching phase that relates to your 5 Advertising Points. So right now I'm going to show you how to \_\_\_\_\_, that will allow you to \_\_\_\_\_.**

## **SLIDE 18**

So let's begin with **How to Design a Killer Retreat & Retreat Page That Sells!** Now as we mentioned earlier – one of the biggest challenges even experienced retreat leaders have is not knowing how to **market their event** so it fills.

But what most retreat leaders don't realize is that **THE MOST CRITICAL** part of their marketing involves **the formula** you use to design your retreat and retreat sales page! Because without a perfectly designed retreat and retreat page, you're going to be spending money trying to promote something that's **NEVER** going to sell!

## **SLIDE 19**

So how do we design a killer retreat and what does that even look like? Well, first and foremost, it means that we're creating a retreat - not what I like to call a "workshop in a pretty place." As I said, it's the formula - or the way your design it - that makes all the difference.

So if you're going to have your peeps in a hotel room all day long in Bali - that's not a retreat. That's a workshop in a pretty place and the location loses its value because you're not using the location strategically to teach your material.

## **SLIDE 20**

When you align your location with what you're teaching – that's what makes your event experiential and life-changing versus talking at them from the front of the room where they're learning intellectually.

**It's great to give examples to make your points real-life and applicable. Walk your clients through your process.**



## SLIDE 21

For example, I could create a wellness retreat and run it in the Caribbean at a stunning place with turquoise water that has yoga on the beach. And that could be okay....

## SLIDE 22

....but not IF we compare it to the wellness retreat our course member Annabel ran at a vegetarian retreat center where they grew all their food on site organically. They had a chef that specialized in uniquely innovative cooking classes and who loved getting her group out in the garden to learn how to fertilize naturally, and how to pick veggies at the height of freshness.

And at the end of her retreat everyone went home with the 10 delicious and nourishing recipes they just learned how to cook – *in less than 30 minutes of course* – as well as a clear understanding of the impact this kind of eating has on our environment. All the pictures she posted during her retreat on Facebook created so much buzz in her community that she practically had her next retreat filled before she even got home from this one!

## SLIDE 23

So which retreat do you think has more perceived value and would sell better? The one where you're just talking about eating vegetarian and hanging out on the beach OR the one where folks just had a full body, balls-to-bones experience of eating healthy and learning how to create their own organic garden? Let us know in the chat box. I know which one I would pick Meghan!

## SLIDE 24

Now keep in mind that the meaning of the word retreat is to pull back and go within. So there has to be some time on your retreat for people to sit with what they've learned so they can take it all in and process it too. If you teach all day long class-room style, people will end up feeling exhausted and hammered by information!

A truly powerful retreat will always aim to get folks out of their heads and into their hearts and physical bodies – just like Annabel's wellness retreat at the vegetarian center.



## SLIDE 25

Now can everyone see why alignment is especially critical in designing your retreats so they can be profoundly transformational and why you **MUST** match what you're teaching to your location so you can choose deeply experiential activities that help teach what you're sharing? Let us know in the chat box. Great – let's keep it going.....

## SLIDE 26

Now, retreats in general, sell at a higher price point than workshops or live events so if you want your retreat to sell out as soon as you announce it - you better wow folks from the get-go.

## SLIDE 27

That means you have to design an experience that speaks directly to the hearts of your tribe members. Your retreat has to solve a real problem that they're struggling with and it has to have concrete benefits that justify the cost of the retreat, and not airy-fairy ones like: you're going to connect with your higher self or you're going to come away rested and rejuvenated or you're going to know yourself better. There are too many retreats out there all using the same kind of empty language.

## SLIDE 28

The best way to avoid this is by crafting a powerful promise for your retreat. To be clear, your promise is the outcome or tangible benefits your clients will walk away that perfectly address the issues that concern them the most and that **YOU** can help them with.

That's what's going to hook folks into coming to your retreat because they'll know it's for them and that it's going to solve their problems. You've got to have a **VERY** clear reason why your clients should attend your retreat or it won't sell.

## SLIDE 29

So let me show you an example of how to get creative with your retreat **AND** have a clear promise. Our Retreat Blueprint course member Luz, is a Life Coach who helps spiritually-minded Latina women, and her first retreat was called "Living Your Best Life Now – Letting Go of the Past" in Vieques, Puerto Rico – which she could not get to fill.



But when we suggested that she change her trip title and location to “Day of the Dead – A Woman’s Celebration of Life” in Oaxaca, Mexico – it filled in less than 60 days.

In case you’re not familiar, Day of the Dead is a beautiful holiday where families create altars to their dead and decorate their graves – and we thought what an amazing mythology for Luz to use to help her gals let go of and heal their past so that they can celebrate a joy filled future! Maybe you’ve seen the Disney movie Coco which is all about Day of the Dead.

## SLIDE 30

Now let’s carefully compare the benefits from both retreats. On Luz’s first retreat she said:

If you want to let go of the painful weight of the past and begin living your best life, join me for 5 days of meditation, heart-felt group sessions, beautiful beaches, and fabulous food!

- You’ll have two daily group sessions helping you let go of your painful past.
- Morning meditations on the beach.
- Explore Mosquito Bay at night, the brightest bioluminescent bay in the world.
- Eat delicious island food and have a daily spa treatment to relax.
- Meet a great group of like-minded women.

As you can see, her trip doesn’t feel very cohesive and it seems as if she picked a location out of the blue – there’s no solid connection between the location and what she’s teaching.

## SLIDE 31

Then on her new “Day of the Dead – A Woman’s Celebration of Life” in Oaxaca, Mexico trip page she said:

Although we often say we’re afraid of death, perhaps our greatest fear is living life boldly and audaciously – free of regrets, resentments, and the judgments of others as well as our own. If you’re ready to be free of your past and feel it’s your time to step into your brightest future, then join me for 6 days of fun, food, and sacred ceremony in beautiful Oaxaca, Mexico!

