

Liesel Albrecht

The Retreat Alchemist

The Retreat Specialists Training Manual

www.lieselalbrecht.com



Magic comes to people's lives at the right time for the right reason. It can come in the form of a word, a conversation, a sight, a sound or a smell. It comes so that people can be awakened and have their minds opened to a whole new world.

Retreats do this, they can awaken you to magic, whether you be the grand magician or part of the audience.

They take you from the ordinary and give you the extraordinary. Like a magical illusion they can light up the space and change your world forever.

Welcome to this magical world and the role that you will play in changing people's lives.

Liesel Albrecht
The Retreat Specialist



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LIESEL ALBRECHT - MY STORY

So let me tell you about me and how I became the Retreat Specialist. Sawah Luas Adventures was born from a dream and a passion for travel ...what job could I do where I could cure my wanderlust as much as I wanted, but didn't have to work for anyone else? Designing Retreats and Journeys was the perfect solution! I decided on the name Sawah Luas Adventures which means wild rice in Balinese, Bali is a special place for me and you will see that I will refer to it a lot throughout this manual.

It is a place of strong spirituality and peace. When I am there I gain clarity for the questions in my life and I have seen it have this effect on many others..... More recently I changed the name to the Retreat Specialists as that is what you all are and it felt like the right fit. So who am I? What do I know about organising travel and training? I was a social worker, trainer and a secondary teacher for 26 years - a long time in the "helping" industry. Over that time I gave it everything that I had, and then after many years, I found that supporting people in this arena was not for me anymore. This is when I took stock of who I was and what I wanted to do - from this Sawah Luas Adventures was born.

I began running leadership retreats in about 1997 - I did them consistently for 10 years and then they became more spasmodic as children and life took over.

All my life I knew there was a wider world out there, my father is Austrian which meant that I had family overseas. When I was very little my aunt and nan went on a plane that took them far away to Europe, I thought it was a big swan and I loved hearing about their adventures and the gifts that they brought me were precious. I was 10 when I first went to Europe and from that moment on the flame was ignited and everything became about my next holiday and where that might be.



CONNECTIONS

I am so pleased that you have decided to take that leap of offering your clients a whole new dimension to your business - you want to take them on a retreat! How very exciting and daunting all at the same time.

There is so very much to think about, which is why you have purchased this extensive manual to support you in your planning and let you know all the things that you need to consider.

With careful planning and passion your retreat will be a successful and magical experience - not only for your clients but for you as well!



For my 40th birthday I had decided (after seeing Eat, Pray, Love by Elizabeth Gilbert) to take my two boys and travel for three months - starting in Ho Chi Minh City to Bali - we went to Vietnam, Cambodia, Thailand, Malaysia and at the end Bali.

This was an amazing and cleansing experience for us all, and it gave me time to consolidate what I knew in my heart, and the direction that I wanted to take. I came back with the need to do something different, and a colleague Kelly (she wanted to be noted for her input) suggested I become a travel agent. I did the course but hated all the formulas and calculations and realised that this wasn't the right direction for me at All.

I knew that I wanted people to have more than just a holiday. I wanted them to go away and come back just a little bit different - so I started planning women's retreats with an emphasis on self and what a success they were! I realised how much I loved doing them - as much as I had organising week long Leadership Retreats and holidays for friends - taking them to Europe, Bali and Vietnam over the years. I then made the decision to jump head first into retreats and develop experiences that give a connection to self, culture and community.

In the beginning I bought a small house in Bali in a village called Belayu, I used that for small groups of 4, I then began using villas and resorts to suit the group, I have now opened my very own retreat centre that will truly give groups a cultural and village experience.

Now my services are in demand - other professionals want me to organise their Retreats - from small and intimate to larger summits - they come to me as they know that we will give them personalised and professional advice. Retreat organising is a specialist field and we pride ourselves on this - if you Google "How to Organise a Retreat" there are some sites and advice - but none in Australia that gives the same level of support that we do.

So **CONGRATULATIONS** on taking this leap I can not wait to watch you and your business blossom and expand because of this decision.





GETTING STARTED THERE IS SO MUCH TO THINK ABOUT!!!!

A Retreat can be for a week, 10 days or a weekend - its up to you, but a decision that you need to make right at the beginning so you know what you are working towards.

They can be glorious and learning experiences. Ones where incredible productivity and connections can be made. It's the chance to have a buzz over the dinner table that just isn't often present in everyday interactions. They are the place to have 'aha' moments where the direction of your life can change in an instant.

So much to be decided - Who will go on this retreat? Do you want a small group? A larger group? Will you facilitate it alone or have another few people to form a team?

Do you know what you want in your itinerary? What are your goals? What are you offering to those that will come - what do you want them to walk away with. Knowing what you want to achieve means you can start planning how to do it, and make sure you have everything you need.

What do you want your itinerary to look like? Do you want it all structured or lots of free time or a combination of both?

What will you eat? Cooking in, taking a chef or eating at restaurants.

Where will you stay? Rent a house that has lots of bedrooms and is right by the beach or somewhere in the mountains? Ask around and be creative – somebody might have a suitable holiday house, or know somebody willing to rent one at low cost. Search out appropriate accommodation that suits your needs whether it is a house or a resort you will know when you see the one for you.

What can you contribute? What skills do you have in facilitating workshops? Or do you need to hire others to do this side of your time?

**WITH THESE THINGS IN MIND JUST DO IT!
TAKE THE PLUNGE IT WILL BE WORTH THE
HARD WORK!**



There is just so much to think about, you don't realise that when you start dreaming of a Retreat for your people.

Have you even thought about what a treat is and what it means to people?

The information in the next few pages is going to be expanded later, so be ready for the ride of your life!!!!!! I say that because organising a retreat will open up a whole new level of creativity in you - and your business. It is where the magic happens.



WHAT IS A RETREAT?

A Retreat is where a group, colleagues, friends or strangers come together for a common purpose - to learn from a Theme. A Retreat is not in your 'usual' setting, they often involve an overnight or longer stay, and give your group time to enjoy their surrounds, to talk, laugh, relax and learn. There should always be some free time - if it is all structured your group will become tired and bored and not get the most out of what they are learning. There is also the question about is a day event a retreat just because you call it one, the elements described in this manual can be used in that context but for all purposes we are describing retreat as a weekend or longer.

WHY ORGANISE A RETREAT?

You will gain a deeper understanding of yourself and stretch your knowledge and organisational skills.

You will be situating yourself as the expert in your field that offers life changing experiences.

You can potentially add a \$10,000 plus income to your business.

You will get to work, holiday and learn in an amazing setting either close to home or internationally.

Retreats can:

- Eliminate distractions of your usual lives so that you can focus on you - they step you from the ordinary to the extraordinary
- They support people to gain a connection to self
- Create a sense of shared experience and bonding to help people connect
- Set aside some uninterrupted time to learn new approaches or to solve key problems
- Allow you to step back and re-examine goals, objectives, and activities.
- Give your people a life changing experience (I like this one the best)

WHEN IS THE BEST TIME TO ORGANISE A RETREAT?

That depends totally on you, your people and a little on the destination - you need to think of things like the weather - Like Vietnam in July when the humidity is unbearable or you might not want to have lying on a beach scheduled when it is the wet season somewhere. Research about this is key and discussed further on in this manual.

If you are organising a Retreat as part of your organisation or company it can be great for regrouping after a stressful time, and if there is some spare cash lying around as a reward for hard working staff. Or for example if you've just found out that your business has received a huge and unexpected contract or grant for the next year - a retreat could be used to both celebrate your good fortune and plan out how to most effectively use your windfall.

Most likely you are reading this because you are a sole practitioner' or small business owner and want to take clients on a spiritual journey - away from the ordinary and into the extraordinary. These are the most common types of Retreats and



WHAT ARE THEY

**Holidays, Journeys
& Retreats are explained**

A JOURNEY

A Journey is similar to a Retreat – it only differs in that you might go to a few destinations while you are away. An example would be going to Vietnam and visiting Hanoi, HaLong Bay and Hoi An as part of the experience. While tours also do this a journey, like a retreat, is more personal and should focus on you. Journeys can be life changing and also encompasses the many elements that a retreat provides.

A TOUR

A Tour will take you from place to place and can still be incredibly fantastic and life changing from a travel perspective.

There is generally not workshops that instigate change and are purely a sightseeing experience.

A DAY RETREAT / WORKSHOP

There is lots of discussion in the retreat arena about whether you can call a one day event a retreat - I will leave the final decision up to you. This is what I have found working in the industry for over 20 years.

A day workshop can have retreat elements - you can hold space really well, you can set the environment to mirror what you are teaching and what you want the participants to walk away with - sometimes there are transformational experiences for the participants and sometimes there is not. Some people have truly amazing breakthroughs at a day others it takes time for them to relax and to build relationships with others so as to let their guard down and be truly engaged in the process.

Online retreats have also come into the discussion as well with so much going online - this I am sceptical about and would need to experience it before I passed a decision.

*The contents of this manual are appropriate for all settings.



RETREATS CHANGE LIVES ~ They Just Do!

A Retreat can change your life – it is an experience different to a group . Retreats are designed around a common theme and can be as diverse as the people facilitating them. They are magical experiences that can take your breath away and leave you basking in their light for a long time after you come home.

Retreats can come in all shapes and forms, and a well organised where the facilitator holds space will allow your participants the opportunity to expand their mind. A good facilitator will know how to support and encourage them on a transformational journey.

They are different to having individual workshops as they can incorporate varying experiences that a standard program cannot.

So why choose to do a Retreat? A great article [57 Reasons to go on a Retreat](http://www.createandconnect.org/blog/) - Posted in 2011 by Miranda van den Heuvel (<http://www.createandconnect.org/blog/>) it will give you ideas about the formula and components that you need for participants to benefit.

Here are some of the ones that really stood out for me:

- There is Peace and quiet and participants can get away from their normal lives
- Like minded people will be there as well
- There will be some sort of coaching theme and workshops
- Newness - new place, people and ideas
- Being unplugged from technology
- A new you - there may be a new you when you go home - refreshed and renewed
- Vision Boards might be included to start planning about future plans - what you want to dream and aim for - it sends a message to the universe saying "I want this"
- Learning from workshops and speakers
- A retreat can help with issues in their lives and find some clarification
- Me time - no constraints of children, relationships or other distractions
- Contemplation - your people will have time to contemplate their lives
- There will be laughter and fun, new connections and friendships
- Busy and down time - sight seeing and relaxing
- Sleep - you might get more than you normally do and for many that's a big attraction
- The opportunity to try something new
- The knowledge that participants are not alone in their stressors and struggles - you will find that people open up to others and talk like they haven't before often disclosing deep feelings and emotions
- People discovering their strengths and learning to use these to enhance their lives

A Retreat is a holiday in a sense, but it comes with the expectation of learning, the answering of questions and giving direction for the future and the responsibility of this will lie directly with you. You are the one organising this and you are therefore the one that needs to make sure it happens in a magical and awe inspiring way.



