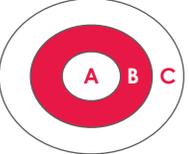


1. DISCOVER & DESIGN				3. PROMOTE & ENROLL																																																											
1.1 Purpose -				3.1 "Sales As Service" Process / Outline																																																											
1.2 People -				Sales As Service Session Quickstart Guide (click to open)																																																											
A.	1.3 Pains:			3.2 Marketing Strategies (choose at least 3) <input type="checkbox"/> Speaking <input type="checkbox"/> 1:1 Outreach <input type="checkbox"/> Referrals <input type="checkbox"/> Email Marketing <input type="checkbox"/> Networking / Events <input type="checkbox"/> Feeder Events <input type="checkbox"/> Partners/Affiliates <input type="checkbox"/> Social																																																											
B.	1.3.1. Pain 1 -																																																														
C.	1.3.2. Pain 2 -																																																														
1.4 Promise -		1.3.3. Pain 3 -		3.3 Resources/Materials (optional) <input type="checkbox"/> List of Past Clients / Prospects <input type="checkbox"/> Brochure <input type="checkbox"/> Website / Landing Page <input type="checkbox"/> Signature Presentation <input type="checkbox"/> Social Media Account / Group(s)			5. DELIGHT & INVITE																																																								
1.5 Premise -							4. PREPARE & PLAN			5.1. Mindset / Energy Practices -																																																					
1.6 Package & Price -		1.7 Problem/Solution		<table border="1" style="width: 100%; text-align: center;"> <tr> <td colspan="3">4.1 Day One</td> <td colspan="3">Day Two</td> <td colspan="3">Day Three</td> </tr> <tr> <td colspan="3">P →</td> <td colspan="3"></td> <td colspan="3"></td> </tr> <tr> <td colspan="3">S →</td> <td colspan="3"></td> <td colspan="3"></td> </tr> <tr> <td colspan="3">NP. →</td> <td colspan="3"></td> <td colspan="3"></td> </tr> <tr> <td colspan="3">NS →</td> <td colspan="3"></td> <td colspan="3"></td> </tr> <tr> <td colspan="3">Lunch</td> <td colspan="3">Lunch</td> <td colspan="3">Lunch</td> </tr> </table>						4.1 Day One			Day Two			Day Three			P →									S →									NP. →									NS →									Lunch			Lunch			Lunch		
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Retreats to Riches Quick Start Guide

1. **DISCOVER & DESIGN** - The *creative* and *strategic* foundational work for your retreat.
 - 1.1. **Purpose** - Set an intention for creating this retreat, for your business, and your life.
 - 1.2. **People** - Exactly who does your retreat serve? The more specific, the better.
 - 1.3. **3 Pains Points** -
 - 1.3.1. The pain they know and admit = the problem they're ACTIVELY seeking a solution for.
 - 1.3.2. The pain they know and *don't* admit = the emotional problem borne of not having solved the above problem.
 - 1.3.3. The pain they probably don't realize they have = the "blind spot" that your program will solve.
 - 1.4. **Promise** - The outcome your retreat provides.
 - 1.5. **Premise** - Why they should START here, with your retreat.
 - 1.6. **Package & Price** - The products and/or services bundled with your retreat.
 - 1.7. **Problem → Solution → New Problem → New Solution** - The path from the beginning to your "Big Back End."
2. **DECIDE & COMMIT** - Logistical essentials.
 - 2.1. **Dates & Times** - Set your target date so you can start finding support and a venue. Check for big events in your area so you don't overlap (this helps with accommodations, venues, traffic and more).
 - 2.2. **Crew** - Who's on your team? Consider having someone on site with you at your retreat, to support you.
 - 2.3. **Amenities** - What will you provide in your retreat? I.e., food, breaks, accommodations, etc.
 - 2.4. **Venue** - Consider where you might be able to host your retreat that will be inexpensive. Hotels are only one option.
3. **PROMOTE & ENROLL** - Putting your retreat OUT THERE and start secure attendees.
 - 3.1. **Sales** - Use "Sales As Service" to sign up participants with grace & ease. What's your sales conversation outline?
 - 3.2. **Marketing** - How will you spread the word? Choose 3 core strategies, i.e., Speaking / Preview Events (live & virtual) / Referrals / Networking / Webinars / other.
 - 3.3. **Resources & Materials** - Some items that may help you as you design, market and sell.
4. **PREPARE & PLAN** - Keep attendees excited once they sign up, and plan the content to meet their needs.
 - 4.1. **Content Development** - Organize your content for maximum impact. Consider 90 minute chunks with 30 minute breaks.
 - 4.2. **Prep-Work / "Stick Strategy"** - How can you deliver some value leading up to your retreat? This will prevent cancellations. (Too much prep work will make it difficult to sign people up close to your event date, so *some* but not *a lot*.)
 - 4.3. **Your Big Back End Offer** - What are the details of the longer journey (12 months+) of value you will invite "your" people to join you for? What will you call it?
5. **DELIGHT & INVITE** - Onsite success strategies, tools & techniques
 - 5.1. **Your Mindset / Energy** - How you get energy rich & stay there (no matter what!)?
 - 5.2. **"Magic" Delivery** - Tools & techniques for facilitation and delivering the outcome you promise.
6. **ONBOARD & DELIVER** - Delivering value → time in your Big Back End Program so that clients stay and love it.
 - 6.1. **The First 90 Days** - What will the first 90 days look like? Get new members quickly engaged, so they start getting results!
 - 6.2. **Ongoing Delivery** - What happens after the first 90 days? Keep members engaged so they continue to get results.
7. **LISTEN & EVOLVE**
 - 7.1. **Check in Periodically** - Use feedback from your clients to improve your program & drop what they're not using.