



# nOMad Retreat Promotions

## TASKS

- Set up links for Retreat Sales Calls for inquiries
- Create Content Calendar to recycle throughout promotional period: (example below)
  - Monday- **Website Blog** (and repost on Medium and/or Substack)
  - Tuesday- **Social Media post** (any)
  - Wednesday-**Newsletter**
  - Thursday- **Lives** (FB and IG)
  - Friday - **repost on YouTube**
  
- Blog Post**- update bio to include link to retreat website
  - Schedule content over time with relevant content that would be taught at retreat.
  
- Newsletter**- Be consistent with weekly connections to following. Reverse Engineer around the content being taught on retreat. Speak to their pain points and WHY this retreat will help them. What they want to feel and why retreat will get them there. *\*\*Write these all out at once so there is a consistent thread\*\**
  - During promotional period** (ie. Early Bird) -Set up funnel with 5-6 educating them on special, benefits, and possible results.
  - Other Promotional Times** (ie Flash sales)- Another 1-2 funnels with 2-3 daily emails between the launch and retreat.
  
- Social Media**-
  - Grow audience:
    - Friend Request and FB groups to engage potential participants. 15 min per day (FB)
    - Follow people who follow like minded leaders (IG)
  - Create graphics- banners, stories, posts,
  - Set up FB event and add co-host
  - Posting consistency- 1 Retreat post per week mixed in with 3-5 other posts.
  - Change FB banner (personal and business)- add text to add the retreat website link.
  - CTA button on biz page (FB)
  - Schedule FB/IG lives with co-hosts (around promo period and monthly)

- DM past and current clients
  - See if they are interested
  - Gtt them to share with friends
  - Get their testimonials!
- FB/IG ads to build list (NOT for retreat sales page! With freebies that are related to retreat).
  - Retarget your mailing list and make a “look a like” list to retarget and grow.

**Optional:**

**Webinars- 3 months out if still need to fill.** Teach content around retreat but do NOT solve the problem..the retreat is the resolution.

**Affiliates/Referral-** 10-12% commission for referrals (create an Affiliate link OR have a box on registration for referrals)

Email #2 - After the initial announcement, start to set up more about the experience and make it personal- introduce a co-host, the property, or a special experience that will be unique to the theme of your retreat.

EXAMPLE: (Tuesday, Sept 11th)  
Subject: Unfurl Your Wings in Mexico!

Hi {{firstname}},

Last week I shared about my upcoming retreat that I will be co-leading in Mexico this coming winter.

Today, I want to introduce you to Kim Romain and the [transformational experience](#) we have planned for *YOU* to fly to greater heights with the monarchs as they/we migrate to Mexico. ;)

**First, meet Kim.** I met Kim in a women's entrepreneur group a couple years ago when I was giving my keynote talk, *The Chaos Code: Find Clarity Beyond the Noise* and I will never forget seeing Kim's comment at the end in the webinar chat box, "I also teach people how to find peace in chaos!!" and just like that, I met another soul sister. We have been circling around each other's work since then and she was also a guest speaker on our Embodied Leadership Summit.

It has been a joy to get to know this dynamic soul. Kim has worn many hats over the span of her professional life and she brings all of her experiences to the table when she leads her community. She is such a balanced blend of bringing clarity to strategy and allowing surrender to the mystery.

I can not wait to see what magic will unfold for our group when Kim and I come together for this [Mastermind Retreat](#) that will no doubt be a transformational experience that will have you transcend the chaos and emerge as an independent leader of your life with *freedom, ease, and abundance*.

**Do you want this [experience](#) that will have you fluttering your metaphorical wings, that you shift from chaos to creation, overwhelm to peace, and burnout to being fired up?!?**

Here is a special opportunity for you, {{firstname}}.

**[Save your spot in Mexico now](#) (there are only 4 spots available at this investment) and get \$700 off now.**

I hope you say YES to this opportunity that may change your life forever in the best way possible.

Email #3- Connect with them on an emotional level touching their pain point and remind them the special is ending soon with more details about the retreat

EXAMPLE (Thursday, Sept 14th)

Subject: [Wings Unfurled Retreat] Only 4 Spots Open for Special!

Dear [NAME],

I have a VERY powerful question for you...

Are you ready to be seen and take flight into a new aspect of your life and you KNOW you have it in you but...