Magic is around
every bend in the
river



STEP ONE - THE WHY

So here we are, the very first step, you know you want to organise a Retreat - you might know a little of what that will look like - but first you should look at THE WHY.

Let's start to examine all those reasons and motives for you wanting to organise your DELICIOUS, life changing experience. One that is totally exclusive to your business and what you have to offer your people.

YOU WANT TO GIVE YOUR PARTICIPANTS A LIFE CHANGING EXPERIENCE - RIGHT?

There are so many Retreats to choose from now, so let's start from the very beginning - by doing this it will set you apart from the rest. It will make your offering spectacular and enticing in the eyes of the participant.

What can you offer that will entice people to come?

They are not going to give up their hard earned cash because of something wishy-washy - it needs to be solid from the word go. This is why The Why is so very important.

I want you to think about WHY are you wanting to organise this Retreat? This is a serious question, you need to be passionate about what you are offering because if you are planning to take (for example), 12 women away for 10 days then they will see right through your motives if it isn't what you truly have a stake in. The WHY also has a lot to do with who you are and what your values and beliefs in life and business are. If I was to ask you what your five top values are can you name them?

How are these integrated into your personal and professional life? Have a think about this - Do you live by these? Or are they just for show when others are around? Are they interwoven with your company brand? Are they reflective of how you are known? If you live by them personally and professionally and they are part of your company persona then they will truly be interwoven into the fabric of your Retreat.



THE WHY?

Why are you wanting to organise this retreat?

Who are your Audience?



STEP TWO - YOUR STORY

I want you to think for a moment what has led you here, this is deeper than knowing your WHY. Has it been something that you have wanted for awhile.....or is it something new.

Your Story is often a connection point for others - that thing that connects us - even when we don't know what that connection is - it can just be a knowing.

Do you have a script that plays in your head and that you tell people often? Usually, within a short time that you have met them. You may not even realise that you are doing this, it just flows out naturally.

How does this effect you, is it positive or toxic? Is it weighing you down - do you even realise that it is.

I want you to think about what has led you here? Has it been something that you have wanted for awhile.....or is it something new. Why do you want to run a retreat? To support others or is it something in you. I became a social worker to fix my grief - didn't work of course - I had to address that separately and by doing this I then became a better professional as I wasn't subconsciously caught up in my own trauma while trying to support others. This of course was mostly done subconsciously but I wish I had been able to see that at the time.

We all have stories and experiences that have made us who we are. It is important that you know yours so that you can, in turn, guide others on theirs. As a Retreat Facilitator, the people that come will want to know what 'your story' is. They will want to know what is it that has brought you to where you are now, why do you do what you do? Curiosity will have them wanting to know, and this why you need to be clear on what it is that you want to tell them.

This is why you need to be clear - what do you want to share? How much do you want to 'put out there' about your personal life. You may be experienced in sharing your story already so you already know what those boundaries are, but if not I don't want this to take you by surprise.

One way to do this is to put together a Life Storyline , stories are not always negative and this can allow you to see:

1. How many blessings we have in our lives
2. We realize that the negative turns in our lives can turn out okay.
3. We also realize that the negative turns have usually produced some kind of blessing, either by shaping our character or by preparing us for an important responsibility.
4. We begin to understand that our experiences have prepared us for something important.

If you would like to do one - draw a line on a piece of paper and at one end write when you were born

- List the positive and negative turns you've experienced in your life.
- Rate each positive turn on a scale of +1-10 and each negative turn on a scale of -1-10.
- Draw a horizontal line across the middle of a sheet of paper.
- In chronological order, place each life turn on the page. Draw a line up and list positive turns (the line should be as tall or short as the number value you gave it. Do the same for the negative turns.

When you're done (this is a reflective exercise and it may take you a couple days) go through each negative turn and ask yourself why you are grateful that this hardship happened to you. Ask yourself what is the redemptive value of this negative turn.

Please be aware in doing this is there is trauma sitting close to the surface that this may act as a trigger point, if it does please speak to those who can support you or call Lifeline for support on 13 11 14 (in Australia).



STEP THREE - YOUR IDEAL CLIENT

Ideal Clients - why do we need to know who we want on a Retreat? If we tell people won't they just come?

See the picture above? That is at a dress fitting in Hoi An, Vietnam. Shael, was on her 2nd Retreat with me. You see Shael is my Ideal Retreat Client.

She is in her 50's, single, has a disposable income, wants to explore the world and wants to work on herself emotionally and spiritually. Shael was referred through a friend and she came on her first Retreat to Bali with me in 2014, then she came to Vietnam and in 2016 she is coming to Europe.

Why is she my ideal client? Because other than fitting the above description she is eager and hungry for more, she trusts me to give her life changing experiences every single time we step on a plane. This is the criteria I base my Retreats on. I know where she 'hangs out', what her likes and dislikes are, and that factors like - value for money and safety are important to her.

In planning your Retreat, you need to be specific - you need to be aware of what your people want, what sort of themes interest them, what combination the itinerary might be (sightseeing and workshops?), where do they want to go to what is it they want to experience coming home from your Retreat? If you are unsure of this it is always valuable to talk to some of your Ideal clients - ask them what they want? See when they want to go to what they want to do there.

By asking these questions and being super clear on who you want to attend is one of the beginning steps in your planning. Questions like - **What is their gender? Where do they live? What do they like? What do they do in their spare time? And what are they passionate about? What do they love? What do they worry about?**

These are all relevant to knowing your target market and the best funnelling tools for advertising.

Knowing these can help you decide on your theme, the name, the itinerary and the destination.

If you are bringing a staff group you have it a lot easier as in you have your audience there and ready, but you still have to convince them of the value of taking time out from their busy lives.

A good starting point is who do you think the people are that will want to come on your retreat? Can you answer these questions?



STEP FOUR - YOUR THEME & RETREAT NAME

You now have the why, your story, and your ideal client. So now your theme and retreat name is vital - what is it you want your people to walk away with?

What do you need to offer to set yourself apart from others doing similar Retreats - what makes yours different?

This is when you start to brainstorm and form an outline of your Retreat.

A quick Google Search will bring up dozens of names for you to look at. Recently I consulted with a practitioner - from talking with her it became obvious that what she wanted from her retreat was about discovering your own sassy style, she wanted to do this in Vietnam and have time for self discovery and have clothes tailored. After some discussion she decided on the name - Styled from the Inside Out . She choose this from her vision of what she wanted the women to walk away with - a sense of inner strength and who they are and to have new clothes that match this that would suit their colouring and body shape.

Then if needed you can also add a tag-line - for example - a Journey that is to Cambodia, and is designed around community development in a village and also eating at restaurants that support community based ideas was called - A journey of Giving and the tag line is Gandhi's quote be the Change you want to see in the world. Both of these need to reflect what you want to portray and also needs to draw people in.

Try out some names and tag lines - you will know the one that resonates with you and what you are offering.

THE WHY

What is your juicy name and theme going to be?

The scene you set.

What is your promise?



STEP FIVE - YOUR PROMISE

Have you thought about what your clients will gain from coming on your retreat - what are those things they will walk away with? What are you offering them that they can not get anywhere else? Your program needs to reflect your promises. Think about what these promises mean to you, if you were looking for these things in your life would they draw you in? Have a play on a piece of paper, write down what you want your promises are for what you have in mind. Now put that aside as we will be using that later.

Let me show you an example for a retreat with Sunni and her co-facilitator Tammy. Sunni Barnett is a qualified Yoga Facilitator, Master NLP Life Coach, Hypnotherapist, Emotional Freedom Technique Healer and a Spiritual Energy Healer, and her retreat is in Bali. It is aimed at women and her promise to them is:

*They will expertly guide you through the **right foods to eat** to detox your body, maintain a healthy weight and bet very clear on what super foods will be nutritionally packed for your energy and vitality.*

*You'll also get to spend **quality time with Sunni** who will inspire you with her story, her healing and spiritual awareness.*

*When you leave the retreat **your life will be in balance and harmony** and you'll have tools that will enable you to manifest everything your heart desires, from better relationships (including with yourself), more confidence, you will have purpose, become wealthier and know how to always be at peace with yourself.*

*You will understand how you **don't need to diet to lose weight**.*

*You will know **how to easily detox your body** and be free from toxins*

*You will learn **what meditation really is** and how it can help every area of your life*

*You will walk away with **a bag of mindset tools and tricks** that will enable you to navigate your busy lives with ease and grace*

*You will **have an exercise regime** that will fit into your everyday lives and experience the beautiful dance of Yoga*

www.sunnilovelife.com

THE SCENE YOU SET or HOLDING SPACE

When you begin to promote your retreat it is important to set the scene right from that first interaction. We will discuss this again later but for now.....Use your passion, your values and your vision to capitalise on what you are giving them, use emotion to create the setting of a safe place where participants can be themselves, a place of connection to others and a supportive environment to learn and be nurtured. This applies to every type of retreat from self discovery to business development, everyone wants a safe place to grow.

It is also vital in the scene that you are setting that you are extremely clear that this is a retreat, that there is a program that they are committing to and are expected to be part of, of course there are exceptions to this but if you tell people that participation 'is up to them' then you will find half the group deciding to do different things during scheduled time. People won't turn up to workshops and it will cause some animosity between participants, I have seen it recently and it makes it difficult in many of the logistical and legal aspects of the program (more about this later when we discuss legalities).



STEP SIX - WHEN (SHOULD YOU GO)

Now you have come up with the most amazing Theme, Name and your Promises it is then important to think about the when.

The climate is an important part of this - you wouldn't go to Japan to ski when there is no snow, or Vietnam to lie on the beach in December (I've made that mistake and had to buy some winter clothes - I just assumed it was always hot there). Do not just assume!

