



## AI VSL Writing Instructions

We're going to use ChatGPT to help us write V1 of our VSL script for us! This will save time and ensure we stick to the script designed to sell, be mindful we will still need to use our judgement to ensure it does a good job!

### Step 1:

- Export a copy of your Retreat Landing Page by clicking on file → download → PDF document.

### Step 2:

- Go to <https://chatgpt.com/>
- Create a free account.

### Step 3:

- Upload the PDF of your offer worksheet by clicking the + button and adding the file you just exported.
- Copy this prompt into the box  
"From the attached worksheet, extract and list the following variables:

**[Your Name]** – The name of the person.

**[Retreat Name]** – The official name of the offer.

**[Avatar]** – A clear description of the ideal customer, including their industry, challenges, and needs.

**[Pain Points]** – The key struggles and frustrations this audience faces that the offer aims to solve.

**[Dream Outcome]** – The ultimate goal or transformation the customer desires. Keep this concise, framed as how they would answer: "God, I just wish I could \_\_\_\_\_."

**[Objections]** – The most common hesitations or concerns prospects have before enrolling.

**[Phases Names & Descriptions]** – A breakdown of the retreat in **four** maximum clear phases. Each phase should highlight the process the customer will go through and how it addresses their objections.

**[Testimonials]** – Any case studies or reviews that validate the effectiveness of the program.

**[Pricing & Guarantee]** – The cost of the retreat and any available discounts or guarantees.

Ensure the responses are structured clearly and concisely, focusing on actionable insights from the worksheet."

→ **Click Enter**

## Step 4:

- Ensure this matches and looks good – AI makes mistakes, so we want to correct any that look off, fill in any blanks, and copy them below.

SAMPLE BELOW:

### **[Your Name]**

- **Phoebe Leona** – Author of *Dear Radiant One*, founder of The nOMad Collective, retreat leader, and guide with 20+ years of teaching experience

### **[Retreat Name]**

## **Embodied Radiance Retreat in Costa Rica** (November 12–19, 2022)

### **[Avatar]**

The **ideal participant** is a *seeker or dreamer* who:

- Works in wellness, healing, or creative industries.
- Struggles with stress, burnout, or disconnection from joy.
- Wants structure, tools, and a supportive community to move through emotional blocks.
- Desires both *deep personal transformation* and *time for rest and inspiration*.

### **[Pain Points]**

- Feeling stuck in resistant emotional/energetic patterns.
- Lack of time, money, or energy to prioritize themselves.
- Longing for joy and freedom but believing it's "impossible."
- Overwhelmed by "I shoulds" and constant inner criticism.
- Craving connection but often feeling isolated

### **[Dream Outcome]**

"God, I just wish I could **fully shine, embody joy, and live my most radiant life.**"

### **[Objections]**

- Cost of travel and retreat package.

- Fear of not being “ready” for transformation.
- Uncertainty about travel in current global climate.
- Concerns about leaving family/work behind.
- Worry if practices (movement, yoga, somatics) are “too advanced.”

## **[Phases Names & Descriptions]**

1. **Movement. Yoga. Creativity.** – Daily rituals of movement, breath, and meditation awaken inner radiance, addressing fears of “not being ready” by making practices accessible.
2. **Explore. Discover. Create.** – Immersion in Costa Rica’s culture, beaches, and nature. Balances rest with exploration, calming objections about whether it will feel “worth it.”
3. **Unfold. Release. Transform.** – Guided somatic awareness and Mvt109™ help participants release stuck patterns, removing doubts about whether change is really possible.
4. **Shine & Integrate.** – Post-retreat integration calls ensure transformation continues at home, addressing fears that results won’t last

## **[Testimonials]**

- **Liz Kent** – Relaxed in Belize retreat; praised balance of yoga and activities, accommodations for dietary needs, and spacious itinerary.
- **Lori Beers** – Described Costa Rica retreat as life-changing, highlighting yoga at sunrise/sunset, community exploration, and cultural activities.