You can't put your finger on what's blocking you from trusting yourself in making decisions that are laid out for you that are potentially great opportunities.

I get it!

It's so frustrating to feel like you're on the verge of a break through and REALLY align with your calling in life but that naughty inner voice keeps speaking up about your fears, doubt, and worries.

You know the ones...

you might not do it right or...

you're not ready or...

don't know enough or....

don't feel like you're not good enough.

**You are not alone.**

The world needs you and your wisdom and gifts

(YES! You!! You are the only one who can share them in your own way with us!)

It's time to claim your personal power and make the impact through your service that you were born to do!

Which is exactly what I'll be doing which a truly amazing group of leaders who are joining me for our Unfurled Wings Retreat in Mexico this winter.

The group that is coming together is SO ready to take the leap and transcend their own obstacles and spread their wings to inspire their communities and ecosystems.

If this sounds like you too, then I want to make sure that you know that:

\*\*\*\*We only have 4 spots open for our nOMad Special to save \$700!\*\*\*\*

**Wings Unfurled Retreat in Mexico**

March 1-6, 2024

My Heart Says Yes – Sign Me Up! (Or for more info!)

Most people that I am working with now have told me that to get the breakthrough they need for self-elevation and find clarity, confidence and the energy to burst through to the next level then they just need some introspection time away from the family, partner, the daily biz, busy life...

They want space and guidance in meditation, inquiry, resources to support them and their healing...

And they crave a super-supportive community of like-minded people (who don't think personal transformation and spirituality are woo-woo)

Won't you join us?

My soul's intrigued... tell me more! Details and sign up here.

We'll also be:

- experiencing the finest of Mexican hospitality, taken care of by a family owner business in the heart of Mexico.
- remembering the joy of slowing down by soaking in the hot mineral springs, washing the worries away in the waterfalls, and having meaningful conversations with new-found friends
- enjoying fresh Mexican cuisine!
- feeling the bliss of being back in your body with the mind at ease and the nervous system in a restful state.

Ahhhh.....

Are you feeling the pull? I'd love for you to join me while these 4 spots are still open at his special investment.

With grace,  
Phoebe

P.S. Not sure if this trip is right for you? Or if you're quite ready for a trip like this yet? There's still time to hop on a quick call with you. You can grab a time to chat here. See you there!

Email #4 Paint a picture of what they will experience on your retreat

EXAMPLE(Sunday, September 17th)

Subject: MOVEMENT CEREMONY: The KEY Ingredient for YOUR Transcendence

Hello [NAME],

The music was driving each person's body to move in a different way that expressed where they each were on their journey...Some moved slowly with an ease that felt like a welcoming reunion with their bodies. Others moved quickly with fierce intention to release old wounds to transcend them

Movement in ceremony can be a key element to free the soul and the elixir to experience a new perspective in a safe and powerful way that taps us more deeply into that inner voice, our intuition. .

On past retreats, as I guided the participants into movement, it offered amazing life-changing reflections AND tears of gratitude. *"I've been looking for this for years – and I've been to A LOT of events and experiences like this before. Thank you..."*

Even as someone who has danced and moved their body for a living their whole life, I am continuously in awe of the sacredness of movement and what it brings to experiencing life more deeply...

The intimacy of knowing oneself is experienced through how we move our body, from the fears and doubts to the love and acceptance.

It is all there in how we move our hips (or don't move our hips) or how we can reach our wingspan to places we didn't know were possible or close up into tiny balls to reflect our broken hearts. It is all right there.

That's why I always include movement into any experience I offer. .

**Adding movement is the deep exhale the body is waiting for, the chance to feel free to tap into the deep wisdom and intuition that comes from those places deep in our hearts and gut, giving us greater access to our intuition.**

And don't be fooled – everyBODY can move and truly wants to feel free. You don't have to be a yogi or professional dancer. If you have a body, you are meant to move it, honor it, and experience it fully.

When one of my Mvt109™ facilitator graduates asked how to create a ceremony with movement, I decided to integrate it into my facilitator training curriculum because it felt necessary to engage in that way. Our movement and body deserve the reverence and celebration that ceremony brings.

**Remember, your body is your soul's life partner. You only get one in this lifetime!**

Want to create your own mini movement ceremony?

Start by laying the floor for 5-10 breaths and just breathe in the stillness to open the circle. Let your body respond to the breath- that might be movement.