You should not make the decision of when until you are truly sure that the weather is what you want when you get there. Obviously we cannot predict outlandish weather and natural disasters. We can though look at what the Norm is and what you would generally expect when you visit. Try the World Climate Site - this site can tell you all about the destinations weather and the best times to visit. As an example I went to the site, clicked on Europe and then Austria and then it told me the following:

Generally speaking, the best time to visit Austria is during months May, June, July, August, September and October when the average temperatures are perhaps a little cooler than preferred but still a pleasant 10°C to 20°C. If you don't mind bringing a coat, you might also enjoy visiting Austria during February, March, April and November but average temperatures are fairly cool (between 0°C and 10°C). Austria can become a little chilly in other months of the year with temperatures sub zero °C. If you don't mind the cold, then visit during January and December. But don't forget to pack your thermals! Within Austria, the warmest city is Vienna, which averages 10.6 °C for the year. The coldest city is Klagenfurt, which averages 8.6 °C for the year.

Very helpful information for your planning - try the site on the destination and see what it tells you - [World Climates](#)

In deciding when you also need to think about Festivals and Religious Holidays, when the school holidays are for your clients, might it be a busy time in their year. I usually just Google the country and holidays to find out, Lonely Planet Guides are a great source of information but this is a site I use as well - [QPP Studio](#)

Australian school term dates can be found at [School Term Dates](#)

I also know of some Retreat Organisers that have sent a survey to their mailing lists to see when suits them the best this can be an effective tool as well when

WHEN & WHERE

When are you planning on having your retreat?

Things you need to consider -

- The weather
- The time of year
- Festivals and Religious Ceremonies
- Is it school holidays
- It is a time people want to be with their family

Where are you planning on having the retreat?

- Close to home
- Overseas
- At a retreat centre
- In a resort
- What accommodation requirements do you need

Go there...it will
show you magic.





STEP EIGHT & NINE - YOUR ITINERARY & BUDGETING

These two most definitely go, hand in hand. You can't work out a budget or costing for participants without knowing what you are going to be doing on the Retreat.

The itinerary and what you have to offer has to do with everything that we have already discussed - your Theme, your Promise, your Name and The Where and When are you planning on holding the retreat.

Developing a formula and system so that all costs are covered is imperative. I am going to give you the one that I use which is very simple and you can see right from the word go what money will come in with 5, 10 and 15 participants. Its just on an excel spreadsheet and includes everything that you need.

Budgeting, like for every event, or project needs to have EVERYTHING covered, you don't want to be left short if you only get a few attendees. I heard recently about a woman that was stuck in a foreign country as she owed the hotel \$17,000 USD, she had allegedly been borrowing money from her other retreat budgets to cover the current one and it all went a bit haywire, and it is in a country where they may just jail you for this.

Years ago when I organised week long leadership retreats here in Australia I was far to generous with my allowing participants to come along and pay what they could - I would often be out of pocket and be highly stressed about the 'money' part of my retreat organisation. Now I am consistent with how I structure the budget and when I allow discounts - one point to consider is offering a 10% discount for return participants. I also have a Buy 5 and Get One Free loyalty card, I use this to entice participants back, and it also rewards them for their loyalty. I now have five women with these VIP Cards - it works and I mention it when they are on the retreat and asking what others I have coming up.

When I say everything I mean everything - even down to if I think I will want a massage or go to a day spa with clients on a shopping day, or snacks or drinks, it also includes a percentage to cover my business insurance - you should consider this as well.

I have three pricing scenarios - 5, 10 and 15 people - Five is generally the lowest amount that I will go with - although one journey to Vietnam I had 3 out of 6 pull out a month or before the journey for legitimate reasons, and then a mother and daughter the day before due to a family accident (they got no refund but claimed on travel insurance) so I went with one, which was great and she got a very specialised trip.



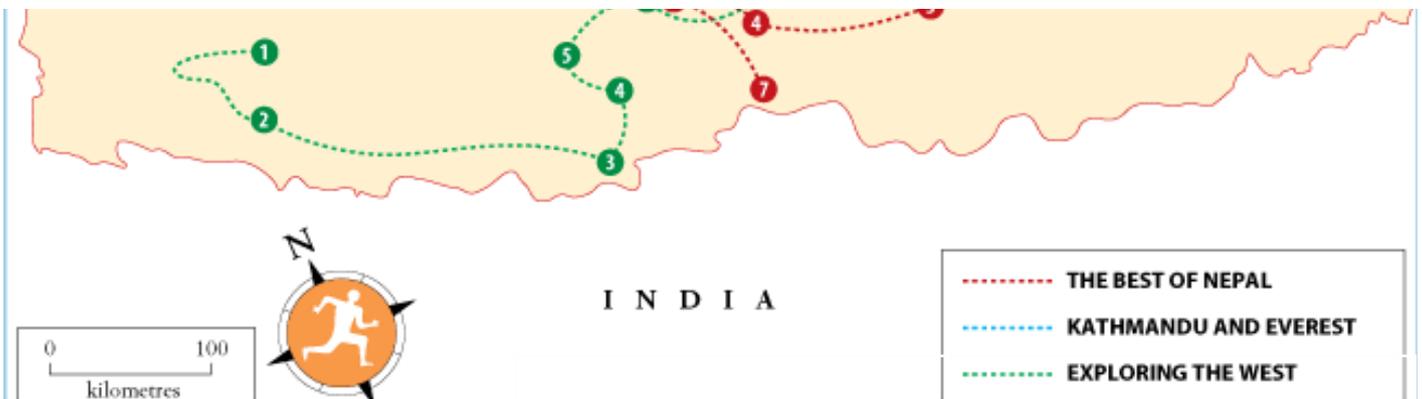
THE HOW

This is truly the finer details of organising a retreat. Ones that you might not have thought about or its reinforcing what you already know.

This is done through having a system, like everything we do systems make it work!

Then we will begin to break it down.

- **Itinerary and Budgeting**
- **How to work out profit**
- **Co Facilitating**
- **Advertising/Marketing**
- **Spreading your word**
- **Emails and Newsletters**
- **Paperwork**



STEP EIGHT - THE ITINERARY

The Itinerary, as I stated, works hand in hand with the budget, you work out what you want to include and what 'your retreat' will look like and cover to give it value.

It is important to be clear and concise - there can be a further document if someone wants a more detailed breakdown. There are important things that you need to know when planning your

itinerary - like national and religious holidays. For example if you were in Bali on Nyepi, known as the 'Day of Silence', where everything is shut and you cannot leave your resort - you could plan a day of reflection or workshops to honour the day. It is an important religious event in the Balinese Hindu culture and marks the celebration of the New Year. Check when booking what staff will be on and how functional their restaurant will be as many people travel home for this important celebration.

Take a look at this itinerary for a brief look at what can be included. In a retreat itinerary in Bali. Take a look at the one here - you can of course put in as many workshops or sessions as you want to. Also go to the travel agents and get some brochures of places that you would like to take your retreat and see what their itineraries included.

In this Itinerary example participants arrived the night before, and stayed in a hotel near the airport.

(B = Breakfast, L = Lunch, D = Dinner)

Day 1

Pick up from your accommodation approx. 10:30am

Lunch in a warung (small restaurant) along the way

Check in at our beautiful retreat accommodation Alam Sari.

Welcome by Liesel and Cherrie and we will discuss your expectations of the retreat.

Take some free time this afternoon to settle in or come with us on a guided walk to the local village of Keliki, a traditional artist's village.

Enjoy a welcome Indonesian dinner
B, L, D

Please Note that each day there will be time at breakfast and either lunch or dinner for daily reflections of our experience.

Day 2

Morning yoga & mediation with Chrissie Breakfast then a Workshop with Cherrie – Learning Through Prayer & meditation Head into Ubud & Lunch – Café Wayan, Ubud

Afternoon free in Ubud

Dinner at our villas - By twinkling fairy lights we will have a traditional dinner cooked like you would have in a family home. Wayan (who is part of my Balinese family) is a beautiful cook and can indulge us in local dishes such as nasi goreng, cap cay, mee goreng, Balinese pork, satay, betutu duck and gado gado.

B, L, D

THE HOW

Now lets look at the itinerary and an example of fitting everything in that you want to.





Day 3

Morning yoga & meditation with Chrissie

Breakfast then a **Letting Go of the Past Workshop** with Liesel
Lunch – Nasi Goreng at the villas cooked by the lovely Wayan.
We then visit the spectacular rice terraces nearby then free time
This afternoon we have a very special surprise planned for you –
something not offered to many tourists.
Dinner is at your leisure. Eat at the villa restaurant or go into Ubud.
Your choice!

B, L

Day 4

Morning yoga & mediation with Chrissie

Breakfast then a Free morning we will leave about 11.00am
Lunch Lake Warung then onto a local Monkey Forest before
heading to Tanah Lot. After this we jump back in the cars for a short
drive to Echo Beach where will enjoy the hospitality of Veronica and
Pete at Echo Beach Cafe

B, L, D

Day 5

Free day (see the suggestions – so much to choose from!)

Yoga Nidra or restorative yoga in the late afternoon.

Dinner at the villa restaurant

B, D

Day 6

Morning yoga and meditation with Chrissie

Breakfast before a **Workshop with Liesel on Moving Forward**
Lunch around the pool before we head off to the Elephant
sanctuary, POD chocolate and coffee plantation
Elephant Park entry fees included but elephant ride is not
Dinner will be at The Lotus Pond, Ubud

B, L, D

Day 7

Morning yoga & Meditation with Chrissie

Breakfast then a Brief **Gift of Giving Workshop** with Liesel
Head into Kuta for shopping & Lunch is at your leisure
Dinner – Lemongrass Thai, Kuta

B, D

Day 8

Free day (see the suggestions – so much to choose from!)

Late this afternoon we will be privileged to go to Nyoman's home
compound where we will enjoy a look at how locals live and how the
families in a village work together. While we are there we will take a
village walk and see beautiful rice fields and the village communal
areas. For dinner we will be blessed with a traditional meal of
suckling pig and other delicious dishes.

B, D

Day 9

Morning yoga & meditation with Chrissie

Breakfast and we will head off late morning to the Aroma Day Spa
in Sanur - we will feel sensational after this and when they have
done your hair there is nothing better than frocking up for a
fabulous dinner at the acclaimed Ginger moon where we might even
get to meet the owner a proud Australian expat and he can tell us
about the restaurant.

B, L, D

Day 10

Free day - options will be available to choose from.

