

Launch Your Transformational (and Profitable!) Retreat

with

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Welcome!

You'll use this guide as a place to take notes and to map out how you'll design and fill your transformational retreat with a marketing and sales plan for your highly engaged community!

We want this challenge to be fun and deeply educational for you

and as easy to participate as possible. So, I'd love to take a few minutes to share exactly how the challenge is going to work and where you can find everything you need.

From July 20th to July 28th we are going to be teaching live by broadcasting into our Facebook group. This means that at the specific times we have set on our schedule below, a live video of us will appear in our Facebook group. To watch us live, you **MUST** be a member of the group.

If you are in the group waiting for us to go live and you do **NOT** see us – it is because you need to ***refresh your page in your browser***. Do that, and we will appear like magic!

The only day that we will **NOT** be streaming live into the Facebook group is on **Day 8 of the Challenge** – Monday July 27th. That day we are going to be doing our presentation on GoToWebinar and you will receive a link for that training directly from GTW.



No worries, you will be automatically registered for that training. And if you can't make the first presentation, you will receive a link for the second one. You don't need to do a thing – except of course if you don't receive your link that day, you'll want to email us and let us know so we can help you => awesomeness@wanderlustentrepreneur.com

Maybe you don't like Facebook and you don't want to watch our trainings there (*is that possible??*) No worries. If you like, you can watch the entire challenge on the replay page we have set up for you on our website here:

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

However – if you can come play with us LIVE, of course that’s going to be the most fun because we do special stuff live!

Before we go on, I do want to say that our retreat community is worldwide, and we recognize that the times that we are broadcasting live might not work perfectly for you. *But that does not mean you cannot participate fully!* **Everything we do will be recorded** for you to watch at your convenience.

This is the URL of our Facebook group – make sure you have asked to come in:

<https://www.facebook.com/groups/ILoveTransformationalDestinationRetreats>

This is our daily schedule (*mark this on your calendar!!*):

- **Monday – Thursday** we meet live at 7pm New York time.
- **On Friday**, we’ll be broadcasting at 3pm New York time so you have time to get ready for the weekend.
- **Then on Saturday**, we’ll be back at 11am New York time.
- **Sunday** we’ll be live at 5pm New York time.
- **Monday** we’re giving a special webinar training at both 12pm and 7pm New York time (one of those times should work for you).
- **Tuesday** we finish up at 3pm New York time with a killer livestream presentation.
- **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.



Need to know when these times are in your neck of the woods? Use our handy time converter links to figure that out!

DAY ONE: Mon July 20 @7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge&iso=20200720T19&p1=179&ah=1>

DAY TWO: Tues July 21 @7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge&iso=20200721T19&p1=179&ah=1>

DAY THREE: Weds July 22 @7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge&iso=20200722T19&p1=179&ah=1>

DAY FOUR: Thurs July 23 @7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge&iso=20200723T19&p1=179&ah=2>

DAY FIVE: Fri July 24 @3pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge&iso=20200724T15&p1=179&ah=1>

DAY SIX: Sat July 25 @11am New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge&iso=20200725T11&p1=179&ah=1>

DAY SEVEN: Sun July 26 @5pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge&iso=20200726T17&p1=179&ah=1>

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DAY EIGHT: Mon July 27 Webinar @12pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge&iso=20200727T12&p1=179&ah=2>

DAY EIGHT: Mon July 27 Webinar @7pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge&iso=20200727T19&p1=179&ah=2>

DAY NINE: Tues July 28 @3pm New York time

<https://www.timeanddate.com/worldclock/fixedtime.html?msg=Retreat+Challenge&iso=20200728T19&p1=179&ah=2>

Once we broadcast live into the Facebook group ,those videos will be there for you to watch when you can. **We will put all the videos together under “Launch Your Transformational (and Profitable!) Retreat Challenge” in the UNITS section.**

Creating Transformational Destination Retreats that Sell
Private group

Interacting as yourself

About
Discussion
Units
Announcements
Rooms
Members
Events
Videos
Photos
Files
Group Insights
Recommendations
Get Facebook Support

Launch Your Transformational (and Profitable!) Retreat Challenge

REGISTER HERE

CLICK HERE

Unit 1

Launch Your Transformational (and Profitable!) Retreat Challenge

You'll find everything you need to watch right here for our retreat challenge!

Like Comment

GROUP BY

Dr Sheri Rosenthal
41,896 like this
Learn More

POPULAR TOPICS IN POSTS

Online Business Ti...
Retreat Business T...
Mindset (0)

Take a peek at the screen shot I took from my computer above and you will see exactly where to find the UNITS section. If you are using your phone, the UNITS section will be in the top navigation once you are in our group instead of the side.

This is a VERY interactive challenge!! So after each live session on the first 5 days, we are going to give you a question to answer in our group, and if you peek further down on this document you will see we have that labeled as “Today’s Challenge Question.”

The answers to each challenge question **MUST** be posted under the designated Challenge Question Post in our Facebook group to be entered into our daily contest for a \$25 USD Amazon gift certificate! Whoot! **These will be clearly and boldly marked “CHALLENGE QUESTION DAY 1,” etc. so you can’t miss them.**

Day 4 of the challenge is special, because on that day **we are going to be giving away a scholarship** to our Retreat Blueprint Program. So watch out for that!

Each day one of my team members is also going to post a “RECAP” video in the Facebook group to give you a quick overview of what was important from the previous day. This will keep you moving forward and help you make sure you “got” what we shared the day before.

Now let’s say you are having a problem or need something special. You are welcome to email Mel Ireton our Director of Customer Happiness at awesomeness@wanderlustentrepreneur.com and she will be happy to problem-solve anything for you and with you.