- Celebrate one of the most beloved Mexican holidays: El Día de los Muertos!
- Experience the San Miguel Cemetery at night as 10,000 candles are lit for this sacred holiday.



- Build your own altar to: a relationship that's ended, someone you'd love to forgive or a situation you're ready to let go of.
- Have the honor of decorating a local family's grave site while sharing their feelings on forgiveness and life.
- Meditate with the Tule tree (the world's largest tree) and feel her heart-connection to the thousands of cypress trees around her.
- Experience a special letting-go ceremony at the beautiful sacred ruins of Yagul or Mitla

## SLIDE 32

So tell me, which trip would YOU rather go on? Can you see how much clearer Luz's text is on her second trip and how you immediately know who this trip is for and what you're going to experience and come away with?

And did you catch how the mythology of Day of the Day perfectly aligned with what she was teaching and how it allowed her to get creative and find great activities that actually supported what she was teaching? And did you notice the difference in the language between the two trips and how good copywriting makes all the difference on how your trip sells?

If this is giving you some ideas – please let us know in the chat box right now. **(Give them a minute to type in answers)**

## SLIDE 33

Good copy for me is like the difference between boiled chicken and Southwestern Maple Glazed Salmon with Pineapple Salsa. So what I mean is don't just call your retreat "Yoga Retreat To Crete" or "Women's Rejuvenation Retreat to Bali" and do the same old, same old, kinds of activities – because that's boiled chicken and if you want your retreat to sell-out you're going to have to get a lot more creative than that!

## SLIDE 34

Case in point, one of our course members, Sherry recently shared how her retreat page totally sold out her yoga retreat! The name of her retreat was "Unbinding The Heart" in Santorini, Greece. She said: "In hearing their feedback, it was the copy on my website that sold them. There were several people that said – I kept going back to the website and said "that's me!" and the theme "unbinding the heart" is exactly what I need right now. I would not have this copy on my website if it wasn't for you all!"



What happened to Sherry is exactly why you must have a clear promise for your retreat, the perfect language to express it, and the ideal location for your retreat to unfold in.

And truthfully, I find that most folks have retreats that I would consider to be boiled chicken – like Luz’s first iteration of her retreat.

### SLIDE 35 – Show Morocco

So if this sounds like you and you have a retreat that’s not selling – **this is a great place to start** making some positive changes! I want to share my retreat page with you that I created for my upcoming trip to Morocco. The most important aspect of this page is that before you even scroll down one inch – I’ve already qualified you and you know exactly if this trip is for you *or not*. So if you’ve been working on whipping up a WOW! Sales Page, listen up!

### SLIDE 36-45

Slow slides.....

### SLIDE 46

This page contains everything a person needs to know whether this trip is for them or not! **And it’s definitely not boiled chicken.**

So I have a question for you – let us know if you feel like you might be serving boiled chicken and need to make some changes? **Read a few comments...**

Wow. Lots of boiled chicken out there! Imagine if you were able to easily create your own trip page like mine?? Teaching how to design a great retreat page is actually one of my favorite subjects in our Retreat Blueprint program.

**Part 7: Continue with each bullet point and continue showing examples.**

### SLIDE 47

**Alright - we just finished How to Design a Killer Retreat & Retreat Page That Sells!** and why your promise, benefits, and stunning trip page and copy are critical.



**So next is step #2 “How to Price Your Retreat to Meet or EXCEED Your Projected Income”** so you actually *make money and you don’t undervalue yourself*.

So first of all – the most important aspect of creating a profitable retreat is giving yourself permission to make a good profit. Which means you should never be running your retreat at a loss. EVER!

A true transformational retreat is deeply *rewarding work*, and you deserve to be paid for what you do and you need to value yourself appropriately. Nor should you have an expectation that you won’t make money.

## SLIDE 48

That is *utter nonsense* because if your retreat is priced properly – you WILL make money. And that involves making sure that you’ve included all your costs into the price of your retreat. And I mean ALL!

So what *should you include* in your pricing? Well, you need to include your flights, room, and your food at the event and in transit, the price of your hotel room if you’re arriving the day before, group and personal transportation, your supplies, cell phone costs, marketing & flyer costs, tips, gifts, guides, entry fees, insurances, visa costs, taxes, your assistant: their pay, room, food and travel expenses if any, photographer or videographer if you have one, and your credit card fees (for example, on a \$2000 trip, that would be at least \$60 per person if your percentage was 3%).

## SLIDE 49

Then once you total all your expenses the very last step is adding in the amount of money YOU want to make per person or your net profit – it’s how much money you walk away with in your pocket once you’ve paid all your trip expenses. When adding in what you want to make on your retreat please keep in mind the total number of hours you’re putting into the creation AND the execution of your retreat! This is critical!

## SLIDE 50

So for example, let’s say you only netted \$3000 which is pretty typical of most retreat leaders for 100 hours of work – you would have only paid yourself only \$30 an hour if you factored in the total number of hours you actually worked planning your retreat, marketing it, talking to folks on the phone, doing



registrations, etc. And that is severely undervaluing yourself if you ask me. So I'm curious - is \$30 an hour more or less than you expected? Let me know in the chat box.

Now, if you worked 100 hours on your retreat and netted \$10,000 you would have made at least \$100 an hour. That's why we always say you need to net at least \$10,000 – or 5-figures - from your retreat to make the numbers actually work. So our goal is to make sure you are making more than 10k from each retreat you run so that you are making much more than \$100/hour.

Okay so now we know exactly what we need to make on our retreat and how we should be pricing it – let's get talking about marketing with step #3 **The Critical Strategy For Filling Your Retreats!** Dive in Sheri...

## SLIDE 51

I know this is a huge concern for most folks, but truly, anyone can fill a retreat as long as they follow this critical strategy.

So how do we fill our retreats? Simple. We use education as a way to grow our list and social media following so we have the people to fill our retreats. In other words, we teach to sell. Let me explain.