B, D

Day 11

Morning yoga & meditation with Chrissie

Breakfast, free time and then a Lunch – light salads at our villas
This afternoon we will be going for a very special treat! A high tea at
Biku in Seminyak. We will be joined by Clare McAlaney who has
written some breathtaking books about Bali - Bali Soul Journals and
Bali Essence she will take us on a magical journey of Bali and
discuss the essence that is Bali.

Yoga Nidra or restorative yoga session

Light dinner at villas? (Because we will be stuffed!)

B, L, D + Afternoon tea

Day 12

Yoga & Breakfast

Workshop about How to Take What You Have Learnt Back Home - Cooking Class then Lunch (eat our food we made)

Free time in Ubud this afternoon for last minute shopping
Celebration dinner and a **Thank you Ceremony**

B, L, D

Day 13

Gratitude meditation

Breakfast

Some fly out early arvo and some later tonight. Transport is
provided to the airport - evening flight will visit Kuta for dinner **B**
Arrive back in Australia as per ticketed times

Meals - meals listed in the itinerary are included - you can order a
main and one other course. No drinks are included unless specified
by Group Facilitator at the beginning of the meal. Any extra food
will need to be settled with the restaurant on completion of the meal.
For the meals at the resort you will receive vouchers and dates please
give these to the restaurant staff.

Complimentary Massage to the value of 300,000 RP is included in



For every Retreat, Journey or Tour I use a table like this, I structure it so there are

- The amount of days,
- The itinerary,
- Where we will be (which is helpful if you are on a tour)
- Accommodation
- What Is Included
- What Is Excluded
- Meals that are Included
- Cost to the Business - so it can be budgeted for

Day/Date	Itinerary	Location	Accommodation	Included	Excluded	Meals Included	Cost to SLA
Eg Day 1 14/4/16	Travel from Melbourne to Bali	Bali	Alam Sari Villas, Ubud	Airfares Transport Dinner Breakfast included Daily	Transport to departure airport Entry Visa to Bali Drinks	Dinner	\$8 transfer from DPS airport to accommodation Dinner \$9 pp
Day 2	Workshop at Villa Lunch in Ubud Free time Dinner at Alam Sari	Bali	Alam Sari Villas, Ubud	All meals Taxis	Drinks	B,L,D	Lunch \$15pp Dinner \$9pp Taxi \$1pp
Day 3	Workshop at Villa Free time until 3.30pm Travel to Echo Beach for set menu dinner at Echo Beach Cafe	Bali	Alam Sari Villas, Ubud	Dinner	Lunch	B, D	Transport \$5 Dinner \$15



STEP NINE - BUDGETING

To do this correctly it is recommend having your itinerary is PLANNED COMPLETELY.

There are a few reasons for this - so your clients walk away with what you have promised them; so that you can design a well-balanced Retreat with free time; and so you can budget accordingly.

Budgeting your Retreat can be difficult to understand initially, but once you find a pricing strategy that works for you it becomes easier.

The first thing to be done is working out a guests Base Line Cost this is like the wholesale cost without your expenses and fee.

Baseline Cost Includes:

Airfare - if relevant, you can always give a cost with airfares and also without

Accommodation - know how much a single supplement will be

Food - allocate a certain amount per meal

Transfers and transport - If this is relevant (don't forget to include any taxi rides)

Tips to staff if relevant

Welcome Packs or any gifts you are giving

Extras like massages or treatments

Day trips/Sight seeing

Entry Fees

Guest Speaker Fees

Printing or Stationary

Insurance and Advertising Costs - usually \$50 AUD

Miscellaneous costs per person - usually \$50 AUD

(Of there is any other inclusions add that to your final budget - these are just the minimum)

These costs are the basis of what you begin to work out the amount that will cover you while you are there, as far as accommodation, flights, food, etc - then you can add on your profit. If you look below there is an example for a Bali Retreat.



BUDGETING

Once you have your Itinerary sorted developing a formula and system so that all costs are covered is imperative. I am going to give you the one that I use which is very simple and you can see right from the word go what money will come in with 5, 10 and 15 participants. It's just on an excel spread sheet and includes everything that you need.

Here I have included an example table with prices and calculations – this is for a Bali Retreat.

Details	Per Person Cost	Costs for 5	10	15
Flights (if Included)	\$850	\$4250	\$8500	\$12750
Accommodation	\$493	\$2465	\$4930	\$ 7395
Transfers	\$ 30	\$ 150	\$ 300	\$ 450
Transport	\$120	\$ 600	\$1200	\$ 1800
Welcome Packs	\$ 50	\$ 250	\$ 500	\$ 750
Meals	\$250	\$1250	\$2500	\$ 3750
Sightseeing	\$ 25	\$ 125	\$ 250	\$ 375
Extra Activity	\$ 25	\$ 125	\$ 250	\$ 375
Guest Speaker	\$ 20	\$ 100	\$ 200	\$ 300
Entry Fees	\$ 33	\$ 165	\$ 330	\$ 495
Insurance & Advertising	\$ 50	\$ 250	\$ 500	\$ 750
Miscellaneous	\$ 50	\$ 250	\$ 500	\$ 750
Baseline Total	\$1996	\$9980	\$19960	\$29940
Cost for facilitator (you)				
Covers all of the baseline Costs	\$399	\$1995	\$3990	\$5985
Cost for co facilitator	NA	NA	NA	NA
My Profit	\$1000	\$5000	\$10000	\$15000

See the formula on the next page to get a clear breakdown of how we came to the facilitator costs

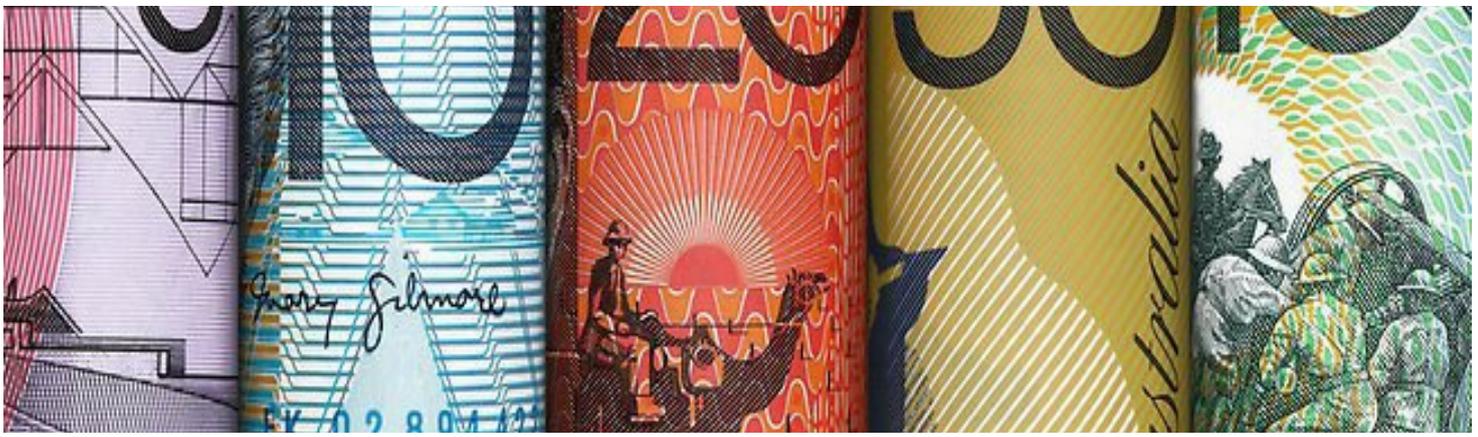


Take a look here for an example Costing Breakdown - this is an example for a Bali Retreat - costing per person is listed below. This will explain how to get your Baseline Costing which you can then add your costs and profit onto. I have also used this as an example to work out your overall costing.

Details: Please note that the Minimum number for this Retreat is 5.

Flights - in this Retreat they were included	\$ 850
Accommodation	\$ 493
Transfers	\$ 30
Transport	\$ 120
Welcome Packs	\$ 50
Meals	\$ 50
Sightseeing	\$ 25
Extra Activity eg massage	\$ 25
Guest Speaker	\$20
Entry Fees	\$ 33
Insurance & Advertising	\$ 50
Miscellaneous	\$ 50
Baseline Total	\$1996 (this is like the Wholesale Cost)

What IS In Your Costs (example):	
Airfares	\$ 850
Single Room Accommodation	\$ 986
Transfers	\$ 30
Transport	\$ 120
Meals	\$ 250
Sightseeing	\$ 25
Massage	\$ 25
Entry Fees	\$ 33
Your Travel Insurance	\$ 110 (ie)
Miscellaneous	\$ 100 (this allows for drinks and extra massage etc)
Your Total	\$2529



This is how you create your Formula:

Baseline costs are \$2529 / divided by 5 which is the minimum number for this Retreat = \$505.80 (rounded down)

\$1996 (their baseline costs) + \$505 (your baseline costs)= \$2501

Then add the profit for each person \$1000 = \$3501 being the total Investment being charged - see what is noted above about rounding numbers down.

Then if you have a co-facilitator your costing's need to include their costs \$505 (if you are offering to cover these) plus their profit

\$1996 + \$505 (your cost) + \$505 (their cost) + \$1000 (or an amount you want to make) + \$300 (their profit) = \$4302 - then rounded down to \$4299

If you are working with a co-facilitator you might choose to reduce your profit by a few hundred dollars per person, because they are doing the some or a majority of workshops you get some time without pressure.

OR

Participant Baseline Cost	\$1996
Plus Your Costs/minimum number	\$ 505 (in this example the minimum number is 5)
Plus Your Profit Per Person	\$1000 (this amount is your choice)
	\$3501 (you could then round this down to \$3499)

If you have an extra facilitator -

Participant Baseline Cost	\$1996
Plus Your & Facilitator's Costs	\$1010
Plus Your Profit Per Person	\$1000
Plus Co Facilitators Profit Per Person	\$ 300 (again an example)
	\$4306 (which could be rounded down to \$4299)



THE HOW

Here is insight into planning the Itinerary and Budgeting

Testimonials

YOUR ITINERARY & BUDGETING CONTINUED

Airfares - it is up to you if you offer these in the overall cost or not. When presenting my price I have the price inclusive of airfares and then an alternative price that is not inclusive. Often participants will want to organise their own flights so that they can arrive earlier or stay longer.

Accommodation- it is important to get the price right in your budget as you can lose a lot of money when it comes to pay the final account.

Payments - Also remember if you are paying with a Visa/Mastercard overseas your bank will slug you with a fee. See what the best option is for you - banks have so many different options. Citibank is a good one - at the Retreat Specialists this is what we use for overseas travel as they do not charge conversion or withdrawal fees - Citibank Access Card.

