



The Retreat You're Meant to Lead — Community, Trust & Filling Your Retreat

Day 3- Practices

Your Community

Who Is Already Here?

List people who have already engaged:

- survey respondents,
- email replies,
- DMs,
- past clients.
- interested friends

What's their shared identity?

- Archetype/language
- Shared values

How do you already offer them community space?

Building Trust

How do you create a sense of commitment and belonging for them?

- Consistency
- Rituals
- Emotional Resonance
- Relationship

How Do You Naturally Connect with them in your marketing?

- Do you shine on camera,
- in storytelling,
- or connecting others?

How can this become a consistent touchpoint?

Trust-Building Touchpoints

- Workshops
- classes,
- newsletters,
- podcasts,
- partner teaching
- info sessions

— which feel most aligned with how you shine?

Filling Your Retreat

Runway & Timing

Does this audience need a longer runway or shorter urgency? Things to consider

- finances
- child care/time off of work
- time to build trust with them
- need to resolve problem now

How much time will they need to say yes?

How do you want to position yourself to fill your retreat?

- a sense of urgency to solve a problem
- An open invitation for a regulated nervous system
- pure excitement and begging to join when you launch

Next Aligned Step

What is the next step to deepen community and trust?

Who is ready for a personal invitation?