Then, simply put on a song that you love (maybe go way back to a fond memory that is linked to that song), continue to lay on the floor or stand in the middle of the room with your eyes closed and listen deeply to the song and allow it to guide your body to move.

No judgments. No making decisions or needing it to be a certain way, just listen and move.

Keep going until the movement feels complete. Then end on the floor again, in stillness with your breath and notice what shifted in your body, mind, and energy.

Now I know if you haven't given yourself this kind of space, it can feel a little awkward the first time.

Just know, there is no right or wrong.

So that's why I'm inviting you to join me on Wings Unfurled Retreat in Michoacán, Mexico March 1-6, 2024 where we'll nurturing our bodies, minds, and souls in daily movement ceremony as a way to build safety and trust again in our intuition and feel free to take greater more expansive leaps in our lives.

I'm intrigued! Tell me more...

With grace,  
Phoebe

Email #5 Get descriptive around the location you are traveling to  
EXAMPLE (Thursday, September 21st)  
SUBJECT: Wings Unfurled in Mexico- X Spots Left!

Dear [NAME],

Imagine an entire destination designed with one purpose in mind: to create a safe place to migrate to the home within yourself  
AND create unshakeable trust in yourself so you can drop into your own heart as the leader of your life, ignite your creativity, and transcend the old paradigms to manifest a new world of your dreams...

Well, crazy-enough, I know just the place!  
[PHOTO OF MEXICO]

Michoacán is a destination the monarch butterflies migrate to every year in late winter/early spring. As I did my research on this special location that intuitively pulls these butterflies there each and every year, generation after generation, I felt my own soul feeling the tug of wanting to fly there too.

Begging the question of what possibilities of transformation await us there too?

To be held in the warm mineral springs that are healing to the body, and the waterfalls that cleanse the mind, and bare feet walking and feeling connected to mama Gaia, as our souls receive the nourishment the destination offers with abundance, it is a place that whispers to us to come home to ourselves.

This journey will touch your heart and soul and ripple out into the lives of your ecosystem when you return back to your native home –and the entire world for years to come.

Check out all the fabulous deets on the Mexico Retreat.

If you are ready to answer the call from within to take flight as a vibrant and creative being to transcend the chaos and emerge as an independent leader of your life with **freedom, ease, and abundance**- then join us as we migrate with the monarchs to Mexico for this powerful and unbelievably transformational experience.

Are you coming?

If you are, you've got to register now since we have limited spots (only 8!) and only X are left at the very low investment special starting at \$3399 (you save \$700! When you register now!)

My co-leader, Kim and I would love to help you fly to greater heights, in Mexico. Come join us so you can create amazing heart-based experiences for yourself and your community/business for years to come because of this experience.

With grace,

P.S. Just imagine stepping into your power surrounded by a group of incredible people, relaxing into the best of Mexican hospitality, while soaking up some sun and soul-care... Ahhh!

For more info or to register now!

Email #6 Let's get serious about the opportunity they don't want to miss! Share possible outcomes if they choose to join

Example (Tues, October 10th)

Subject: You Don't Want to Miss This Opportunity that is Waiting for You!

Dear [Name],

Feel like it's time to REALLY integrate your spiritual, intuitive or empathetic self into how you are showing up in the world and your business? (No more messing around!)

Is your soul calling for more clarity around what direction you're headed in your life and business? (Time to make space to connect with your intuition and guidance!)

Or maybe you're ready to take your transformational practice to places that will inspire a whole new level of existence for you and your world?

Well that's why Kim Romain and I are leading Wings Unfurled in Michoacán,, Mexico March 1-6, 2024.

Check out all the fabulous deets on this Mexico Retreat!

I have no doubt that after this 6 day/5 night heart-centered soul-powered retreat, you'll come away:

- Feeling confident in your ability to show up in the world with more presence and power.
- Recognizing how powerful your gifts are, feeling grateful for who you are and acknowledging all you've accomplished.
- Identifying and breaking through personal barriers that are keeping you from creating the life and business of your wildest dreams.
- Getting clear on what's next in your life and the ripples of impact that you will create in our world.
- Reconnecting with what's important to your heart and soul and strengthening your practice of living a life based on your intuition and Guidance.

I'm intrigued! Tell me more...

