

DM SCRIPTS FOR RETREAT INVITE

Cold Outreach Script

(For people you haven't engaged with before — use on FB/IG followers, story viewers, or comments)

1 SITUATION

Hey [Name], I noticed you've been following along—have you thought about giving yourself the space of a retreat sometime soon?

[They reply]

2 NEED/PROBLEM

That's beautiful! What would you say feels like the biggest challenge in making that happen right now?

[They reply]

3 GOAL

Got it. And if you could design your own dream retreat experience, what would it look and feel like for you?

[They reply]

4 INVITE

So the reason I ask is—I'm hosting a retreat designed to give people [\[relaxation/healing/transformation—adjust for your retreat theme\]](#) in a really supportive space. I think it could be such a fit for you. I can send you a [\[short video or link link to my website\]](#) on how it works if you're curious?

[They reply yes]

5 SEND VSL OR LINK

Awesome! Here's a [\[quick video or link\]](#) walkthrough that explains the retreat and what you'll experience step by step:

👉 [\[Insert Retreat Page/Video Link\]](#)

Let me know what stands out to you!

[They reply]

⑥ GET BUY-IN

So glad it resonated with you! Here's the link to secure your spot:

👉 [\[Insert Booking Link\]](#)

If you can, try to grab your spot today—we've only got a few left, and I'd love to support you personally!

✅ Follow-Ups (do not change):

Still with me?

Get a chance to [\[watch the video or review the link\]](#)?

Anything else got you stuck? Or shall we do this?

Warm Outreach Script

(For new followers, poll voters, content commenters, or past leads you've engaged with)

① SITUATION

Hey [\[Name\]](#), thanks for connecting! What brought you to my page—are you curious about going on a retreat or looking for some inspiration?

[They reply]

② GOAL

Love that. Do you already have a vision of the kind of retreat experience you'd love for yourself right now?

[They reply]

③ NEED/PROBLEM

That sounds amazing! What do you feel like you need most in your life right now that a retreat could support you with?

[They reply]

④ INVITE

So the reason I ask is—I'm inviting a small group to my upcoming retreat where we [\[describe transformation/benefit: reset, recharge, deepen your practice, etc.\]](#).

I can send you a [\[short video or link\]](#) on how it works if you're curious?

[They reply yes]

⑤ SEND VSL OR LINK

Awesome! Here's a short walkthrough that shares what the retreat is about and how it will support you:

👉 [\[Insert Retreat Page/Video Link\]](#)

Let me know what stands out to you!

[They reply]

⑥ GET BUY-IN

So glad you're excited! Here's the link to reserve your spot:

👉 [\[Insert Booking Link\]](#)

It's less than the cost of [a weekend getaway/a daily coffee habit/etc.—make relatable], and includes [meals, lodging, workshops—whatever applies] ❤️

✅ Follow-Ups (do not change):

Still with me?

Get a chance to watch the video?

Anything else got you stuck? Or shall we do this?

Handling Objections for Retreat Leaders

Handling objections is one of the most powerful parts of your retreat enrollment conversations.

It's not about "convincing" someone—it's about supporting them in making a decision that aligns with their growth and transformation.

80% of the time, objections show up because your potential guest:

- Is missing information about what the retreat experience actually includes
- Has fears or mindset blocks about prioritizing themselves, investing in themselves, or leaving home/work/family
- Isn't yet connected to the transformation your retreat offers

Your job isn't to push. It's to **ask thoughtful questions, hold space, and be their advocate** for creating the experience they want.

Surface-Level Objections (retreat version)

These are the “easy outs” people often say first:

- “I need to think about it.”
 - “I’ll let you know.”
 - “Can you just send me more information?”
 - “Now isn’t the right time / I can’t pay today.”
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Root Cause Objections (retreat version)

The deeper reasons someone hesitates to book:

- **Fit:** Not sure your retreat is the right one for them, or not fully connected to you as the guide
 - **Features:** Doesn’t fully understand what’s included (meals, lodging, workshops, travel, etc.)
 - **Finances:** Concerned about the cost, payment plan, or asking for family/partner support
 - **Fear / Self-belief:** Doesn’t trust themselves to commit to the experience (“What if I don’t belong? What if I can’t handle it?”)
 - **Partner/Family Buy-in:** Needs to consult with a spouse or family member
 - **Timing:** Feeling too busy, waiting for “the perfect time”
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Main Objections & Flow

1. “I need to think about it / I’ll let you know / Can you just send more info”

Step 1: Acknowledge

“No problem at all.”