## SLIDE 52

I think we can all agree that the best way to sell a product, program or retreat is by sharing it with the person who needs it, right? But what if your target audience doesn't know they need your retreat or even worse, that it can help THEM? That's the real issue!

So one of our course members, Margaret, is a health coach who teaches arthritis patients how to eat an anti-inflammatory diet and holistically decrease internal inflammation. She loves to help people lessen their arthritis pain naturally and she wanted to run a retreat to an organic farm in Tuscany to show them how.

As a doctor I reminded Margaret that most arthritis patients are not aware that diet can help them or that the option even exists because they're used to taking medications and haven't been educated on the benefits of eating an anti-inflammatory diet. That's why Margaret couldn't get anyone to register for her retreat.



However, I suggested that she focus on educating folks on eating an anti-inflammatory diet for arthritis, and that way she could grow a list of people who had the exact issue she was interested in helping!

I knew that once they understood WHY this kind of diet was so important and how it could help them, they'll be thrilled to join her in Tuscany. **But until she took the time to educate them, she could not sell to them.**

## SLIDE 53

The first time Margaret promoted her retreat she posted on Facebook like this: "Come join my retreat in Tuscany where you'll learn how to eat a healthy anti-inflammatory diet for arthritis" and of course people didn't respond because most folks are clueless that diet is a helpful treatment option.

## SLIDE 54

The second time around we had Margaret run a series of Facebook Livestreams regarding the issue her potential clients hate the most: their costly, side-effect ridden medications. She said: "Want to learn how to decrease your expensive medications for your arthritis? Join my upcoming livestream on how to eat a healthy anti-inflammatory diet for arthritis and help lessen your pain and discomfort naturally."

Then at the end of the FB Live she mentioned about her retreat and invited them to have a strategy call with her to see if her retreat was a fit for them. Wow! What a difference that made. Every time she ran an educational class, she sold a few more people into her retreat until it was totally filled. Amazing right?

## SLIDE 55

So by using OUR educational marketing strategy throughout the year, you'll consistently be growing your list and business with people who want and need your help – and they're the people who will come on your retreats because they understand they need it and it will help them.

## SLIDE 56

If you try to **advertise** your retreat to strangers who don't know, like, and trust you, you'll end up spending a lot of money from your retreat's budget which will eat up your profits!



## SLIDE 57

Can everyone see why sharing content, educating, and teaching is the BEST way to fill your trip no matter what method you use to share that content? Now doesn't teaching and educating people feel more heart-felt and doable compared to hard-core selling or useless advertising to strangers? Of course, we've got lots of great strategies for filling retreats, this is just **ONE** of the many techniques we love to teach in the Blueprint.

Is this sparking new ideas in your mind? Post in the chat box and let us know. Wow I can see that it is!

Ok – so let's talk about everyone's favorite topic: **"Step #4: How to Make SERIOUS Income AFTER Your Retreat is Over."** This is how you cash in on your retreat long after it's over. So here we go!

## SLIDE 58

We've got lots of ideas for adding **additional income to your retreat, but our** number one way is to **monetize it by offering** a post-retreat follow-up program at the end of your retreat because a retreat as a one-off deal is **never** a good idea.

## SLIDE 59

You're putting all that time and energy into your wonderful participants and to not offer them a way to follow up with you after the event is simply **negligent!** Because in all likelihood they're going to need help integrating what they've learned with you AND need help processing all that transformation afterwards. It's almost abandonment to leave people with no way to continue that process with you.

If you go into your retreat with a post-retreat program all written up and ready to present to your group, you'll be doing them a favor and adding to your bottom line in a huge way, and best of all you won't be constantly scrambling for clients to fill your programs and courses.

So Sheri, why don't you share some examples of a post-retreat follow up program?



## SLIDE 60

Perfect Meghan. Your follow up could be a three, six or 12-month group coaching program, one-on-one private coaching, a high-end group mastermind, or any number of shorter weekly group webinars which you can do on Zoom or on GoToWebinar.

## SLIDE 61

For example, let's say you offered a year-long group coaching program at \$250 a month to 10 people. That alone would add an additional \$30,000 to your year!

An eight-week online class after the retreat at \$497 for 10 people would bring in an extra \$4970.

If only 3 attendees signed up for private year-long coaching with you at \$500 a month that would net you an additional \$18,000 and that's a lot of money for most folks!

Sheri, I just want to point out to everyone that just this tip alone can be life-changing and put you in a totally different position financially! Now I don't want anyone to say "well, I could never charge that amount for monthly coaching" because you can plug in whatever amount you DO charge, and still use this strategy, make some money and then over time raise your rates. And even if you're NOT a coach, there are TONS of creative ways for you to monetize your retreats.

## SLIDE 62

Exactly!! So, I think everyone can see that it's not really hard to add an extra \$5,000 or even \$100,000 dollars onto a properly priced retreat. And this one tip alone is going to make a HUGE difference in your bottom line.

So the question is – are you really excited about this tip and are you going to implement it?  
.....Fantastic!

## SLIDE 63

Okay, next we're going to talk about step #5 "The 3 Legal Tips You Can't Do Without To Be Properly Protected" and take a few moments to go over some really important issues that everyone needs to know before running retreats or journeys – and this applies *no matter what country* you're in.



## SLIDE 64

So first of all – keep in mind that if you’re accepting money for a retreat that packages together rooms, food, and outing – you’re accepting money for travel and that can make you a “Seller of Travel.” So you want to make a note of this and be sure you’re functioning legally since there are **strict** rules around selling travel in most countries, especially in the US and Canada. That said – there are 3 important tips we want to share with you **RIGHT NOW**.

## SLIDE 65

Exactly Meghan! The **first legal tip** is to make sure you’re covered by the three main insurances policies. The first is professional liability or indemnity insurance which protects you in the event that a client is harmed from a service or advice that you provide for which you’re held legally liable.