Not sure if this trip is right for you? Or if you're quite ready for a trip like this yet?

I would love to hop on a quick call with you. You can grab a time to chat here.

And in case you've never heard of Michoacán, it is home to the Monarch Sanctuary where we will visit on our last day to celebrate our own transformation before we fly back to our respective homes and begin the *new* journey of transcendence beyond the chaos to inspire more creativity and abundance and freedom.

Join Kim and me for a life-changing experience in Mexico!

With grace,

P.S. Plus we'll be creating a powerful movement ceremony that will help us raise our vibration, not only for ourselves but our world!

*(Pssst. We still have an Early nOMad Special happening through October 15th that will save you \$500!)*

My soul's being called... I want to go!

Email # 7 Speak to their bigger mission/vision and why this retreat is an answer  
EXAMPLE (Thurs, October 12th)  
Subject: [NAME], Won't You Join Me in a Heart-Centered Revolution? Here's How.

Hello [name],

I'm going to go out on a limb here and talk about a topic that I normally don't in Public...

There's a REVOLUTION happening all over the world – a heart-based, purpose-driven, soul-fulfilling conscious revolution, particularly with entrepreneurs as our leaders.

This new paradigm of working together is about cooperation, caring, making money AND making a difference to keep our ecosystems healthy and balanced. It's about having flexibility and freedom over your schedule and life, valuing your special gifts, strengths and intuition, being authentic – and sustainable and prosperous.

It's happening in the circles that I sit with and lead with healers, coaches, small business owners, and soul-led /socially conscious entrepreneurs.

Now I've been told to call this the "new" way of doing business so as not to offend anyone. But I also feel it is more about inviting a more feminine - a divine feminine - way of working into the world...and you do not have to identify as a woman to play the game!

You see, we could all use these qualities and values right now as the old paradigms are crumbling which were functioning more from the wounded masculine.

That's why I'm issuing a call to those of us who have a mission to fulfill, a strong desire to change lives and lessen suffering and to make a positive impact in our world.

I'm calling on people who believe that if they are able to trust, be more receptive to their intuition and act from this place that our collective intentions will be pure and miracles will happen that will be the elixir to transform our world.

I am calling people who are ready to share our gifts and strengths with the world – whether we have just started to spread your wings or have been putting ourselves "out there" for many years and are ready to fully take flight!

If this way of life and working resonates in your soul (it tickles and excites you – and yes, frankly makes you a bit nervous!), then I invite you to join Kim Romain and me on:

Unfurled Wings Retreat

Miochacan, Mexico

March 1-6, 2024

My soul's intrigued... Tell me more! Details and sign up here.

While in Mexico, you'll have the opportunity to:

- Call in a more feminine, powerful way of creating your life and living your everyday life from the depths of your spirit
- Build confidence in your ability to lead others from a heart-centered place.
- Step into a new timeline and paradigm to become the ripple butterfly effect that will change our collective world.
- Cultivate an unshakeable trust within yourself

Plus, we'll be actively raising the vibration in ceremony with the monarchs at the end of the trip.

On our retreat, we'll send out our intent for the Divine Feminine to be honored and respected all over the world.

We have participants from **[England, Canada, Mexico and the US]** already joining us and my vision is to have us unite from all over the world.

We need YOU to be there!

My Heart Says Yes – Sign Me Up! (Or for more info!)

Come join me if you dare to step fully into your power and co-create this new way of being, living and doing business in the World.

With grace,

PS. Not sure if this trip is right for you? Or if you're quite ready for a trip like this yet?

I would love to hop on a quick call with you. You can grab a time to chat here.

See you there!

Email #8 Speak to their objections

EXAMPLE (Sunday, October 15th)

Subject: You Are About to Miss a Very Special Mexico!

Hey [Name],

I have been sharing with you reasons why I would want to join our Wings Unfurled Retreat in Mexico over the last couple weeks and today I have to be forward and say, this is your last opportunity to join us AND save \$500!

So if you have been on the fence, it is time to make a decision. If you need a little more encouragement, let me give you a nudge.

Let me dispel some fears, doubts, and worries that I generally hear whenever I speak with potential retreat participants.