Transport - Make sure that drivers know exactly when you want them and what time - I always have a tip envelope for them at the end. There can sometimes be a language barrier - so getting them to repeat it back is sometimes beneficial. Also give them a copy of the itinerary and a highlighted list of days and times that you need their services.

Meals - if you don't know how much to budget for the meals ask - look on Trip Advisor, post on forums or ask those that have been there. Research until you do know!

Day Trips - Google the cost or get the hotel to organise it so you know the cost.

You Costs - are factored into your minimum number of participants - if more come you can reduce the cost, take the balance for profit or use it for something extraspecial.

We factor in \$50 for **insurance and advertising**- that means business insurance and travel insurance policies that I have. It also means that there is a pool of money for some advertising if needed.



THE BUDGET AND ITINERARY CONTINUED...

Can you see how the budget and itinerary go together. Everything that you want to do needs to be covered. You want to be left with a profit and not out of pocket!

Some Hints....

You need to make sure your group are clear on what is included and what is not - for example if you are including a massage to the value of \$60 they need to know that - I would suggest they have a voucher so when they are booking the people at the Spa also know how much they can have included. I had a retreat where a Balinese Massage was included (value \$18 AUD/180,000RP) - when I received the final account some of the group had booked different spa combinations and I then had to ask them for the balance, if they would have had a voucher that stated the value then there can be no confusion - a good learning curve for me.

Its also important to know the costs of entry fees not just estimates.

You need to be clear on what they can and can not have at meals, most are fair with what they order but in the introductory retreat discussion it is best to state what is included (this also needs to be in written information). For example, on the Itinerary it could state -

meals listed in the itinerary are included - you can order a main and one other course. No drinks are included unless specified by Group Facilitator at the beginning of the meal. Any extra food will need to be settled with the restaurant on completion of the meal. For the meals at the resort you will receive vouchers and dates please give these to the restaurant staff on arrival for the meal.

Vouchers for meals at the resort can be great ideas especially if there are many meals there. For example you might not worry about breakfast vouchers if this is included in the stay, but if there are 4 lunches there they would get 4 vouchers with the dates on them, and then the same for the dinner meals.

Its always good to budget in some 'Miscellaneous funds' for any extras you might come across.



THE HOW

The Itinerary and Budget continued

Co Facilitation





Hint - TESTIMONIALS

Just before we go on let's see some retreat testimonials - three are participants' reflections and the third is from a retreat organiser who contacted me last year in August and from this a 12 day retreat was planned and was held in June, 2015. I have included this here so you can take a moment to reflect on what you have been planning so far and the opportunity your retreat will offer others.

Secret Womens Business June 2015
 This is my first trip to this beautiful, vibrant & spiritual place - Bali. From the moment I stepped off the plane it's like it gave me a big hug. I've loved the spiritual & cultural experiences that you have been able to provide that are not on the usual travel itinerary. Your easy going, caring & very flexible nature to make sure that each & every one of us has had our needs & wants met has been very heart warming.
 The experiences of traditional meals in family villages, the beautiful rice terraces feeding elephants directly into their mouths & them hugging me is something I'll never forget. The countless amazing meals I have eaten with new experiences for my taste buds has been decadent. From dinners on Echo Beach, high tea in Seminyak & the very indulgent pampering of 5 1/2 hours at a day spa - walking out feeling as fresh as the day I was born, all little treats we never make time for. This wonderful relaxing yet spiritual journey has made me more aware of my spiritual side & helped me to open that more. The new experience of Yoga has been eye opening & very rewarding experience which I will take home with me, with all the other wonderful sights, smells & love that is Bali.
 Love Sharon xxx

Thank you Liesel for this amazing journey not only has it given me an amazing opportunity for personal growth while being surrounded by the beautiful culture of Bali, I have met amazing women & built new friendships. A humbling, exciting, challenging, confronting, fun & overall enjoyable & amazing adventure. I feel so blessed to have had this opportunity & have you all part of my first overseas trip & look forward to the next adventure in my life. Love, hope & happiness
 Liesel for you, your family & all your endeavours.
 Michelle x

Alan Sari
 Secret Women's Business
 June 2015
 Dearest Liesel,
 I am in awe at your ability to head out, your patience, good humour + kindness. Thank you for finding this beautiful, perfect haven that is Alan Sari - including meditation room!
 Much love and best wishes for the future.
 It's all so very Perfect.
 Chrissie xxx

Secret womens Business June 2015
 Thankyou for allowing me the opportunity to follow a dream and plan this trip with you. Thankyou also for 'selling me Bali' so that I could sell it to others.
 much love
 Chemie xxx



STEP TEN - CO - FACILITATION

If you decide that you want to work with another professional there are pro's and con's and these need to be weighed up by you. Working with someone else can be a very very good or very, very bad experience. Here are some points that you need to consider -

- What are the numbers on their mailing list/ and what is their client base like?
- Will their clients be likely to want to come or be able to afford to come on a retreat?
- What can they bring as far as workshops, skills and abilities to the retreat?
- What do they want to be paid, some facilitators are happy to have cost covered, some want this and a payment per head. Both of these need to be considered in your budget and final price.
- Are they happy to do regular posts about the retreat on their Facebook pages and profile - I have had people say "I don't want to harass my clients with constant posts" and then can not understand why no one has signed up for their retreat.
- Will they happily do a webinar and engage their clients about the retreat?

You will also need to have an agreement on who will do what before, during and after the retreat. I

Before - What Needs to be Done and Who Needs to Do It?

- Who will manage the Facebook Page and event? If you are sharing have specific tasks.
- How many email mail outs will be done? By whom?
- How many advertisements or post boosts will be done on Facebook and who will pay for these?
- Who will pay for any printed material?
- How will the itinerary be decided?
- Whose main responsibility is it to sign clients up to the retreat?
- Does payments go straight to you as you are the organiser or through them and their business first. If it is through their business you need to decide how this will work and get a signed and written contract.

During - While You are There!

When you are finally at the retreat it will need to be decided who does what, you need to be very clear about this so that there is no confusion.

This includes discussions about who will be first to meals, the logistical things during the program, what to do in an emergency or someone is injured. How the money will be handled for cash expenses. As a facilitator on a retreat you need to be super professional - dressing appropriately for the setting, being on time to meals, sessions and outings, are all consideration points and discussed again in Part 4.

After

How and when an evaluation and debrief will occur. How will any final accounts be paid?

Talk about how you both felt the Retreat went and what your learning's were from this.



STEP ELEVEN - BOOKING YOUR RETREAT



Many people believe that booking a retreat you need to outlay a lot of money before you even get sign ups - The Retreat Specialists do not abide by this philosophy. We encourage you to look on places like Booking.com where you can often book and pay on arrival.

If you do decide to pay a deposit please have a written contract (or at least in an email) that it both refundable and/or transferable

In the USA and Canada please have an Accommodation Contract that clearly states - the amount per room three days before the retreat, for each day during the retreat and three days after the retreat. Also have it stated about things like what is included in the room - ie tea and coffeem wifi, housekeeping.

Some extra points that are noteworthy:

- Always try to negotiate the price and the inclusions - especially if contacting the resort or retreat centre direct. If breakfast isn't included then ask if it can be.
- If you want local guides or drivers and you do not know anyone look on Trip Advisor Forums, often names will come up regularly if they are good if you cannot see one ask the question of the readers.
- Some restaurants, if they are popular please reserve your table and tell them that you are a group you may get a drink thrown in or the owner might come to talk to the group.
- Participants love extra special touches - reality is don't we all! Small things like if someone isn't feeling well then getting the kitchen to make them some special soup or a meal to settle their stomach - adding this to your retreat protocol can make all the difference in their experience. As can putting a note or something special on their pillows at night, or in their welcome packs have something you know is special to them.
- Make sure activities and day trips are booked if you do not have a driver - you don't want to get there and miss out because they are booked up.

It is ok in your marketing to state we are still confirming the perfect place for our retreat - as soon as it is confirmed we will let you know. In the mean time know it will be - this, this and this.....

BOOKING

Booking does not need to cost a fortune we often book through websites like Booking.com



HINT - INTERNET VS TRAVEL AGENT

Internet

Because of the explosion of the Internet there are other options rather than just using a travel agent to book our travel arrangements - the Internet is awash with accommodations sites, sight seeing advice, where to be, when and what to do - this is an awesome resource for travellers and everything is at your fingertips.

The benefits with booking online is sights like Booking.com you can book accommodation that can be altered and paid for on arrival. This is a great platform especially when you are trying out retreats and discovering which way suits you.

The Internet is amazing to do all your research and discover new dimensions to your Retreats and Journey's. From searching you can find the most fabulous guides and activities like Walking Food Tours in Rome, Back of the Bike Tours in Vietnam and the hire of a stretched Hummer in LA for just \$100 US an hour!

Travel Agent

While the Internet opens up a whole new world of booking there is nothing like the safety of a reliable travel agent. If you find a great one stick to them. The benefits of this are if something does go wrong I know he is on the other end of the phone and will spend hours making it 'OK'. I have known him as a dedicated agent who wants the best for his customers.

Speaking to the travel agent I use - Matt Schmitz from Travel Counsellors he says -

A professional Travel Agent offers so much more than the Internet ever can!

The only down fall with a travel agent is when you book you need to pay within a limited amount of time. It's the important small details that are pertinent to the traveller and the experiences to be had, such as; giving real time information about your chosen destinations, up to date management of all of your travel arrangements and being responsible for all of your requirements. Your personal Travel Agent is the single point of contact if travel requirements need to be amended or cancelled. At times unforeseen circumstances do occur and your travel plans may be affected, how difficult would it be to contact the individual Internet based travel companies attributed to your arrangements. For example: If you have a package holiday that includes airfares, transfers, accommodation and insurance, and any one of those component fails who do you call? The traveller would need to make several stressful calls in order to reorganise their arrangements, at times proving to be time consuming, stressful and costly. In an instance like this your travel agent would be the person that would have the situation sorted with very little inconvenience to you the traveller. The travel agent I can draw on the years of experience and industry contacts to have any situation sorted with only the best interest of the customer in mind.

A travel agent, is a one stop shop, they organise using their vast knowledge utilising tools they have been well trained on.

Without a travel agent you're on your own.



STEP TWELVE - MARKETING

There is no denying Social Media is a huge marketing tool these days - this may continue or it may not, no one knows. Right now it is one of the key places you need to be using.