Because you never know if a client is going to say that the advice you gave them caused them to have a problem in their life, get divorced, get sick, lose too much weight, or do who knows what! That said, now what happens if a client is hurt WHILE you’re on your retreat and blames you for that?

For example, after dining at a restaurant and while walking back to her hotel, a woman was assaulted on her retreat and, as a result, lost vision in one eye. She sued the group leader alleging that the area into which the group had been booked was unsafe.

Thankfully such an incident is extremely rare, however since this kind of issue would not happen in a coaching or yoga practice, our retreat leader would NOT be covered for this kind of event under their standard professional liability policy. That’s why you also need retreat insurance which covers the kinds of crazy things that can happen specifically on a retreat.

In addition to professional liability and retreat insurance, you should also have general liability insurance which covers you for bodily injury claims as well as property damage. So make sure you have all three.

## SLIDE 66

Being properly protected brings me to my **second legal tip** – having proper liability forms. I feel that it is **crucial** to have your participants sign liability forms that specifically say that they are assuming the risks of travel AND that they’re releasing you from any liability that might arise from your negligence,



carelessness or from their general participation in your retreat. Case in point – the situation I was just talking about!

That's why waivers will not do. **They are too brief and do not include all the necessary language unique to travel or cover all the issues that occur while traveling.** Ours for example, are 6 pages long.

## SLIDE 67

**My third juicy legal tip** is regarding your cancellation policy. So why is this important? Well basically, your trip page with its cancellation policy is a legal statement, and it's important to let people know whether their monies are refundable, or refundable until a specific date, or non-refundable but transferable to another event, or non-refundable period – BEFORE they pay or it could be considered deceptive marketing.

Keep in mind these two points:

- 1 – You can't refund money that you've already paid out! If someone cancels and you don't have a proper cancellation policy, you will owe them all their money back.
- 2 – And don't borrow other people's cancellation policies. It should be based on the contract YOU have with your hotel or retreat center, when you owe them money, and when you can no longer cancel with them. It's not created randomly!

## SLIDE 68

So does everyone now have an action list of what you need to do to protect yourself and your business? Excellent! *(While we're waiting for answers...)*

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END OF WEBINAR CONTENT

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**Part 8: Transition to Your Offer. Recap what was covered. Show the connection between what all the points you made in your webinar and your program.**

## SLIDE 69

*So, I think everyone can clearly see the steps that go into creating a deeply transformational retreat such as: being clear on your promise and benefits in your copy, laying out a trip page that SELLS,*



designing your activities to align with what you're teaching, pricing a retreat to make money, marketing and promoting effectively, monetizing your retreat, and doing it legally.

## SLIDE 70

**But it's not enough to just understand the steps – you need to IMPLEMENT each step properly and CUSTOMIZE them to your unique circumstances.**

## SLIDE 71

So I'm going to guess that if you showed for today's training, that you're like Meghan and me:

1 – You want put together your retreats from soup to nuts in a follow-the-dots no-brainer kind of way that actually makes you a real income – yes?

## SLIDE 72

2 – You want a way to consistently fill your retreats and get them sold out so that you can focus more on creating transformation and less of what drags you down – am I correct?

## SLIDE 73

3 – And you know in your heart that you need to be running transformational destination retreats for both yourself and your tribe and you want to do it legally, right?

## SLIDE 74

Of course, or you wouldn't be here! That's why NOW is the time for you to step up and create the kinds of retreats that are going to set you apart from the thousands of other retreat leaders out there, and be running them with confidence and pride **with a step-by-step system** that takes all the work out of the implementation and secures your business with a profitable, repeatable method for designing and running your profitable retreats like we've been using since 2003.

And that system is our Retreat Blueprint program which we lovingly created to get your retreats planned, marketed and filled with people who adore you and can't wait to travel with you!



## Part 9: Build value with benefits. Why is it a must-have?

### SLIDE 75

So, here's what we know about our community. We know you want help getting clear on your audience, your promise, and the benefits of your retreat, as well as help picking out your perfect location and fabulous activities.

That's why the Blueprint takes you step by step through our carefully crafted process, so you nail all the elements critical to designing an amazing retreat and a compelling sales page. That way your retreat has perfect alignment, your retreat pages are packed with value so folks don't question your pricing, and your tribe can't help but register for your retreats.

### SLIDE 76

We also know that you would love personalized in-depth reviews of your retreat sales pages and help with your copywriting so you can create deeply compelling text. Even our experienced retreat leaders need help with this to get their trips sold out.

That's why we look over every course member's retreat page individually and give specific guidance on what needs to be fixed so your page is irresistible. And if you're a newbie and you don't have a page yet we'll show you how to do it correctly from scratch, so you do it right the first time. Just imagine how valuable that personalized feedback will be knowing you'll have something to market that's actually going to sell!

### SLIDE 77

We also know you need help learning the art of pricing and monetizing your retreats so that you don't ever undervalue yourself or price on the wrong number of people and lose money.

That's why in the Blueprint you get our custom-designed pricing spreadsheet made specifically for retreats and our special step-by-step training that teaches you all the intricacies of pricing, so you know exactly what to charge. Plus, you'll have ALL our creative methods for monetizing your retreats before, during AND after your retreats so you make that additional income we talked about earlier.



## SLIDE 78

And marketing – this is such a challenging aspect for our heart-based retreat leaders! We know you want an easy, reusable, dependable systems for filling your retreats, and if you had this, it would be an absolute game-changer!

That’s why we teach you simple, free, and low cost methods for marketing your retreat so you know it fills – the exact steps that we use to fill our retreats. And if you’ve been running retreats for a while, we have advanced techniques that you can implement to supercharge your marketing. I mean imagine how much stress this is alone going to take off your shoulders! By the time you finish the program you’ll know and have everything you need to be a confident retreat expert.

**Part 10: Briefly tell how program is delivered.**

## SLIDE 79

Now there are three ways the program is delivered:

**FIRST:** 6 online modules with training videos and special forms that you can go through in 8 weeks and have forever access to.