1. *"I wish I could but I am worried I can't afford it."* I am not here to encourage anyone to go into debt but I will share a very valuable lesson a student of mine actually taught ME about 20 years ago. She said, "If you don't take time and money to invest in yourself, no one else will." If part of your reason for playing small in your life or feeling frustrated that other people do not see the value that you are bringing to this world, maybe it is time to value yourself and invest in YOU! This retreat will be just that so you walk away with confidence and a roadmap to empower your life so that you can afford anything that matters to you, like your own well being and joy. .
2. *"I have never traveled alone before and don't know anyone to share a room with."* Don't worry! We take care of these fears of traveling by sending you a welcome packet that prepares you for getting to the retreat. And when you arrive, you will make new friends that will feel like family. A lot of our retreat participants return to our nOMad retreats to reconnect with past participants again.
3. *"I am not sure it is the right time with some changes that are happening in my life."* See response to #1 again. ;) Timing is never perfect and there are always going to be situations that come that will give us a reason to say "No" if we are hesitant of the change,
4. *"I don't think I am up for the depth of transformation that this retreat might entail. Maybe I am not deep enough or afraid to face some obstacles that might come up."* The beautiful thing about retreats are you get to choose how deep you go. Everything is a choice. If you need to rest and sleep, you do you. If you need to go on a solo walk one day to shake off anything that feels a bit uncomfortable, you do YOU. There are so many ways to transform your life and all the options we have on our retreat will provide the space for you to choose your own adventure so that you get exactly what you need.

Whatever else that naughty little voice is telling you to keep you away from this amazing opportunity, I can assure you that it is just that, a naughty little voice. As soon as you take a deep exhale in the hot springs, or share a belly laugh with your new friends, or cry out with glee as you bathe in the waterfall, another voice will ask you, "What was I so afraid of? Why didn't I do this sooner!"

So let's do this, [name]

Join Kim and me in Mexico this March. Today is the last chance to reserve your spot and save \$500. These spots will sell out since we are only holding 12 spots in total...and they are moving fast! We want you there with us and we are so looking forward to guiding you there.

**RESERVE YOUR SPOT NOW**

**Save \$500!**

With grace,

PS. I am holding the doors open until 11:59 pm tonight at this special nOMad investment. Are you in?

## **BLOG POST AND/OR NEWSLETTER**

A Letter to Our Dear One Who Wants to Take Flight (?)

Dear One.

This is a message to let you know, it's okay that you recognize now what you thought you wanted is no longer aligned with who you are now. You are in the fullness of you now and that past self could not even imagine what was possible for you now.

Sometimes we walk along the path that we think we wanted and we walk so long that the path changes us on a deep level that it is no longer about the destination. Then, we realize the invitation to the journey was what it was actually the gift for our metamorphosis and takes us somewhere completely different and even more aligned with who we wanted to become.

Sometimes, the journey may take us back to the beginning but with a fresh new perspective, more knowledge and wisdom, and experience so that we can really claim that dream we had for ourselves. Maybe it was a dream we talked ourselves out of the possibility. We let other people voices and conditioning over power our own vision and true voice.

I have invitation for you to migrate to Mexico with me and the monarchs for an opportunity to reboot yourself,  
reassess what matters to you most now,  
reevaluate what is possible,  
renegotiate your contracts and destinations,  
reconstruct the aspects of you so you can fly.  
And rebirth the creations and creative endeavors that want and need your attention, love, passion, and voice to serve the greater good.

It is time, dear one to let go...  
of what you think you "should be" doing,  
Going back to the old "normal" ways,  
Of the destinations that are no longer aligned with who you are becoming.

It is time for you to become who you want to be!  
It is time to unfurl your wings and fly to greater heights that you dreamed of and talked yourself out of back when.

It is time to call your power back and be the voice for yourself and others you are here to serve in a big way.

It is time to let yourself BE YOU!  
It is time to discover who YOU are NOW-  
Not the yesterday version, not the version you think you ought to be,

But to surrender in the chrysalis to be the YOU so you can take flight for your tomorrow.

So become YOU now, dear one.

Get to know You...

How do you like to play,

flow in your life,

Soak in the essence of you as you sit in hot mineral springs,

Bathe in your dreams as the waterfalls crash over you,

Walk with your sorrows, joy, grief, anger, love, passion, and curiosities through the trials.

Fall in love with YOU, so that the world can fall in love with your beautiful wings and admire your grace, wit, and glory as well.