Social Media encompasses - Facebook, Instagram, Snapchat, LinkedIn, and Twitter.

The algorithms of social media chops and changes but there are some things that stay the same.

Look to where your target market are hanging out and be there.

Have a Page for your business and a Group for your business.

Have a core group of Pages that you post consistently on - get your name out there. It takes time to build relationships, for others to start tagging you as the 'go to' person in your arena.

Observation shows entrepreneurs tend to post on Facebook in the morning and comment on others status's later in the day. Please don't ever worry that you are posting to much as out of 1 post - 20 out of 50 might see it.

Do Facebook lives on your Page and Group - builds the following

Use another social media platform as well -one that suits you and gets your message out there.

It is ok to post about your retreat - don't worry about overload, if you post it everyday or have it as a pinned post that is ok as well. If it isn't getting many views go to the post and comment on it to push it up your news feed.

Because of the way I use social media people think I am overseas all the time, I often get messages that say,not sure if you are in the country at the moment or not..... it is that marketing that give everyone that perception that I am away on retreats consistently.



ADVERTISING

Advertising
Social Media
Marketing



This is where your specifics for your retreat come in, this example is for a Styling Retreats in Vietnam. Cost was \$4500 AUD

SO you can see we had free things, the webinar was done by the two facilitators and the stylist. Throughout the webinar we mentioned numerous times the benefits of having clothes made to fit which ties into part of what the retreat was about.

We then offered a \$47 workshop that gave a lot of people the opportunity to play and learn about colours. We ran three of these.

This sold some people into the retreat. Others came from personal contacts and previous clients.

From their retreat there was an up sell program for six months about loving your body from the inside out.

Participants signed up from walking through the story - webinar - workshop - retreat - package. Others came in along the way. You can never know where people might enter your funnel.





SALES FUNNELS

All that you have learnt so far has been in the lead up to Sales Funnels and making sure you have your retreat funnel functioning well. Sometimes it is different to your standard business one and sometimes it is not. I describe SF as the journey people have in your business and coming to your retreats.

Most of them will have a relationship with you already, they may have used your services or know you personally, or they have been referred to you through a friend or another professional. There is only a rare occasion that people will come to your retreat with no prior knowledge of you or no connections.

You want flow in your funnel where people naturally love what you do and do not feel forced to jump into your journey. They may be there along while or a little while.



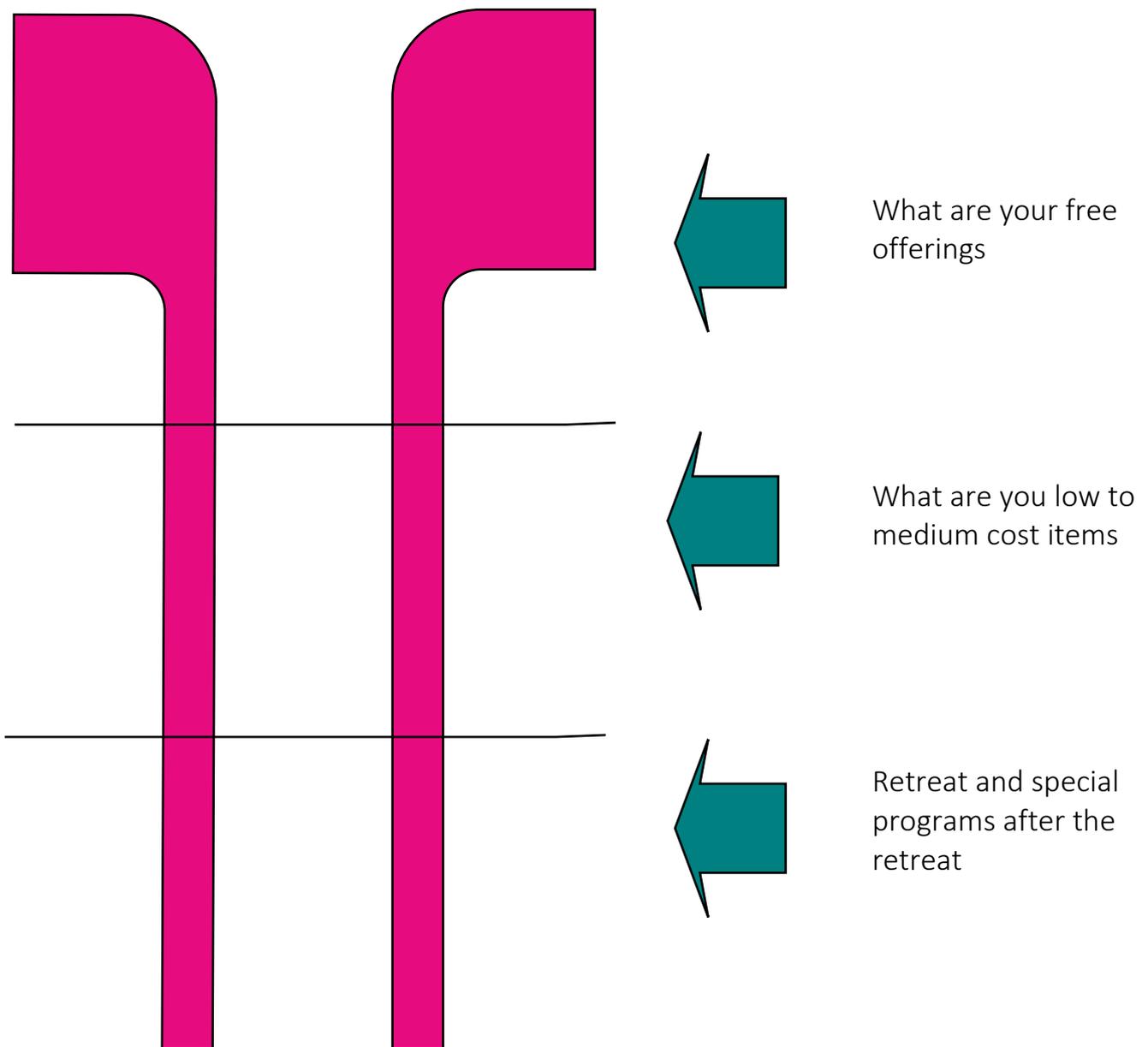
The first step into people getting to know you is free. See the examples in the picture of the funnel, I would also like to add Vlogs - a short video that then has an upgrade people can sign up to which then goes into a paid product.

A low cost item as noted in the picture

Your main offering in this case is your retreat, the funnel flows from one to another. This can be in two weeks, two months or two years. I had a woman come to Vietnam that had been watching me for 2 years before she made a decision.



Let us take a moment to look at your own Sales Funnel, what's in it, can you fill in the places with your free and medium cost items that bring people into the story of your business.





WHAT TO INCLUDE ON A WEBPAGE

Lumpy custard or crème brulee? Which would you prefer your retreat to look like?

A good web page is vital, and here are some of the key things you need to include.

Have an eye catching banner, with a gorgeous photo, it needs to have the name and dates of your retreat and needs to jump out at them with pizzazz. Use colors that match your branding and make your work distinctive from others

Then you need to draw them in with a statement or question that says who the retreat is for -

Are you a woman that is searching and you aren't quite sure what you are searching for? Phrases that spark interest and have them thinking 'that's me'

Then insert an imaginative setting

Can you imagine what it would be like to be with 14 other women... where you need to choose between a massage on the beach or in a local spa.

This is where you get them thinking 'I'd love that' it speaks the language of the client that you have identified previously.

Then list the benefits of coming on the retreat - that's what they will walk away with.

This is where you list your promises

Then list all the rest of the information

Venue, Cuisine, Workshops, Activities and Itinerary - clearly labeled so your readers don't get confused. Here is also a place to list some other questions, whose coming, how will I get there etc.

Then comes your list of what's included and what is not and the cost

You should also list your cancellation policy here as well

Then your biography

Please make sure you have a good photo of yourself to included.

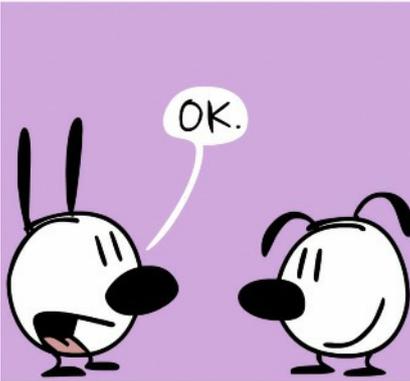
SAWAH LUAS ADVENTURES REGISTRATION FORM

Name of Trip and Destination:

Date:

Trip Leader/s:

STEP 13 - SYSTEMS



So you have done all the advertising, word of mouth has spread and you have people beginning to contact you as they want to come.

You need to make it personal yet functional and easy - for you and for them.

Paperwork, like in any job is very important, you need a paper trail for all your records and taxes but you also need this if anything goes wrong.

This is the process and what we use at The Retreat Specialists so that it is an easy process that does not take up too much time or create stress. These are the steps that are recommended to follow, some of them may seem small but they are still vital in the overall picture:

THE HOW

When Participants Sign Up Until Departure

- Have a spread sheet set up for names, contact details, payment amounts, travel details etc (see included Proforma). If you have more than one retreat happening then include them in one spread sheet save flicking between two or three. I also keep track of people making enquiries and ask if they would like to go on my mailing list.
- Send participants an email outlining the retreat and the payment details. Make sure you tell them how glad you are that they are attending. Have this automated, but if needed write a personalised one.
- Get a deposit and organise a payment schedule. This can be designed to suit you - after the deposit we usually break it down into a few months - ie total cost \$2800 less \$200 deposit then the balance of \$2600 / 6 months is \$434 per month - set a date that its due and encourage them to contact you if they are struggling to make their payments.
- Send them a Registration Form (the one in this manual can be used and adapted if you would like to) so that you have all of their details.
- They need to have signed and agreed with your Liability and Disclaimer.
- Let the participants know when you have received any payments, this could be done in an SMS, email or Facebook message.
- Invite them to be part of a Facebook page, if someone isn't on Facebook them make sure you keep them up to date as well.
- Have emails ready to send out periodically which includes information about the retreat, destination information, currency conversion points, some local language hints, a list of things for them to bring. etc.

