



Envisioning Your Retreat

First take some time to consider WHAT you want to create and WHY

We have arrived at the part of our journey that probably was your call to the adventure to begin with. You know that you want to create a unique experience for people and you want to learn how to do it in the best way possible. So the good news is, you have already been doing the work by getting clear on who you are, who you want to work with, what you offer, and the most important, WHY you want to do what you do! Now let's just go a bit deeper to get to the essence of the experience you want to create.

Take a bit of time after your morning rituals, meditation, a movement practice where you feel relaxed and can explore these questions on a deeper level for you and your ideal client.

Questions to Ask Yourself About Your Retreat:

- Who do you want to come on the journey (your retreat) with you? (*more on that below*)
- What is your intention? YOUR WHY (and this will lead you right into your following question...)
- What kind of experience are you creating?
 - One day retreat in your local community?
 - Weekend 1-3 hours away from your local community?
 - 5-10 days in another country?
- What kind of space and activities do you want to create in an overall experience that is aligned with your WHY?
 - Relaxation. digital detox and quiet spaces.
 - Transformation. situations that may push them out of their comfort zone.
 - Fun and adventure. activities that are playful.
 - Cultural. itinerary packed full of being immersed in the local life.
- Where do you want to go that will reflect the above qualities? Consider both the inner and outer journeys for your students/clients.
- What is the outcome of your retreat? What will they take away with them?
- When do you want to go?

- Consider how much time you need to plan your logistics AND how much time your students/clients need to prepare (schedule, money, etc) to come with you?
- How long will your retreat be?

Write a Letter from Your Ideal Client:

It's time to get into the shoes of your ideal client! Have your ideal client write a vulnerable letter to you about why they need YOU to guide them through this experience and why they need this experience (retreat with you) Keep the language very relatable in your voice and your ideal client as if you were talking to each other, not reading from a textbook ;) You can even voice record yourself and/or handwrite in your journal.

Other things to consider:

- Do not give one word or short phrases answers. Really dive deep into your ideal client's inner world, not just what they would say to you in public.
- Let it read like a story of their inner landscape, let them share their emotions, their hopes, their dreams, their pains, their fears, suffering with you... let them paint a whole picture as to why they need to come on YOUR retreat. A simple starting point is this sentence, **"I have _____ (ABC problem), and that makes me feel _____ (XYZ emotions)."**
- Let their quirks, specific problems that haven't been shared yet come out in this letter, no holding back!
- Don't be surprised if this ideal client ends up being a past version of YOU! We often attract the ones who are a few steps behind us on a similar path...that is because we magnetize those who want what we have now and we know how to help those who walk with a similar path.

Your Ideal Clients Demographics:

Consider a client you already have and love working with. If you don't know the answers, you can either interview them OR imagine what they might say to get into who YOU want to attract.

- Their name
- Are they male, female or identify in another way?
- How old are they?
- Where do they live? Describe home and how they feel about it.
- Single? Married? Divorced? Widowed? How do they feel about that?
- What's their family situation? Kids? Grandkids? How old? Close or distant?
- What's their level of education, and how do they feel about it?
- What do they do for work, and how do they feel about it?
- What's their annual income, and how do they feel about it?
- What make and model car do they drive?
- Describe their personality, what they look like and how they see themselves.
- How do other people describe them, and how do they feel about it?

- What's their archetype? (Type A, overachiever, perfectionist, victim, martyr, hero...)
- What's their diet like? Where do they shop for food? What restaurants do they most enjoy?
- Where do they like to shop for clothes and household items?
- How do they feel about money and wealth?
- How much money do they have in the bank? How much in savings?
- How do they spend money other than food, clothes and household items?
- Where, when and how do they spend vacations?
- How much have they saved for retirement, and what are their retirement plans?
- What do they do for exercise, and how often?
- How do they feel about themselves when they look in the mirror? Is there anything they wish they could change?
- What hobbies or interests do they have? What do they do in their free time?
- What are their politics, and how do they feel about current events?
- What are they concerned about in your neighborhood, nation and the world?
- What is their religious or spiritual orientation, and how do they feel about it?
- What are they most passionate about?
- What do they most value in life?
- What books have they read recently? What magazines? What shows or movies do they watch? And WHY?
- Which social media platforms do they use? (Facebook, Instagram, Twitter, Pinterest, LinkedIn etc.) What Facebook Groups do they belong to, if any?
- What other coaches/healers/authors do they follow? What blogs do they read?
- What are they likely to Google online?

Your Ideal Clients Psychographics:

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Below are some starting points for your ideal client can share with you in this letter:

- What's their biggest challenge/frustration in their life right now?
- What thoughts preoccupy them, either positive or negative?
- When they wake up at 3 a.m. unable to get back to sleep, what are the most prominent thoughts playing over and over inside your head? Go ahead. It's okay to tell all.
- What do they wish they could change about themselves?
- What do they wish you could change about their life?
- What's their worst fear?
- What are they tired of? What makes them yell out in frustration?
- What's their biggest heart's desire in their life? What are they yearning for? What do they long for more of?
- How do they want to feel on a daily basis?
- What's holding them back from their heart's desire and goals? What ability/skill/knowledge/ courage/self-belief do they lack?
- What words would they use to describe how they feel about their challenges?
- What do they fear they really need to look at? What are they embarrassed to admit – even to themselves?
- What shame and/or guilt do they carry from past experiences?
- What are they doing already to solve their challenge? What have they tried in the past? What worked or didn't work?
- Their challenge in life would be solved if they knew_____.
- What do they wish to achieve within the next year?
- Why is this important to them? What would it mean to them if they achieved this?
- What is their primary short-term goal over the next 3 months?
- Why is this important to them? What would it mean to them if they achieved this?
- What are the short- and long-term consequences if they do nothing different? What's the very worst case?
- How did they hear about me? Why are they drawn to work with me?
- What would be the most incredible result of us working together? What realistically would change in their life?
- What could life be like if we work together/come back from our retreat. What would they be able to do, get or achieve?

Write a Letter FROM YOU to Your Ideal Client

Now is your opportunity to write a letter back to let your client know that you see them, all the parts they do not normally show the world. Let this letter flow naturally making sure to consider:

- Reflect back their pain points, their challenges, as well as their dreams, and desires. Mirror back their language so they know you received their words and authentically feel them.
- Share a little bit about your own journey to let them know you have been there too and you have experienced a great shift from the inner work you have done.
- Share what the inner work has been for you, what tools you have gained and how you have been able to help others in a similar way.
- Let your ideal client know what you offer can truly be an elixir for them if they come on this retreat.
- Paint a picture of what their life could be like after this retreat with you.

Feel free to let the letters go back and forth until it feels resolved and your ideal client is ready to journey with you. Let them ask you questions and share any objections or doubts they may have. This will also help you when your real clients come to you with their own fears and doubts.

Enjoy! I can't wait to see what unfolds for you!!!