FLASH SALE #1 Emails; January 15, 2024- repeat of first email  
Subject: Unfurl Your Wings!

Hi {{firstname}},

Today, I want to (re)introduce you to Kim Romain and the [transformational experience](#) we have planned for *YOU* to fly to greater heights with the monarchs as we migrate to Mexico with them. ;)

**First, meet Kim.** I met Kim in a women's entrepreneur group a couple years ago when I was giving my keynote talk, *The Chaos Code: Find Clarity Beyond the Noise* and I will never forget seeing Kim's comment at the end in the webinar chat box, "I also teach people how to find peace in chaos!!" and just like that, I met another soul sister. We have been circling around each other's work since then and she was also a guest speaker on our Embodied Leadership Summit.

It has been a joy to get to know this dynamic soul. Kim has worn many hats over the span of her professional life and she brings all of her experiences to the table when she leads her community. She is such a balanced blend of bringing clarity to strategy and allowing surrender to the mystery.

I can not wait to see what magic will unfold for our group when Kim and I come together for this [Mastermind Retreat](#) that will no doubt be a transformational experience that will have you transcend the chaos and emerge as an independent leader of your life with *freedom, ease, and abundance*.

**Do you want in on [this experience](#) that will have you fluttering your metaphorical wings, that you shift from chaos to creation, overwhelm to peace, and burnout to being fired up?!?**

Here is a special opportunity for you, {{firstname}}.

**[Save your spot in Mexico now](#) (we have a \$700 Special for our last spot now through Friday!)** I hope you say YES to this opportunity that may change your life forever in the best way possible.

With grace,



FLASH SALE #2 Emails; January 16, 2024  
Subject: [NEW PODCAST]

Hello {{firstname}},

Yesterday, I shared with you a very special Mastermind Retreat in Mexico that I am leading with Kim Romain for people who want to make an impact in their community.

You got to know a little bit about Kim and how we met. Now, on today's podcast of The Space in Between, Kim and I have a conversation you are going to want to check out if you are curious about conversations around traveling solo, spiritual bypassing,

Enjoy! And if you want to dive deeper with us while bathing in private hot springs, and hiking the mountains with the monarchs, join us in Mexico in March! We have a special happening now for the last few spots (Reserve now! Special ends this Friday while spots last!)

With grace,

  
Phoebe Leona  
Founder of nOMad & Creator of Mvt109™

P.S. Not sure if this trip is right for you? Or if you're quite ready for a trip like this yet?

There's still time to hop on a quick call with you. You can grab a time to [chat here](#).

See you there!

FLASH SALE #3 Emails; January 17, 2024

[\[Wings Unfurled Retreat\] Only 3 Spots Open for Special!](#)

Hello {{firstname}},

**I have a VERY powerful question for you...**

Are you ready to be seen and take flight into a new aspect of your life and you KNOW you have it in you but...

**You can't put your finger on what's blocking you from trusting yourself in making decisions that are laid out for you that are potentially great opportunities.**

I get it!

**It's so frustrating to feel like you're on the verge of a break through and REALLY align with your calling in life but that naughty inner voice keeps speaking up about your fears, doubt, and worries.**

You know the ones...

you might not do it right or...

you're not ready or...

don't know enough or....

don't feel like you're not good enough.

***You are not alone!!!***

The world needs you and your wisdom and gifts

*(YES! YOU!! YOU are the only one who can share them in your own way with us!)*

**It's time to claim your personal power and make the impact through your service that you were born to do!**

Which is exactly what I'll be doing with a truly amazing group of leaders who are joining me for our [Wings Unfurled Retreat in Mexico](#) this winter.

The group that is coming together is SO ready to take the leap and transcend their own obstacles and spread their wings to inspire their communities and ecosystems.

If this sounds like you too, then I want to make sure that you know that:

**\*\*\*We only have 4 spots open for our [nOMad Special](#) to save \$700!\*\*\***

**Wings Unfurled Retreat in Mexico**

**March 1-6, 2024**

(Or for more info!)

Most people that I am working with now have told me that to get the breakthrough they need for self-elevation and to find clarity, confidence and the energy to burst through to the next level then they just need some introspection time away from the family, partner, the daily biz, busy life...

They want space and guidance in meditation, inquiry, resources to support them and their healing...

