

# Action Steps

- Go Through 5-Day of Authentic Marketing Challenge which will guide you to:
- Define your ideal participant and core message
- Discover where you already shine
- Create a content calendar: storytelling, behind-the-scenes, testimonials.
- Choose your platforms: Instagram, email, partnerships, ads, etc.
- Write out a 4-6 week campaign plan. Review, tweak, and repeat until retreat is booked.
- Use video, reels, and authentic voice to build excitement and trust
- **WEEK FOUR ACCOUNTABILITY POST:** Share with Community Where You Shine + Marketing Strategy for feedback