- **Jessica Bugbee** – Bali retreat attendee; shared profound spiritual healing, alignment shifts, and deepened human connection. Called it a “heart-opening” experience that continued long after the retreat

## **Pricing & Guarantee]**

- **Retreat Investment (includes lodging, meals, practices, tours):**
  - \$3,093 – Single occupancy
  - \$2,893 – Double occupancy
  - \$2,693 – Triple/Quad rooms
- **Add-On:** Mvt109™ Facilitator Training – \$250
- **Guarantee & Refunds:**
  - \$500 nonrefundable deposit required.
  - Cancel before Oct 3, 2022 = 50% refund.
  - Cancel after Oct 3 = no refund.
  - Strongly recommended: *Cancel for Any Reason (CFAR) travel insurance*

## **Step 5:**

- Copy the revised variables into ChatGPT, and the VSL script (below), and enter the prompt:  
“Use these variables and this script to complete the script. Keep the slide numbers the exact same. Ensure there are dividers between each slide”

## **Retreat VSL Script (19-Slide Version)**

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### **SLIDE 1 – Introduction**

**“Hey, [Your Name] here – I want to share something exciting about our upcoming retreat, [Retreat Name], and why I believe this could be the experience you’ve been waiting for.”**

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### **SLIDE 2 – Who It’s For**

**“This retreat is for [Avatar] who are struggling with [Pain Points] but are ready to [Dream Outcome].**

**If you’ve been [Frustration], and you’re longing to [Desire related to dream outcome], this may be exactly what you’ve been looking for.”**

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### **SLIDE 3 – Why It Matters**

**“Over the years, I’ve guided small groups through retreats, and the transformations have been incredible. Guests return home feeling [Key Transformation]. That’s what I want for you.”**

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### **SLIDE 4 – The Transformation Process**

**“At [Retreat Name], we’ll guide you through [Proven Process/Method] so you can [Key Result]—without [Objection 1], [Objection 2], or [Objection 3].”**

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### **SLIDE 5 – Why It Works**

**“This approach helps you [Benefit 1], [Benefit 2], and [Benefit 3]. It’s the most powerful way I know to create lasting change.”**

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### **SLIDE 6 – The Retreat Journey (Phases)**

**“Here’s the flow of our time together, broken into four phases:**

- [Phase 1: Name] – [Brief description]
  - [Phase 2: Name] – [Brief description]
  - [Phase 3: Name] – [Brief description]
  - [Phase 4: Name] – [Brief description]”
- 

**SLIDE 7 – Support Beyond the Retreat**

“You’ll also receive [Pre-Retreat Support] and [Post-Retreat Integration] so you feel guided every step of the way.”

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**SLIDE 8 – Community**

“You’ll join a supportive community of [Avatar], because we know growth is easier together.”

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**SLIDE 9 – Experience/Trust**

“With [Years of Experience/Background], I’ve guided [Number of Retreats/Participants], and I’ll be with you every step of the way.”

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**SLIDE 10 – Bonus/Extra Value**

“You’ll also receive [Exclusive Bonus or Add-On] to help you go deeper or achieve your goals faster.”

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**SLIDE 11 – Testimonials (1)**

“[Testimonial Name]: [*Transformation Quote that overcomes objection*]”

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**SLIDE 12 – Testimonials (2)**

**“[Testimonial Name]: [Transformation Quote that overcomes objection]”**

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**SLIDE 13 – Testimonials (3)**

**“[Testimonial Name]: [Transformation Quote that overcomes objection]”**

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**SLIDE 14 – The Struggle & Solution**

**“If you’ve been feeling [Common Struggle], it doesn’t have to be so hard. You just need the right space and guidance to unlock what’s already inside you.”**

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**SLIDE 15 – The Vision**

**“Imagine yourself here: [Describe vivid retreat experience – sunrise yoga, nourishing meals, exploring nature]. This is what’s waiting for you at [Retreat Name].”**

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**SLIDE 16 – The Invitation**

**“So I’m inviting you to join us for [Retreat Name] on [Dates]. Spots are limited, and they always fill quickly. If this is calling you, now is the time.”**

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**SLIDE 17 – Pricing**

**“The total value of everything included is well over [\$ Value].**

**Normally, retreats like this cost [\$ Higher Price].**

**But right now, you can join us for:**

- **\$X – Single Room**

- **\$X – Double Room**
  - **\$X – Shared Room.”**
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#### **SLIDE 18 – Deposit & Guarantee**

**“To make it simple, we ask for a [\$X Deposit] to secure your space. And we recommend [Refund Policy/Insurance] so you feel completely confident in your plans.”**

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#### **SLIDE 19 – Call to Action**

**“The real risk is waiting and missing this opportunity to [Dream Outcome]. It doesn’t have to be so hard. If you’re ready, just say ‘I’M IN’ and we’ll take care of the rest.”**

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## **Step 6:**

- Copy script in new document and review ChatGPTs work and correct any issues.