And they crave a super-supportive community of like-minded people (who don't think personal transformation and spirituality are woo-woo)

**Won't you join us?**

[Details and sign up here.](#)

We'll also be:

- experiencing the finest of Mexican hospitality, taken care of by a family owner business in the heart of Mexico.
- remembering the joy of slowing down by soaking in the hot mineral springs, washing the worries away in the waterfalls, and having meaningful conversations with new-found friends
- enjoying fresh Mexican cuisine!
- feeling the bliss of being back in your body with the mind at ease and the nervous system in a restful state.

*Ahhhh.....*

Are you feeling the pull? I'd love for you to join me while these [3 spots](#) are still open at his special investment.

With grace,

  
Phoebe Leona

Founder of nOMad & Creator of Mvt109™

P.S. Not sure if this trip is right for you? Or if you're quite ready for a trip like this yet?

There's still time to hop on a quick call with you. You can grab a time to [chat here](#).

See you there!

FLASH SALE #4 Emails; January 18, 2024

What is Waiting For You in Mexico...

Hello {{firstname}},

**Imagine an entire destination designed with a clear purpose in mind:**

to be a safe place to migrate to ***home within yourself***.

*AND*

**create UNSHAKEABLE TRUST in yourself** so you can drop into your own heart as the leader of your life, ignite your creativity, and transcend the old paradigms to manifest a new world of your dreams.

Well, crazy-enough, I know just the place....

**Michoacán, Mexico is a destination where the monarch butterflies migrate to every year in late winter/early spring.**

As I did my research about this special location that intuitively calls these butterflies back each and every year, generation after generation, I felt my **soul give a tug on my heart to fly there too,**

*begging the question...*

**What possibilities of transformation are waiting there for us too?**

**IMAGINE...**

to be held in the **warm mineral springs that are healing to the body,**

the **waterfalls that wash away the worries, fears, and doubts of the mind,**

bare feet walking and feeling connected to Mama Gaia to find your own rhythm again,

and your soul receiving the **nourishment** from nature that offers **abundance, ease, and well-being**.

***It is a place that whispers to come home to ourselves.***

This journey will touch your heart and soul and ripple out into the lives of your ecosystem when you return back to your native home –and the entire world for years to come.

[Check out all the fabulous details](#) on the Mexico Retreat.

If you are ready to answer the call from within to take flight as a vibrant and creative being to **transcend the chaos** and **emerge as an independent leader** of your life with **freedom, ease, and abundance**- then join us as we **migrate with the monarchs to Mexico** for this powerful and **unbelievably transformational experience**.

***Are you coming to Mexico, {{firstname}}?***

If you are, you've got to [register now](#) since we have limited spots and *only 4* are left at the very low investment special **starting at \$3399** (*you save \$700! When you register now before January 19th!*)

My co-leader, Kim and I would love to help you fly to greater heights in Mexico. Come [join us](#) so you can create amazing heart-based experiences for yourself and your community/business for years to come because of this experience.

FLASH SALE #5 Emails; January 19, 2024

**Won't You Join Me in a Heart-Centered Revolution? Here's How.**

Dear {{firstname}},

I'm going to go out on a limb here and talk about a topic that I normally don't do in public...

**There's a REVOLUTION happening all over the world – a heart-based, purpose-driven, soul-fulfilling conscious revolution, particularly with entrepreneurs as our leaders.**

This new paradigm of working together is about cooperation, caring, making money AND making a difference to keep our ecosystems healthy and balanced.

**It's about having flexibility and freedom over your schedule and life, valuing your special gifts, strengths and intuition, being authentic – and sustainable and prosperous.**

It's happening in the circles that I sit with and lead with healers, coaches, small business owners, and soul-led /socially conscious entrepreneurs.

Now I've been told to call this the "new" way of doing business so as not to offend anyone.

But I also feel it is more about inviting a more feminine - a divine feminine - way of working into the world...and you do not have to identify as a woman to play the game!

You see, we could all use these qualities and values right now as the old paradigms are crumbling which were functioning more from the wounded masculine.

**That's why I'm issuing a call to those of us who have a mission to fulfill, a strong desire to change lives and lessen suffering and to make a positive impact in our world.**

## ***I'm calling in people...***

who believe that if they are able to trust, be more receptive to their intuition and act from this place that our collective intentions will be pure and miracles will happen that will be the elixir to transform our world.

who are ready to share their gifts and strengths with the world – whether they have just started to spread your wings or have been putting ourselves "out there" for many years and are ready to fully take flight!