So now you have the whole scoop! So if you are unsure about how the challenge works or how to find anything you need – we’ve put it all here in one place for you.

Launch Your Transformational (*and Profitable!*) Retreat

By joining us in this challenge, 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 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 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. **Let the fun begin!!**



Session 1: Monday July 20th at 7pm New York time Designing a Retreat That Sells

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

1. Know Your Client's Problems & Sell Them the Solution
2. Design a Deeply Transformational Experience
3. Leverage Your Strengths to Fill Your Retreat
4. Craft a Year-Round Business, Not a One-Off Retreat
5. Follow a Simple, Repeatable, Proven System

To create a successful retreat that stands out from the crowd, you must be very clear on _____, _____, and then _____.

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.

1. Either your clients are not relating to the way the way you're speaking to them on your retreat sales page and in your marketing – so you're not converting them into buyers...
2. Or your retreat is not standing out from the crowd...
3. Or you're not marketing your retreat consistently with a strategic promotional plan.

Always make it clear why your retreat is the solution to your client's problems. Always design a deeply transformational experience for your participants rather than creating a workshop in a pretty place. And make sure you are taking the right actions to grow your tribe and following so you can fill your retreats.

KEY TAKEAWAY: With COVID-19, more people are online than ever. And if they're online, then YOU need to be online putting yourself out there and reaching the people who truly need your help after this insane year. And if you're not doing this, then you're not serving your people, you are serving your fear instead.

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?

TODAY'S CHALLENGE QUESTION: Who is your ideal client for your retreat and what do they want to change or accomplish in their life or business? Post in the Facebook Group under the pinned homework post!

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

**Session 2: Tuesday July 21st at 7pm New York time
How to Generate Leads to Fill Your Retreat**

What stops most retreats leaders from filling their retreats?

They are hesitant to _____, don't
_____ all year long, try to
_____, and/or they have a
_____.

What is the WINNING strategy for selling out your retreat?

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

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

- At least 300 ACTIVE LEADS in your Facebook Group and/or email list.
- You are going to need to have at least a 2% conversion rate if you want to have 6 people on your retreat.
- Your retreat should be priced at a minimum between \$1500-3500 USD to be able to build in a good profit (could be much more).
- You need to be willing to do sales calls.

I am going to make my marketing easier by: _____.

My strengths are: _____

I am committing to taking MASSIVE IMPERFECT ACTION!

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You need to have a MINIMUM of 8 touches to make a sale, preferably 16 these days.

You need to pick ONE or TWO social media platforms and be consistent.

10 Ways to Generate Leads For My Retreat:

1. Instagram or Facebook Stories
2. Your personal Facebook profile page and your Instagram feed
3. YouTube Videos
4. Your email list
5. Message folks on Facebook and Instagram personally
6. Freebies
7. Client Referrals
8. Podcasts
9. Livestreaming on Facebook, Instagram and YouTube
10. Practitioner Exchanges and Joint Ventures

EXTRA NOTES:

TODAY'S CHALLENGE QUESTION:

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 anytime – we are here to work with you and guide you through this entire process!

Session 3: Wednesday July 22nd at 7pm New York time Mapping Out Your Retreat Planning & Promotional Strategy

I am adopting the mindset that _____.

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.

My job is to _____.

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

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:

Launch Your Transformational (*and Profitable!*) Retreat

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:

EXTRA NOTES:

TODAY'S 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? Post in the Facebook Group under the pinned homework post!

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

Session 4: Thursday July 23rd at 7pm New York time How to Make \$\$\$ Year-Round from Your Retreat

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

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

Both your marketing and your offerings are part of _____ and _____.

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 TAKEAWAY: 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 – you can do this pre or post retreat
5. Other workshops or retreats
6. An online program
7. Masterclass series
8. Mini-courses
9. Facilitated support group
10. A bootcamp or intensive

TODAY'S CHALLENGE QUESTION: What are you willing to create as YOUR post-retreat strategy so that you make money year-round from your retreat? How much additional income would you like that offering to add to your retreat net income? Post in the Facebook Group under the pinned homework post!

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

Session 5: Friday July 24th at 3pm New York time More Sales & Profits by Clarifying Your Message

KEY TAKEAWAY: I can guarantee more sales and profits

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.

*The price of your retreat needs to feel like it is less than the price of their pain!

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

By the end of my retreat, you will (do, have, know....what?)

so you can (accomplish what in their life?)

Here are some examples to make this clear:

A promise for a health coaches retreat: 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 cancer survivors retreat: 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.

A promise 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.

Double check that your promise:

- Is solving a real life, everyday problem.
- Is stated in simple, clear, everyday language. (Remember a confused mind says no!)
- Is delivering a solution that your clients will gladly pay for.

Title for a health coaches retreat: CREATING RAW MEALS ON YOUR OWN: The Mouthwatering Path to a Healthier & More Productive Life

Title for a cancer survivors retreat: BE A CANCER SURVIVOR & THRIVER: Support for the Choices & Challenges on Your Journey

Title for a Christian retreat: SHARING SACRED SPACE & THE HOLY SPIRIT: Deepening Our Relationship With The Lord

My retreat title is: _____

TODAY'S CHALLENGE QUESTION: 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 anytime – we are here to work with you and guide you through this entire process!

**If you feel stuck during this challenge,
please reach out to us!**

Facebook Group to post your answers:

<https://www.facebook.com/groups/ILoveTransformationalDestinationRetreats/>

You can private message us right on Facebook:

Brandt Morgan, Chief Wordsmith & Retreat Coach
Melanie Scott, Retreat Coach & Copywriting Maven
Leo Van, Retreat Coach & Pricing Wizard
Mel Ireton, Director of Customer Happiness

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