



## 8 Steps for Retreat Creation and Implementation

Hosting retreats is an awesome business venture. Keep in mind that these steps are not necessarily chronological. Your process is up to YOU. Doing things in a different order may make sense in your situation.

1. Create relationships and partnerships.
  - Build relationships and partner with prospective resorts and guest teachers.
2. Choose a location.
  - It's best to start local because distant retreats can require a lot more planning and help from others.
3. Design your custom retreat based on your target market (and chosen location.)
  - What do your clients need?
  - What do they need to do that they can't or don't make time to do at home?
  - What experiences and/or exercises can you guide them in to help them gain perspective and become relaxed?
4. Give your retreat a powerful, descriptive name
  - Choosing a generic name is fine, but it's always helpful to include a powerful intention word in your title.
5. Plan the date and itinerary, along with the number of participants.
  - Details to consider include the following:
    - Will there be meals?
    - Will I have guest teachers?
    - Will I need sound systems?
    - Will I need technology?
  - When planning, value activities and experiences over teaching/lecturing.



- It is important not over plan. It's healing to allow space and to also have extra activities planned in your mind that require no preparation just in case you've allowed too much space (which RARELY happens.)
  - Mindful and slow are much better than racing through a retreat...the participants can feel it!
6. Price your retreat.
    - Value yourself and the provisions.
    - Also consider additional costs such as lunch (who is paying) and other provisions (guest teachers, materials.)
  7. Enlist help and support.
    - Give away a couple discounts as an energy exchange for some help with the basic, but surmounting tasks.
    - These tasks may include: sign-in, drink refilling, phone calls, moral support/errand runner, etc.
  8. Rejuvenate yourself.
    - Plan refueling experiences for yourself because you can't teach and hold space from an empty well.
    - Have a nice sleeping space for yourself if you are staying away from home.
    - Plan some rest for the day of an the day after your retreat.

Notes:



## Digital Products

Digital products can include:

- eBooks
- Printables
- Videos/Recordings
- eCourses
- PDFs
- Templates and digital tools

Notes:

- Digital Ideas:
  - eCourse Platforms: Zoom, YouTube, Google Hangouts, and WPCourseware (imbeds in WordPress) are probably the easiest to use
  - Designing tools: Photoshop, InDesign, and Canva are great.
  - Video Platforms: Vimeo and Youtube (choose “unpublished” if you want to share it, but not allow it to be searchable)
  - PDFs: WordPress plugins such as EasyDigitalDownloads are helpful if you’re selling from a WordPress site.



Notes:

Journal:

What digital products am I interested in creating for residual income or giveaways/opt-ins?

Do I desire to create retreats? What do I envision them being?