Step 2: Transition

“Just curious, I like to check in—on a scale of 1–10, with 10 being ‘I’m ready to pack my bags today,’ where are you at?”

“What’s keeping you from being at a 10?”

Step 3: Uncover root cause

- **Fit:** “Do you feel like this retreat is the kind of experience you’re truly looking for right now?”
- **Features:** “Do you have all the info you need about what’s included—meals, lodging, travel, workshops?”
- **Finances:** “If money wasn’t a factor, would you be ready to say yes right now?”

Step 4: Resolve concern → Reclose

2. “I’m not sure it’s the right fit”

Step 1: Acknowledge

“I appreciate your honesty.”

Step 2: Ask questions

“Can you share what feels off—are you unsure about me as your guide, or about whether the retreat itself will meet your needs?”

Step 3: Share confidence & flip psychology

“I created this retreat specifically for people who [insert retreat promise—need rest, healing, community, etc.]. That’s why I believe you’d feel right at home.”

Step 4: Reclose

“Would you like me to walk you through how the retreat experience is designed for people just like you?”

3. “I don’t get what I’m buying / I’m not clear what’s included”

Step 1: Acknowledge

“Totally fair.”

Step 2: Ask questions

“What feels unclear—lodging, travel, what we’ll be doing each day?”

Step 3: Answer questions clearly & simply

Explain what's included and highlight the transformation.

Step 4: Check in & Reclose

"Now that you know exactly what's included, do you feel this experience is right for you?"

4. "I don't have the money"

Step 1: Confirm it's a money problem

"If finances weren't a concern, would you be excited to join us?"

Step 2: Understand financial situation

"Would a payment plan make this more doable? Sometimes guests ask for support from family/friends as a gift. Can I ask what options you've considered?"

Step 3: Tailor response

- **Person A (has money but afraid it won't be worth it):**
"If this retreat gave you exactly the reset you've been craving, would it be worth it?"
"So maybe it's not about money—it's about trust that you'll receive what you need. Let's talk about that."
 - **Person B (can access credit/support):**
"Let's look at options. Would spreading payments out or asking for support help you feel more comfortable committing?"
 - **Person C (no money/support):**
"Totally understand. Would you like me to stay in touch for a future retreat when the timing works better?"
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5. "I want to, but not right now"

Step 1: Acknowledge

"I hear you, timing matters."

Step 2: Identify if valid

"What's going to be different in a few months compared to now?"

Step 3: Flip psychology

"The truth is, there's never a 'perfect' time. There will always be work, family, holidays."

Sometimes the best time is actually when life is busy, because that's when we most need space to reset."

Step 4: Reclose

"Would it help if we started with a deposit to hold your spot and give you some breathing room?"

6. "I need to talk to my partner"

Step 1: Acknowledge

"Of course, I respect that."

Step 2: Explore

"Does your partner know how much this retreat means to you? What do you think they'll say?"

Step 3: Position worst case scenario

"If they don't feel it's a priority, how will you get the space you need for yourself?"

Step 4: Reclose

"I'd love to help you bring them into the vision—sometimes sharing the retreat page/video together helps them see why it matters."

Deposits & Follow-ups (retreat version)

- **Deposit ask:**
"I totally understand you're not ready to pay in full yet. Would you feel comfortable putting down a small deposit to lock in your spot? Retreats usually sell out, and this way you won't lose your space."
 - **Urgency:**
"We only have [x] spaces left, and I'd love to make sure one of them is yours."
 - **Follow-up:**
"How much time do you need to decide? Great, I'll check in with you then."
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