**SECOND:** 26 LIVE group coaching calls that take place over a period of 12 months beginning March 7th. Once you do the modules you have our help for a year to help you implement everything you learn!

**THIRD:** A one-year membership to our private Facebook Mastermind Group. You have all year to post your trip pages, pricing, marketing plans, and more for us to coach you on!

## SLIDE 80

One thing we’re proud of is our over-the-top special INDIVIDUALIZED coaching that we give in our Facebook Mastermind group and on our group coaching calls.

For example, when you post your homework, pricing worksheets, marketing plans, and retreat trip pages – we’ll not only review them but give you a DETAILED COMMENTARY on how you can improve on what you have submitted.

Unlike other online courses – we don’t expect other course members to help you with your work – that’s what OUR team is for.



## SLIDE 81

In fact, our client Gloria, who is a Lifestyle Consultant and Clarity Coach, shared this with us: “I wondered how valuable the Blueprint Program would be for someone who has held retreats for **12 years**. But I decided I wanted to take my work to the next level and expand my market.

Sheri and Meghan and the whole team give gentle nudges to help you reach your potential even if you want to resist. It's the honesty and crucial feedback that lets all the success in.

**The individualized coaching and word crafting led to me making \$22,170 on my last retreat.** I finally feel confident and clearer in what I am designing and marketing.”

So the Blueprint is perfect not only for our newbies, but also for our experienced retreat leaders.

**Part 11: Bonuses. Make it irresistible.**

## SLIDE 82

**PLUS** we've got some fabulous bonuses for you:

## SLIDE 83

You get all our simple-to-follow strategies and done-for-you forms and templates in Our Virtual Travel-Savvy Business Backpack. This includes 4 Complete Retreat Building Bundles That Will Keep You on Track for Success....starting with our **Irresistible Retreat Design Resource Pack:**

- Retreat Centers Worldwide
- Retreat Planning Calendar
- Retreat Website Templates
- Retreat Countdown Checklist
- Do's & Don'ts Checklist for creating the Perfect Retreat Trip Page

## SLIDE 84

You'll also get what we fondly call our **Cat-Herding Toolkit** (Attendee Tracking Made Easy!)

- Flight Info, Rooming List and Travel Insurance Worksheets



- Retreat Registration Form, Don't Forget Me Form, and Statement of Psychological & Health Conditions Forms

## SLIDE 85

And our **“Max Out Your Marketing” Bundle...**

- Ten FB Actions to Promo Your Retreat
- Creating an Enticing Freebie
- Business Growth Model for Retreat Leaders
- Media Release
- Post-Retreat Survey Form
- Your Promotional Calendar

## SLIDE 86

And our **I's dotted + T's Crossed: Fail-Safe Financial Worksheets**

- Pricing Formula Worksheet
- Cancellation Policy Worksheet
- Payments Worksheet
- Retreat Reconciliation Worksheet

## SLIDE 87

**So if you're wondering, what the heck am I going to GET DONE in this program?**

Well, you're going to know who you are working with, what you're teaching on your retreat, have your retreat planned and laid out, your retreat sales page done, your trip properly priced to make money, your marketing plan created, and have a way to monetize your retreat completed.

## SLIDE 88

**And who are you going to BE by the end of this program?**

You're going to be a confident retreat leader who has the tools to design a stellar, 5 figure transformational retreat that actually sells out and that people can't wait to sign up for, who can deal



with any kind of crazy situation that arises, makes a great income, and stands out in a crowd of boiled chicken retreats!

## Part 12: Price comparison

### SLIDE 89

So let's talk about the investment now. Of course you can work with Meghan and me privately and the investment for that would be \$12,000 USD – **but honestly**, you'll learn everything you need to create a successful retreat in the Retreat Blueprint program at a HUGE savings!

### SLIDE 90

**In other words you'll get.....**

Our Virtual Travel-Savvy Business Backpack with all our done-for-you forms and worksheets valued at \$500 USD

### SLIDE 91

...plus forever access to the Retreat Blueprint online program valued at \$2000 USD

### SLIDE 92

...plus one year's access to 26 2-hour LIVE coaching calls valued at \$5000 USD

### SLIDE 93

...plus one year of coaching in our private Facebook Mastermind group valued at \$4500 USD



## SLIDE 94

THAT TOTALS: \$12,000 worth of absolute awesomeness!

Part 13: Give price and registration link

## SLIDE 95

For only.... 8 payments of \$287 USD a month

OR

Save money with our \$1997 USD pay in full discount!

Register here: [www.join-blueprint.com](http://www.join-blueprint.com)

## SLIDE 96

Now Meghan and I want to make sure you are **TOTALLY** prepared for your retreats - so we have **TWO MORE** killer **BONUSES** for you!

## SLIDE 97

FIRST - we also know that most of you don't have the proper legal forms and we don't want you to be stressed out about this.....so we're also offering our Liability Forms Package specifically designed for both local and international Retreats because we **REALLY** want you to get rid of those waivers you've been using! Most waivers are only a paragraph or two. Our forms are 6 pages long which is a huge difference.

## SLIDE 98

Our legal forms package is \$997 USD and it's being used by our community of retreat leaders **worldwide** plus they come with a video training that teaches you how to properly use them. And keep in mind that if you paid a lawyer to create these forms from scratch it would cost you at least \$3000.



## SLIDE 99

However, for coming to today's training which we deeply appreciate, we want to do something VERY special for you and offer you BOTH the Retreat Blueprint Program with all the worksheets AND the legal forms package TOGETHER for only \$1997 USD instead of having to purchase them separately for \$2994!

Retreat Blueprint Program:	\$1997 USD
The Retreat Legal Forms Package:	\$997 USD
-----	
TOTAL:	<del>\$2994</del> \$1997 USD

So just for being with us on today's webinar you'll SAVE \$1000!