If this way of life and working resonates in your soul (*it tickles and excites you – and yes, frankly makes you a bit nervous!*), then I invite you to join Kim Roamin and me:

### **[Unfurled Wings Retreat](#)**

**Michoacan, Mexico**

**March 1-6, 2024**

**[Sign up here.](#)**

While in Mexico, you'll have the opportunity to:

- **Call in a more powerful way of creating your life** and living your everyday life from the depths of your spirit
- Build confidence in your ability to **lead others from a heart-centered place.**
- **Step into a new timeline and paradigm** to become the ripple butterfly effect that will **change our collective world.**

- **Cultivate an unshakeable trust within yourself**

Plus, we'll be actively raising the vibration in ceremony with the monarchs at the end of the trip.

On our retreat, we'll send out our intent for the Divine Feminine to be honored and respected all over the world.

We have participants from all around the US & Canada already joining us and our vision is to have us unite from all over the world.

**We need YOU to be there, {{firstname}}!**

(Or for [more info here!](#))

**Come join me if you dare to step fully into your power and co-create this new way of being, living and doing business in the world.**

With grace,



**PS. You need to take action TODAY because there are only a couple spots left for this revolution and the special ends TONIGHT!**

FLASH SALE #6 Emails; January 19, 2024  
You Are About to Miss Your Chance in Mexico

I have been sharing with you reasons why you would want to join our [Wings Unfurled Retreat in Mexico](#) over the last couple weeks and today I have to be forward and say, **this is your last opportunity to join us AND save \$700!**

**So if you have been on the fence, it is time to make a decision. If you need a little more encouragement, let me give you a nudge.**

Let me dispel some fears, doubts, and worries that I generally hear whenever I speak with potential retreat participants

- ***“I wish I could but I am worried I can’t afford it.”*** I am not here to encourage anyone to go into debt but I will share a very valuable lesson a student of mine actually taught ME about 20 years ago. She said, ***“If you don’t take time and money to invest in yourself, no one else will.”*** If part of your reason for playing small in your life or feeling frustrated that other people do not see the value that you are bringing to this world, maybe **it is time to value yourself and invest in YOU!** [This retreat](#) will be just that so you walk away with confidence and a roadmap to empower your life so that **you can afford anything that matters to you, like your own well being and joy.**
- ***“I have never traveled alone before and don’t know anyone to share a room with.”*** Don’t worry! We take care of these fears of traveling by sending you a welcome packet that prepares you for getting to the retreat. And when you arrive, you will make new friends that will feel like family. A lot of our retreat participants return to our nOMad retreats to reconnect with past participants again and that warm fuzzy feeling of home.
- ***“I am not sure it is the right time with some changes that are happening in my life.”*** See response to #1 again. ;) Timing is never perfect and there are always going to be situations that come that will give us a reason to say “No” if we are hesitant of the change,
- ***“I don’t think I am up for the depth of transformation that this retreat might entail. Maybe I am not deep enough or afraid to face some obstacles that might come up.”*** The beautiful thing about retreats are you get to choose how deep you go. **Everything is a choice.** If you need to rest and sleep, you do you. If you need to go on a solo walk one day to shake off anything that feels a bit uncomfortable, **you do YOU.** There are so many ways to transform your life and all the options we have on our retreat will provide the space for you to choose your own adventure so that **you get exactly what you need.**

Whatever else that naughty little voice is telling you to keep you away from this amazing opportunity, I can assure you that it is just that, a naughty little voice.

**As soon as you take a deep exhale in the hot springs, share a belly laugh with your new friends, or cry out with glee as you bathe in the waterfall, another voice will ask you,**

***“What was I so afraid of? Why didn’t I do this sooner!”***

**So let’s do this, {{firstname}}.**

**[Join Kim and me in Mexico this March.](#)**

**Today is the last chance to reserve your spot and save \$500.**

These spots will sell out since we are only holding 12 spots in total...and they are moving fast! We want you there with us and we are so looking forward to guiding you there.

**Last chance to save \$500!**

With grace,

Phoebe

**P.S. I am holding the doors open until 11:59 pm tonight at this special nOMad investment.  
Are you in?**

*(save you \$700!)*