SAWAH LUAS ADVENTURES ATTENDANCE AGREEMENT

Agreement (this "Agreement") is entered into as of your retreat/journey/tour and between _____ ("Participant") and I (Sawah Luas Adventures)

- It is important that participants have plenty of warning if they need to get a Visa or vaccinations for the country you are travelling to. I advise them to ask their medical professionals about vaccinations. Provide Visa details, appropriate websites, and forms if necessary.
- There can not be enough **emphasis** on the the importance of keeping a record of incoming and outgoing payments. If you don't that is when confusion can happen of who has paid, what money, and when.
- Travel insurance is very important for each participant, particularly if there is an accident that results in medical assistance, or a loss/theft of possessions - in my first email and every correspondence after this I emphasise this and also need a copy before the retreat occurs. Often in overseas hospitals they will not proceed with any treatment unless payment is made or an insurance company gives the ok. I don't allow participants without Travel Insurance.
- Don't forget to update regularly and post on the Facebook Page.
- Build connections between participants, some know each other and others may not, if possible have a dinner before you leave or at least some sort of skype or hook up call where they can all 'meet'.
- Be ready for the questions - because they will come, even the participants that have travelled before will want to know 'things' - there will be numerous questions about connectivity while they are there, some want to know if their hair straightener and hair dryer will work at the destination, what food is there, what currency should they take, can they change money after arrival, you name you will be asked it. So be ready with the answers, if you don't know you will need to find out!
- Plan your Welcome Packs - this is a special touch to the retreat. Depending on the theme I will sometimes make them specialised. If they are in your thoughts you might be somewhere and see the perfect thing to add - like destination guides and books, a sarong or scarf, or a nice journal to record their Journey.
- Learn about any medical conditions or allergies.
- You can also update participants with videos - they need only be a minute or 2 in length and you can say everything you need to let them know - we know a lot of people take in information if they see and hear it rather than read it.
- Participants need to be given contact details for friends and family while they are away.
- Remind participants about mobile Roaming Charges and that they need to find out how to turn mobile data off on their devices.
- In the list of things to bring always tell women to bring sanitary items - in some places you can not get tampons only sanitary pads because of cultural laws.
- If the participants are on medication always advise them to pack this in their carry on luggage - unless its over 100ml of liquid - and while its rarely asked best to have a letter or medication list from their doctor.
- Make contact with individuals a few days before their departure (remember some may be travelling at different times). It can be a simple text message that states "Hi Michelle, just checking in to see if you have any last minute questions - only a few days to go. If you have any issues getting to the airport please let me know". That will then prompt them to ask anything they need to.



STEP 14 - RISK MANAGEMENT POLICIES

It is vital that you have a Risk Management Procedure that covers what to do in the event of an accident or emergency. No matter how minor or serious if you know what needs to happen in the event of something then it makes it easier if you are not thinking clearly because of what has occurred.

Outlined below is what Sawah Luas Adventures have in place and you can clearly see what is expected in the result of an incident. To follow on with this we have an Incident Form that is taken on the retreat and completed and signed by the Sawah Luas Representative and the participant, when practical. It is also good to get a witness to sign also if there was one as an impartial party. Remember if the incident is a theft then you must have a police report to support your insurance claim.

It is best to spend five minutes filling out a form than to not have it in your records. An Incident Reporting Form can be used in the event of a participant getting a mild case of “Bali Belly” and for a sprained ankle right thorough to more serious incidences. It is there for the recording of the incident so in the case of legal proceedings or travel insurance claims it can be referred to.

Like insurance it is important to have the paperwork to cover you if needed. There are many great sites if you do a Google Search that can help you get an idea of what you need.

RISK MANAGEMENT PROCEDURES FOR THE RETREAT SPECIALISTS

1. All clients must have comprehensive travel insurance and a copy must be provided before the Retreat commences.
2. At the arrival at accommodation the evacuation schedule is explained and a meeting point in the event of an emergency is discussed.
3. In the event of a political coo or terrorism attack we will go straight to the local consulate – if there is not a local consulate we would go to – New Zealand, Canadian or the British Consulate. Address and location are made known to guides and drivers and are left in the vehicle.

THE HOW

Risk Management Strategies



4. In the event of a motor accident – the injured will be transported by ambulance or vehicle to the local hospital. Example - In Bali and Vietnam the preferred hospitals are: (in other locations the same is not-
ed in paperwork folder to be carried with team on the entire Retreat/Journey).

BIMC

**Jalan By Pass Ngurah Rai 100X
Kuta, Indonesia
Tel: +62 361 761263**

In HCMC, Vietnam

**Cho Ray Hospital
201 ĐL Nguyen Chi Thanh, District 5;
Tel: 84855 4137**

In Hoi An, Vietnam

**Pacific Hoospital
6 Phan Dinh Phung, Vietnam
Tel: 84 510 392 1656**

In HaNoi, Vietnam

**Vinmec International Hospital
458 Minh Khai, Hai Ba Trung Dist., Ha Noi
Tel: 84-4-3974 3556**

5. In the event of a participant being hurt – the lead driver and the Sawah Luas Representative will go with the participant to the hospital and contact travel insurance agency.
6. In the event of illness the lead tour driver and the Sawah Luas Representative will go with the participant to the pharmacy/medical centre/hospital and contact travel insurance agency.
7. In Bali all participants will be a member of Bali Assist and therefore assistance will be provided by them in the event of any issues arising.
8. In the event of Mental Health Issues disclosed on a Registration form relevant mental health professionals details are required and will be contacted for advice.
9. In the event of conflict and unsatisfactory behaviour that can not be resolved participants will be asked to leave but all effort will be made to resolve issues or assist with change of flights or accommodation.
10. If in the event of flight delay participants will cover own costs when practical and claim this on their travel insurance.

It is so important to have a plan that is clear, in the event of an accident or event you may not be thinking clearly and procedures need to be followed. Drivers and participants should be aware of this so that best



STEP 15 - BUSINESS INSURANCE & SOME LEGAL POINTERS

Like any business you need to be aware of the legalities of deciding to run a retreat.

Important points to consider are :

- You must always have the appropriate clause in your business insurance that covers you legally for taking clients on Retreats. You need to be certain it covers you both inside and outside of the country.
- Have participants sign an Attendance Indemnity Agreement. This should cover everything from activities that they undertake out of the program, to advice taken from the Retreat. You do not want to be held responsible if one or more decide to go out for some nightlife and have an accident when they are out. Or if they go home and quit their job and lose their house due to advice on goal setting.
- Co-facilitators – If you are hiring other professionals to come on the retreat, you should have a contract with them. This contract should set forth how much they will be paid, how many classes they will be teaching, expectations outside of their teaching when on the retreat. Also, the contract should address what happens if that teacher is unable to teach a workshop or cannot come at the last minute. Do they have a back up colleague that can come. They should also have their own insurance to cover themselves (both business and travel).
- Make sure you have a copy of your Participants Travel Insurance before you leave home and all documentation when you leave the Retreat Accommodation for sight seeing and outings, if something were to happen then its easier if you have the information with you. I always have 2 copies so I can leave one with the other facilitator or one of the drivers.
- While this is not a legal requirement I place this here because it is important - please give your participants information that is relevant to your destinations laws - I do this in a written and spoken form - if they know then they are less likely to get into trouble. This is particularly relevant in countries where there are strict laws such as The United Arab Emirates and Singapore.



THE HOW

Here is some Legal Pointers which are very important to know and be covered for when you are taking participants to a different location.



In the movie *Field of Dreams* - the main character played by Kevin Costner - called Ray - hears a voice that says "build it and he will come". Ray listened to this voice when many wouldn't have, and after a spiritual journey to his past it was built.

Then 'he' - the spirit of Ray's father came and so did many, many others - and when they came 'they remembered' - they remembered what it was like to be a child, they had memories of the past and reconnected with themselves.

Some magic was created with what Ray did - the same as what you will create. The perfect retreat will change lives.
Build it and they will come.



STEP 16 - YOUR MAGICAL AND LIFE CHANGING RETREAT IS FINALLY HERE!

All your hard work has paid off, how exciting you are here at your fabulous retreat - as you are reading this picture it all in your mind - think about the sights, the smells and what you will be feeling. Its pretty awesome to know you have created this.

Leading up to the departure there are some things to think about. Make sure you have contacted all the participants in some form in the week before you leave, if you can manage some get together's live or through a program like Zoom then this is a great way to connect them.

Welcome packs

Make sure you have enough of everything and they are organised for when participants arrive. You can give them out how you want - on their beds, on a registration table if you are having one or in the first workshop shortly after they are settled in. You may have already sent part of them out before you leave.

Your Arrival

Try to arrive the day before so that you are refreshed and had a good nights sleep. If this is not possible - like when you are travelling with the group to an overseas destination - no matter how tired and possibly jet lagged you are you need to be on top of your game. It is expected - for you this is not a holiday! You will get to bed eventually.

Group Arrival

If you are arriving before the participants be at the hotel, resort, retreat centre or airport when they arrive, be visible especially if members of your group do not know you (have a sign if needed). If you are meeting them to travel together then same rule about visibility applies at the meeting point.

Program and Itinerary

You need to have an itinerary that has the times on it from breakfast through to anything you are doing in the evening.

For example -

8.00am Breakfast

10.30am Workshop

12.00pm Depart for lunch, then free time

4.00pm Transport depart back to the resort - You get the idea!

Etc, etc - you get the picture

YOU ARE THERE!

**Everything you need to know
when you arrive at your
destination and during the
retreat**



First Workshop/Discussion

Soon after arrival you need to meet to welcome everyone officially and go through all the logistical parts of the retreat. This needs to include important points like:

- Introduce yourself and get the group to introduce themselves. If they do not know you they will want to learn how you came to be doing Retreats
- Discuss workshops and outings and that if anyone does not want to do something to come to see you
- Meeting points in an emergency
- Where there will be something written with the daily itinerary (like a small white board)
- Who to see for things like - what do they do if they need another pillow, the toilet is blocked or they can not connect to the hotel wifi, all the things you don't know and do not have time to deal with - trust me they will still come to you and then just redirect them
- What to do if they become unwell
- Where the transport meeting point is
- What to do if they get lost while they are out, always suggest they have your number or a drivers number that can be called, along with a card from your accommodation. This is even relevant in your home country.
- Details about meals and vouchers if you are using them
- Details of the spa voucher if you are having one
- Workshops outline
- Sight seeing details
- Discussions about money if it is a different currency go through each of the notes/coins
- Tips on shopping etc particularly if there is a bartering expectation
- Let them know your boundaries during the Retreat - for example if you are in your room and they need you what should they do. This is a personal choice.