## SLIDE 100

You'll get The Retreat Blueprint Program PLUS our Legal Forms Package for ONLY \$1997 USD PIF!

Or only 8 payments of \$287 USD a month which is so doable!

Register here: [www.join-blueprint.com](http://www.join-blueprint.com)

Of course we recommend you have a lawyer do a quick read-through for your locality because even here in the USA our laws vary from state to state and this is common all over the world. But the basic text on the 6 pages is not going to change as it is specific for retreat travel.

## SLIDE 101

Sheri I'm really excited about Bonus #2! It's the entire set of videos from our Wanderlust Business Bootcamp which is perfect for all our retreat leaders who need help building a lucrative retreat-ready business!

We know many of you feel like your business is not ready for retreats yet and we don't want you to delay planning your retreat just because you have a small or a brand-new business. So this is the perfect business training to go along with the Blueprint so you can grow your business while you're planning your retreat! And that is over 12 hours of training videos!!



## SLIDE 102

PLUS! We have one more surprise bonus for you. If you have a business partner, they can join with you for FREE to help you get the course work done! Of course, it has to be a real partner, not just a friend.

## SLIDE 103

So with ALL the bonuses, here's everything you're going to get:

Retreat Blueprint Program:	\$1997
Our Virtual Travel-Savvy Business Backpack:	\$500
One Year of Live Coaching Classes:	\$5000
One Year in our Facebook Mastermind Group:	\$4500
Legal Forms Package:	\$997
Business Bootcamp Videos:	\$2500

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**TOTAL:** **\$15,500 USD**

And you'll get everything here for ONLY \$1997 USD pay in full or \$287 USD a month for 8 months!

PLUS remember, if you have a business partner, they can join with you for free to help you get the work done.

**So who's in? Let us know in the chatbox...** [say some names...]

Again, you can register at [www.join-blueprint.com](http://www.join-blueprint.com) to join us:

## SLIDE 104

I'd like to share something that Julie Lewin, a medical intuitive from Australia who's in our program recently said:

"I've been around the industry as an online-offline entrepreneur for 11 years - and I've spent over \$100K on various training programs in that time. But honestly, hand on my heart, I can say that Sheri and Meghan's program and their customer care is the best I have experienced in 11 years.



**After joining their program - I have made over \$150K from implementing the wisdom I learned from them. They truly do have your back - and they want you to be successful."**

It's so important to us that you feel supported and that you can do this successfully. We'd love to have you join us – just go to: [www.join-blueprint.com](http://www.join-blueprint.com) and you can register now.

#### Part 14: Deal with objections

### SLIDE 105 – TURN OFF SLIDES AND SHOW US

If you have a question or need help you can hop on over to our LiveChat feature on our website: [www.join-blueprint.com](http://www.join-blueprint.com)

Now I know some of you first-timers are thinking, I can do this on my own, I don't need a course to run a retreat. I can figure it out. And sure, you can try to figure it out – but I'll guarantee that you'll make mistakes, and ones that could be very costly. I'm saying this because I've made all those mistakes already.

And I'm sure the folks who have already run retreats who are listening, can attest to what I'm saying. Without knowing what you're doing, your retreat might not fill, you might lose money or even lose your deposit if you have to cancel.

And for those of you who've already run retreats – how much longer are you going to stress over getting your retreats filled? Doesn't it make sense to get the advanced skills and techniques you need so you can truly stand out in your niche?

So again, I'm not saying that you can't do this on your own, I'm just saying you'll make a lot more money doing it with proper guidance, a proven roadmap, and the right legal forms. Now that we're talking about this however, I'm curious, how many of our experienced retreat leaders listening have lost money or had serious issues filling a retreat? Exactly!

### SLIDE 106

**Okay now that I got that off my chest, Meghan and I have one more surprise for you – we have a special gift for the first 25 folks who register by the end of today's training! Just to be clear, this offer ends as soon as this webinar is over.**

It's a 15-minute private one-on-one Laser Coaching Session with our fabulous retreat strategist and business coach Melanie Scott who co-teaches the Retreat Blueprint with us. And it's amazing what she



can hammer out with you in 15 minutes! If you need help for example, figuring out what to teach, why your trip's not filling or how to improve your retreat sales page – she's your gal.

#### Part 15: Give price and registration link

### SLIDE 107

Now if you have a question please hop over to the registration page – we've got Heidi, Mel and Jeremy there just waiting to answer any questions you might have. And if you need help with a payment plan – they are happy to help. [Show actual chat box on page.....] [www.join-blueprint.com](http://www.join-blueprint.com)

**Sheri, folks are asking what to expect when they sign up – can you please go over that?**

#### Part 16: Tell them the how

### SLIDE 108

**Sure Meghan!**

- First, you'll receive an email with your login info for The Blueprint so you can access the first module as well as your receipt. Our first class begins March 7th.
- Next you'll receive an email from Wanderlust Entrepreneur confirming that you'll be receiving the FAST ACTION bonus if you are one of the first 25 people registering. Make sure these two are NOT in your spam folder!
- Then, if you come over to our private Facebook Mastermind Group, we'll let you in within the next 24 hours.

### SLIDE 109 – Email from course

### SLIDE 110 – Email from company

Now I can see some folks have some concerns about joining. Can you address these Meghan?

**We cover more objections here.**



## SLIDE 111

Just in case you feel like you're not ready to be planning a retreat....YET!....

I do want you to keep in mind that: most retreats take 6-12 months to plan and market if you're brand new in your business, so the earlier you start the better. Plus, for newbies, it's a better strategy to be building your business WHILE you're planning your retreat.

## SLIDE 112

If you're thinking that you don't need a retreat course because you've already run lots of retreats.....Keep in mind that:

The truth is, we often don't know what we don't know. If you're not making the money you should be, we want to help you fix your marketing so that you can make the income you deserve from your retreats.

If only ONE item in this program helped you SELL-OUT your next retreat or make an extra 10k or more – wouldn't that be worth the education and investment?