#### **SAMPLE SCRIPT:**

Embodied Radiance Retreat VSL Script (19-Slide Version)

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#### **SLIDE 1 – Introduction**

**“Hey, Phoebe Leona here – I want to share something exciting about our upcoming**

***Embodied Radiance Retreat in Costa Rica, and why I believe this could be the experience you've been waiting for."***

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**SLIDE 2 – Who It's For**

**"This retreat is for seekers, dreamers, and wellness explorers who feel stuck in old patterns, weighed down by the constant 'I shoulds,' or too drained to fully embrace joy.**

**If you've been longing to reconnect with yourself but keep putting it off because of time, money, or energy, this may be exactly what you've been looking for."**

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**SLIDE 3 – Why It Matters**

**"Over the years, I've guided intimate groups on retreats across the world, and the transformations have been incredible. Guests return home feeling renewed, grounded, and ready to shine. That's what I want for you."**

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**SLIDE 4 – The Transformation Process**

**"At Embodied Radiance, I'll guide you through daily practices of yoga, Mvt109™, meditation, and somatic awareness so you can release stress and reconnect with your body and spirit—without needing prior experience, without forcing anything, and without having to be perfect."**

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**SLIDE 5 – Why It Works**

**"This approach helps you create joy, release resistance, and step into your most radiant self. It's the most powerful way I know to create lasting change."**

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**SLIDE 6 – The Retreat Journey (Phases)**

**"Here's the flow of our 8-day, 7-night journey, broken into four phases:**

- **Movement. Yoga. Creativity.** – Daily rituals of breath, meditation, and dance to awaken your radiance.
  - **Explore. Discover. Create.** – Adventures into Costa Rica’s beaches, waterfalls, and culture.
  - **Unfold. Release. Transform.** – Somatic practices to shed stuck energy and open space for new desires.
  - **Shine & Integrate.** – Integration circles and post-retreat calls so your transformation continues at home.”
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#### **SLIDE 7 – Support Beyond the Retreat**

**“You’ll also receive online preparation and post-retreat integration calls with me, so you feel guided and supported every step of the way.”**

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#### **SLIDE 8 – Community**

**“You’ll join a supportive community of like-hearted seekers, because we know growth happens faster and deeper when you’re surrounded by people on the same path.”**

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#### **SLIDE 9 – Experience/Trust**

**“With over 20 years of teaching experience, I’ve guided hundreds of students worldwide, and I’ll be with you every step of the way.”**

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#### **SLIDE 10 – Bonus/Extra Value**

**“If you want to go deeper, you can add on *Mvt109™ Facilitator Training* for just**

**\$250. This includes daily training hours, a certificate, and Yoga Alliance continuing education credits.”**

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**SLIDE 11 – Testimonial (1)**

***“So happy I was able to relax and unwind in Belize with the world’s greatest yoga teacher! The retreat was the perfect balance of activity and rest. – Liz Kent”***

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**SLIDE 12 – Testimonial (2)**

***“My first retreat in Costa Rica was life-changing. Morning yoga on the beach, exploring the jungle, and connecting with community made it unforgettable. – Lori Beers”***

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**SLIDE 13 – Testimonial (3)**

***“Embrace Ritual in Bali was heart-opening beyond words. I discovered alignment in my body, set intentions, and built lasting connections that still guide me today. – Jessica Bugbee”***

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**SLIDE 14 – The Struggle & Solution**

***“If you’ve been feeling stuck, stressed, or disconnected, it doesn’t have to be so hard. You just need the right environment and guidance to unlock what’s already inside you.”***

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**SLIDE 15 – The Vision**

***“Imagine yourself here: waking up to the sound of the ocean, practicing yoga at sunrise, exploring waterfalls, savoring fresh local meals, and ending the day under a star-filled sky. This is what’s waiting for you in Costa Rica.”***

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#### **SLIDE 16 – The Invitation**

**“So I’m inviting you to join us for the *Embodied Radiance Retreat* this November 12–19, 2022. Spots are limited, and they always fill quickly. If this is calling you, now is the time.”**

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#### **SLIDE 17 – Pricing**

**“The total value of everything included is well over \$5,000.**

**But right now, you can join us for:**

- **\$3,093 – Single Room**
  - **\$2,893 – Double Room**
  - **\$2,693 – Triple/Quad Room.”**
- 