## SLIDE 113

If you're thinking that you can get this information somewhere else for a lot less money.....Keep in mind that:

Of course, there are others teaching about retreats – but please ask them – how many years and how many thousands of retreats have they been planning, running and managing worldwide? As a full-service travel company since 2003 we have planned, managed and marketed **thousands** of retreats worldwide for 16 years and we know what we're doing. We know you won't find anyone with our level of personal expertise anyplace else.

## SLIDE 114

If you're thinking that if you ONLY had someone to market your retreat FOR you – you'd be fine...Keep in mind that:



NO ONE can fill your retreat for you – this doesn't work. You are the owner of your company and you need to be in charge of your marketing – no one can do it for you. The belief that you should ONLY do what you love in your business is utter nonsense. If you truly love helping people, then you won't be selfish, and you'll learn to love marketing your retreats and your business. We want to help YOU fill your retreats with awesome folks from your own list of fans, not with strangers or by using costly ads.

## SLIDE 115

If you're thinking that you'd register if the exchange rate with the dollar was better...Keep in mind that:

The couple of hundred dollars you think you're saving could actually cost you THOUSANDS of dollars in lost income from not planning, pricing, and monetizing your retreat properly! In the end, exchange rates are simply business expenses to be written off.

## SLIDE 116

If you're feeling that you don't need anything more than a waiver for your retreats...Keep in mind that:

This is not true. Too many crazy things happen in the world. You do need to be properly protected. You need to understand all the details about insurance, legal forms, as well as how to put together a proper cancellation policy. If you're not protected your putting your assets at risk.

Bottom line: if you follow the program, you won't make the mistakes most folks make that would normally cost them MUCH MORE than the cost of this program!

## SLIDE 117

In fact, look at what Kat said about the program in our Facebook group:

"I used to think that I was a winner if I **broke even** on a retreat. After taking the Retreat Blueprint Program, I now know that I **am worth charging good money and deserve to make a profit** from my retreats. In fact, I **actually made \$19,760 from my last retreat** and my creativity retreat to Portugal filled!

The best part is that I'm **now making enough to work, travel and enjoy what I do without feeling resentful** about all the time, love and energy I put into my amazing retreats. I'm so grateful and so are my clients!



Part 17: Give price and registration link

## SLIDE 118

That's why it is so worth it grab The Retreat Blueprint Program PLUS our Legal Forms Package PLUS the entire video training for ONLY \$1997 USD PIF! Or only 8 payments of \$287 USD a month which is a total no brainer!

Register here: [www.join-blueprint.com](http://www.join-blueprint.com)

Sheri, folks are asking if we have a cancellation policy – can you please go over that?

Part 18: Share your money-back guarantee

## SLIDE 119

Yes Meghan, we do have a **money back guarantee** for the program. We are 100% committed to you offering successful and profitable retreats within your business. We know our program is the best on the market and it works. **That's why we give you 30 days to review and use the first 3 course modules from your date of purchase.** If you do the work and don't feel we've delivered on our promise, we'll happily refund 100% of your tuition.

To be eligible for a refund, **simply submit your completed homework from Module One** to show us that you did indeed take action within our program. We do this because we want committed, action-taking retreat leaders and travel professionals in our course!

BTW I've been watching the question box Meghan and I see that there are some concerns about the time involved in taking our course and how long it takes to complete it... can you address these?

Here we share more logistical details about the program.

## SLIDE 120

Yes, let's go over those:

- There are six course modules which unlock module by module over an 8 week period.
- It takes around 3-4 hours a week to do the online part of the program the first 8 weeks and you can finish the online part of the program in those 8 weeks.
- You'll get transcripts for each of the main videos in the course, plus all our proprietary forms, worksheets, all our legal forms, and the Wanderlust Business Bootcamp video series!



- First you learn in the modules AND THEN you implement in the FB group with our help. That is why you have a year's membership to the FB group.

## SLIDE 121

- You get an entire year of 26 live coaching calls running every other week. Calls are around 2 hours each. Our calls loosely follow the course modules and are filled with extra insights and materials not necessarily in the modules themselves. We repeat this set of live calls three times a year.
- Calls alternate: one week our call will be on a Thurs at 12pm NY time for our UK/Ireland/European/and Africa folks which is their evening time and the next week on a Tues at 8pm NY time which is Wednesday morning in Australia/New Zealand/Asia.
- Just to be clear, you have forever access to the online modules and one year's access to the 26 live coaching calls and our coaching in the Facebook mastermind group.
- We DO NOT expect you to be on every single call. Every call is recorded and you can listen in as you like. Join live when you can or when you need extra help on a topic.

## SLIDE 122

- We are in the Facebook mastermind group ALL YEAR.
- This is a VERY interactive course. If you post your homework, questions, worksheets, and retreat pages in the Facebook group we will always assist you and comment on how to make them better.
- As soon as you register, you can start the online course and work at your own pace.
- **Your assistant, a staff member or a business partner can take the class with you so they can implement everything and take the work off your plate.**
- You can print out the video transcripts and worksheets if you'd prefer to work offline. Many folks read much faster than the videos talk.
- And you'll get our liability forms and all the bonuses if you are one of the folks who register for the course from this webinar!

Part 19: Give price and registration link

## SLIDE 123

In case you need the link here it is again.



You'll be getting The Retreat Blueprint Program PLUS our Legal Forms Package PLUS the entire Wanderlust Business Bootcamp video training for ONLY 8 payments of \$287 USD a month which is a total no brainer! Or \$1997 USD PIF!

Register here: [www.join-blueprint.com](http://www.join-blueprint.com)

If you have a question or need help you can hop on over to our LiveChat.

I see some folks have questions about what's in the course modules Meghan – so let's take a quick walk through the course – so you can create an amazing retreat just like Luz did.

Here we give them a tour of our program module-by-module.

## SLIDE 124 – TOUR OF PROGRAM

**In Module One, Design Details**, You'll brainstorm your retreat theme, promise, benefits, and teachings, and select the perfect destination and activities to match your theme. Plus, we'll help you design a visually beautiful retreat sales page with scintillating copy and stunning pictures that draws folks in and makes them want to sign up before they get to the bottom of the page. Imagine having a fabulous retreat page - no more boiled chicken, right?

## SLIDE 125

**Module Two we'll be covering Retreat Requisites** including how to properly negotiate your retreat or hotel contract, so you don't lose money, and how to get creative with special activities and unusual experiences so you blow people away with a true transformational experience they'll never forget. Plus, we'll demonstrate how to plan your retreats worldwide even if you've never been there yourself! And how awesome is that?

## SLIDE 126

**In Module Three we'll be discussing Pricing Procedures.** We'll teach you how to PROPERLY price your retreat so you actually make a profit **using our special pricing system** as well as helping you charge properly for what you're worth! Plus, you'll have our cancellation policy template so you can create a cancellation policy that insures a proper cash flow while you're filling your retreat. And you'll learn how to figure out what you should **net on your retreat so you actually make money.**



## SLIDE 127

**Then in Module Four – we cover Promotional Practicalities** where we'll share ALL our top “teach to sell” marketing strategies so that you can grow your list and audience and sell-out your retreats to your tribe not to strangers – critical for both our newbies as well as our experienced retreat leaders. We'll also cover all the ways you can monetize your retreats to create continued income even when your retreat is over! And since most folk's biggest concern is marketing their retreats - having the confidence to fill a retreat is an absolute game-changer.

## SLIDE 128

**In Module Five – we discuss Establishing Excellence.** We'll help with your group facilitator skills and inner confidence so you can deal sick or injured participants, political or natural disaster issues, lost reservations, trouble makers on your trip, or bad guides. We'll show you how to handle crazy issues effortlessly so you have the confidence you need to be an amazing retreat leader. We didn't have a chance to cover this in today's training so this is really special.

## SLIDE 129

**In Module Six, we cover Business Basics.** We want to make sure you're protected *first and foremost*. We'll cover all the legalities and insurance issues in depth and answer all your questions about what insurance you need as well as covering Trip Cancellation and Medical Insurance for your trip members. We'll dive into legal forms and tell you the key phrases that need to be in your forms – since waivers are not appropriate. And we'll also discuss Seller of Travel Law – will affect you and if so, how can you get around it in a legal way (Yes, we will show you how!).

By the time you finish the last module you'll know and have everything you need to be a confident retreat expert.

## SLIDE 130

If you have a question or need help you can hop on over to the LiveChat feature on our website here: [www.join-blueprint.com](http://www.join-blueprint.com)



And just to let you know, if you have some questions or concerns about whether this program is right for you and your business, please go over to the chat box now so Heidi, Mel or Jeremy can help you. And if you're short on time today - Jeremy can make an appointment to talk with you tomorrow or whenever it that works better for you.

## SLIDE 131

I want to make sure you know that at the end of this course there's no reason why anyone cannot create their own retreat and net over 10K or even make over 100K if that's your goal. No reason – **only your own mental limitations, fear, lack of education, and self-doubt** can do that and of course we want to help you move past all those negative thoughts together just like we did for Debbie! You can do this!

## SLIDE 132

### **9 Retreats AND \$60,500 IN 3 YEARS!**

Before taking your Retreat Blueprint Program, **I didn't know how to budget properly and include a profit for myself.**

I also **didn't know how to incorporate a powerful website to help market my retreats.**

With those amazing tools, **I'm running 3 retreats a year and have filled 9 retreats in total making \$60,500! Thank you so much for helping me with my marketing** – not to mention all the other amazing support from you, Meghan and the entire team.

**Debbie Lamb Turner**

## SLIDE 133

So if you're on the computer you'll see the URL in the chat box for you to click to the registration page – but if you're on the phone and need the URL it is: [www.join-blueprint.com/](http://www.join-blueprint.com/)

**Part 21: Deliver your stay-until-the-end incentive if you are doing one**



## SLIDE 134

So before we begin our awesome Q&A session, I want to take a moment to thank all you awesome folks who are still here with us! And here is the link to our **Envisioning Your Business Funsheet + Checklist** that we promised you for staying with us until our Q&A session: <http://bit.ly/rbp-gift>

Part 22: Q+A

Part 23: Give price and registration link

## SLIDE 135 – THIS STAYS UP FOR Q&A

Again we're offering the Retreat Blueprint program to you for:

ONLY 8 payments of \$287 USD a month!

....Or....

Only \$997 USD if you pay in full!

(That's a \$299 discount)

[www.join-blueprint.com](http://www.join-blueprint.com)

## SLIDE 136

So Meghan, I see so many people still on the line with us and I'm guessing that many of you are still on the fence about joining The Blueprint. If this is you – do me a favor and type “on the fence” into the chat box. Great.

I'd love to support you in having your questions answered and am happy to unmute you so we can chat. If you're open to asking your question live, please type “unmute me” in the chat box now.

Part 24: Thank them and tell them how to contact you if they have questions

## SLIDE 137

Sheri, I hope folks realize how wonderful this is to be able to have help when it comes to creating their retreat – or just to even have someone with experience look at their webpage and help make it better –



or to have help planning their marketing strategy. That's invaluable. The bonuses alone make it worth joining, but to have a step-by-step system AND personalized support. Wow.

I just love what Heather shared with us about being frustrated not making any money from her retreats and as a result of taking the course her retreats now fill and bring her in a good income. And we want the same for you.

If you want to get in touch with us after the webinar is over, we'll be on our live chat for awhile or you can email us at [awesomeness@wanderlustentrepreneur.com](mailto:awesomeness@wanderlustentrepreneur.com).

It's been our honor and pleasure being with all of you tonight and we look forward to seeing you in the program! Here's to you and your wanderlust life!