#### **SLIDE 18 – Deposit & Guarantee**

**“To make it simple, we ask for a \$500 deposit to secure your space. And we recommend travel insurance so you feel completely confident in your plans.”**

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#### **SLIDE 19 – Call to Action**

**“The real risk is waiting and missing this opportunity to shine in your radiance. It doesn’t have to be so hard. If you’re ready, just say ‘I’M IN’ and we’ll get you all set up.”**

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**Step 7:**

You're ready to add to canva and record! Open [Canva Slide Template](#) and follow these prompts and customize them to make your own:

## Retreat VSL Canva Slide Deck Template

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### SLIDE 1 – Introduction

 Visual: Headshot or video of YOU, or scenic retreat photo.

 Text:

“Hey, [Your Name] here – I want to share something exciting about our upcoming retreat, [Retreat Name], and why I believe this could be the experience you've been waiting for.”

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### SLIDE 2 – Who It's For


 Visual: Group gathering photo, yoga circle, journaling.

 Text:

“This retreat is for [Avatar] who are struggling with [Pain Points] but are ready to [Dream Outcome].”

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### SLIDE 3 – Why It Matters

 Visual: Relaxed, happy guest photo.

 Text:

“If you've been [Frustration related to pain point], and you're longing to [Desire related to dream outcome], this may be exactly what you've been looking for.”

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### SLIDE 4 – The Transformation Process

 Visual: Retreat activity photo (yoga, dance, meditation).

 Text:

“At [Retreat Name], we'll guide you through [Proven Process/Method] so you can [Key Result].”

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### SLIDE 5 – Why It Works


 Visual: Guest before/after expressions or relaxation shots.

 Text:

“This approach helps you [Benefit 1], [Benefit 2], and [Benefit 3] without needing [Objection 1], [Objection 2], or [Objection 3].”

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### **SLIDE 6 – The Retreat Journey (Phases)**

 Visual: Four-part graphic (icons or photos for each phase).

 Text:

- Phase 1: [Name] – [Brief Description]
  - Phase 2: [Name] – [Brief Description]
  - Phase 3: [Name] – [Brief Description]
  - Phase 4: [Name] – [Brief Description]
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### **SLIDE 7 – Support**

 Visual: Zoom prep call screenshot or facilitator photo.

 Text:

“You’ll also receive [Pre-Retreat Support] and [Post-Retreat Integration] so you feel guided every step.”

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### **SLIDE 8 – Community**


 Visual: Group dining or circle photo.

 Text:

“You’ll join a supportive community of [Avatar], because we know growth is easier together.”

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### **SLIDE 9 – Experience/Trust**


 Visual: Facilitator teaching or working with group.

 Text:

“With [Years of Experience/Background], we’ll guide you safely through the journey.”

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### **SLIDE 10 – Bonus/Extra Value**


 Visual: Workbook mockup, training session, certificate.

 Text:

“You’ll also receive [Exclusive Bonus] to help you achieve your goals faster.”

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### **SLIDE 11–13 – Testimonials**

 Visual: Guest photo + retreat scenery.

 Text:

- “[Testimonial Name]: [Transformation Quote]”
  - “[Testimonial Name]: [Transformation Quote]”
  - “[Testimonial Name]: [Transformation Quote]”
- 

### **SLIDE 14 – The Vision**

 Visual: Retreat highlight reel (sunrise yoga, waterfall, group hug).

 Text:

“Imagine yourself here: [Describe vivid retreat experience].”

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### **SLIDE 15 – The Invitation**


 Visual: Property photo or nature shot.

 Text:

“Join us for [Retreat Name] on [Dates]. Spots are limited.”

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### **SLIDE 16 – Pricing**

 Visual: Clean pricing table.

 Text:

- \$X – Single Room
  - \$X – Double Room
  - \$X – Shared Room
- 

### **SLIDE 17 – Guarantee/Deposit**


 Visual: Lock icon or travel insurance graphic.

 Text:

“Secure your space with a [\$X Deposit]. We recommend [Refund Policy/Insurance].”

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### **SLIDE 18 – The Real Risk**


 Visual: Clock or ocean view.

 Text:

“The real risk is waiting and missing this opportunity to [Dream Outcome].”

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### **SLIDE 19 – Call to Action**

 Visual: Smiling host video clip.

 Text:

“If you’re ready, just say ‘I’M IN’ and we’ll take care of the rest.”

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