Anything you have forgotten you can bring up later, allow some time for getting settled and oriented.

Co Facilitators

If you have a co facilitator you need to discuss the expectations for the retreat -small points like agreeing about arriving for meals, outings and workshops - should you both be there early - or will you alternate? What is the expectation of the other person in relation to workshops. Also how it will work if one facilitator wants some free time. Make sure you are on 'the same page' this is so very important - you can not have any angst between the 2 of you as participants will notice.

Keeping Staff up to Date

Let the kitchen and reception staff informed of your movements it helps in the ease of meals and programmed activities. If you are using vouchers for meals or inclusions let them know how they must work. It pays to give reception an Itinerary so they know what your plans are. If you are in an Airbnb house this would be the same if relevant.

Confirming Activities

If you are booked in for an excursion or an external workshop confirm after you arrive - there can be miscommunication at times so it never hurts to check. It also gives time to organise a back up should something not be booked as planned. Trust me it happens!

Daily Information

Have something that is visible and could be in the main meeting area or on the breakfast table so it can be seen. Participants will forget - even when they all are there and listening it is guaranteed that there will be a few that will not take in what you are saying.

Times

You will need to stick more or less to your times when you can, otherwise it can result in stress with hotel staff, drivers and places where you have bookings. If you have a slow group tell them earlier than you need them somewhere.



Meals

The participants need to be aware of what they can order and how the vouchers work - if you are choosing to do it this way. Another way is at breakfast each morning state if the meals are included or not for that day. Always make sure staff are aware of included meals so they can charge accordingly. Even if you are renting a property and eating in it I good to explain how the meals will work.

Scheduling

If you are finding the program is to much then it is ok to change it to suit your group, you will know when participants are unhappy - they will tell you. Don't be stuck in stone, change is ok and I still chop and change things at retreats because every group is different. What you think will work in the planning may not work once you are there.

Money

Make sure you keep all of the receipts, all the group ones and all of yours (except personal shopping) you will need these for tax time. It is good practice that you do your 'books' every night' what has been spent and on what this makes it much easier when you come home to finalise the accounts and balancing everything.

Keep your personal money separate so there can be no confusion of what money belongs where. Sawah Luas Adventures deal mostly in cash, when in Asia, for drivers and meals and sight seeing - money is exchanged after arrival and then separate it into labelled envelopes. An example is for a trip to Bali (yep another Bali referral) I often have three drivers - I might use 2 or 3 depending on the day and how far we are travelling.

Then the envelopes are labelled with the drivers names, how many days we are using them and the amount paid and then put the money inside, some want it each day others may want it at the end, or half at the beginning and half at the end. I never pay them up front unless I know them well. Use your room safe to keep money and valuables in.

Extra Touches

I mentioned earlier about 'extra touches' simple things like complimenting participants, a thank you card at the end talking about what you have observed about them (all the positives) during the Retreat. Fresh flowers in the room, chocolates on their bed at night all of these touches make a huge difference to their experience. If you find money there is some extra money from a meal offer to pay for drinks or pay for a coffee.

Checking In

Keeping your eye out and observing how everyone is going is very important, if someone isn't coping or past trauma has arisen then you will need to be extra attentive. It may be something simple like they are homesick or overwhelmed with feelings of freedom.

Evaluations

These are an important end to the retreat and are a great way of seeing how the participants have responded to the retreat. It is a good tool for changes or hints for next time. Most will be happy with everything, but there is always one or two that make suggestions and can be negative. Don't take this to heart just learn from it!



STEP 17 MANAGING PARTICIPANTS

COUNSELLING RETREAT STYLE

Emotions & Difficult Clients

If you do not have any counselling background then I would suggest you do some reading and talk to those that do. Inevitably when you are dealing with emotions and time out of ordinary lives 'stuff' will come up, when participants least expect it.

An assumption could be made that if you are organising a Retreat that you have at least some experience of working with people. If not, we happy for you to contact us and have a Skype session of the ways to handle difficult and emotional situations.

There are some very basic skills that you can use if someone comes to you and wants to talk -

- Listen they may just want to talk.
- If they are talking about really negative experience focus on their strengths, what did they draw on to get through the situation, what did they learn from it.
- If they keep saying 'I don't know' to questions ask them what they might say if they did know.
- Get them focusing on the future - what changes can they make to take steps forward.
- You can use terms like 'if I had a magic wand and can make everything better what would that look like?'
- Never leave a conversation if they are upset and in the depths of their trauma, when the conversation is drawing to an end, start really focusing on the positives that you have seen in them. It can be anything, if you can not think of anything ask them what their friends see as their strengths.
- They may disclose something that has a high level of trauma. If you are not experienced this can be distressing - have someone you can call and debrief with either during the retreat or afterwards.

Here is some information on Strength Based Counselling, extracted from: <http://lvcounseling.com/2011/08/31/what-is-strengths-based-counseling/>

'Strengths-based counselling focuses on the inherent strengths and skills that people already have, and uses it as building blocks for future success and problem-solving. Instead of just focusing attention on the problem or using language that stigmatises or makes people feel like a victim, a strengths-focused approach empowers people by drawing attention to the positives that already exist within and around them. This approach dictates that people aren't defined by their problem, diagnosis, or illness. Instead they are defined by their capacity for growth and change. Utilizing a strengths-based approach can be particularly useful for individuals who feel overwhelmed by the enormity of their problems. By re-framing one's perception of the situation from focusing on everything that is wrong to one that , focuses on what is right you can begin to develop positive, realistic, and achievable goals'.

I have 26 years experience as a social worker and youth worker, and I can tell you there will still be stories that stop me in my tracks. Its ok to tell someone that you don't know what to say, its ok to say "I am really glad you told me this, would it be helpful if we find someone who can support you when we get home".

I just want to add in here that if you are doing meditation and visualisations it can sometimes give people flash backs and they can become distressed - just something to be aware of if you are not experienced.

Retreats can be overwhelming experiences for some, it will often be the first time they are really away from all their family and suddenly they have only their own thoughts to deal with. I have seen women make life changing decisions and deal with their 'stuff' while they are away. You will do the best with what you know and if you need to have someone to call at home for advice please do this.



YOU ARE THERE!

There will always be difficult clients - they are scattered through the most amazing ones that love every moment of the retreat.

Always remember that the difficult ones have a story and a reason they are like that - maybe you will be the instrument to change their lives around.

DIFFICULT CLIENTS

Difficult clients can cause problems during the Retreat - if possible build a relationship with them so that their focus is taken away from the negativity that they are building.

If others come to you about that person - listen and acknowledge them as well. This is a skill learned from practice and sometimes you just need to breath and take 5 minutes time out to think about your approach.

1. Choose your words carefully - this is an important point to remember - every time. You need to be seen as the person that participants can go to, the impartial one. If there is conflict within the group it is so important that you are seen as not taking sides - even though you might be making them in your head.

2. Add FromLE to the end of ignorant statements - I found this on the Internet doing some research about conflict years ago it stands for From My Limited Experience - the trick is to add this phrase—mentally—to the end of statements others say that offend you. (So say it in your head) An example that I can think of is a woman that came on a retreat - she was a very logical person but very negative and would make statements about the chef at the villas that we were staying at - when ever she made a negative comment about the food I would all FromLE to the end of her sentence in my head - it didn't change what she was saying but it calmed me in my head and I was able to choose my words more carefully that I said to her. (sadly I can not remember where I found this so can not credit the source)

3. Be *very* specific, use measurable's - sometimes different participants may just want to be heard and want to unload on you—at great length and multiple times. When they are making sweeping statements ask for specific details. Statements like “nothing’s working” or “you never leave on time”, then your best bet is to make them get specific. Ask them for examples of what the problem is and propose measurable solutions for the problem. Ask them straight out - “If we solve your problem, does that fix this situation?” Specifics are your friend when you’re dealing with



4. Acknowledge, but don't agree- agreeing will make them think that you are on their side, when instead you need to be impartial. Sometimes agreeing with a client who is not happy will add fuel to their unhappiness. If you can acknowledge their position and shift the conversation to the resolution—the measurable—you're moving away from the ranting and toward a solution for their complaint.

5. Pin down the outcome - discuss what the participant wants to change - it may be totally achievable and it may not, but talking about it and discussing the outcome that they would like can help them get clarity. I had one lady who was irritated for the first three days of a retreat, there was some of the group that she would not even talk to. She was telling others how much she hated the retreat - when I spoke to her it became evident that she was very tired as some of the group (the ones that that she was not talking to) would sit on their balcony and talk to early hours of the morning and it was keeping her awake. As she lives in a quiet area and there is no noise at night this was an issue for her. I spoke to the whole group about consideration and noise at night, they realised their mistake and they apologised and everything was ok from then. Obviously not every situation is solved this easily but it gives you a brief example.

6. Use visual reminders and document it - It can be beneficial to write the issues down, particularly if you think that there may be problems later in the retreat or when we return home. It can also help to draw a mind map of the issue and the solutions and the measurable's. This can help some people get logic to what they are saying and a visual picture can help may resolve and understand what is occurring in their heads and hearts.

7. Recognise a real personality conflict - It happens! Sometimes you're just going to run into an oil-and-water scenario where you can't find a way to resolve the issue of a participant. In this instance there are really two choices -

they can leave the retreat and you can support them to find other accommodation at their own expense or they can go home, also at their own expense. If this was to happen spend some time talking to the rest of the group for a debrief and for people to talk about what they are feeling.

Like with the counselling if you are not experienced in handling this have someone you trust at home that you can refer to or debrief with if necessary.

Conflict is not easy in any situation, as the retreat leader you need to stay calm, rational and while you might not agree with what is being said you need to stay impartial. If you are being verbally attacked you need to look beyond what they are saying - try to determine what the bigger issue is and if what they are voicing is valid. A retreat is a healing opportunity for many so to have a conflict arise can cause others to have past possible incidences triggered so you want to avoid this at all costs. Dealing with conflict and complaints when they first arise is the best way to try to do this.

Along with the FroMLE, I also love that Richard Gere, the actor uses a great practice when he is dealing with people, in his head he states - "I wish you love" at the beginning and end of each conversation. This is a great practice for grounding particularly on a Retreat and it helps radiate my



ALONG THE WAY.....



WELL DONE!

During the retreat

Well done you are home, the retreat is done and dusted - until you start planning your next one!

Take some time to read your evaluations.

Be in AWE of what you have achieved.

This is all the "other stuff" that you need to know when you are at the Retreat:

- Be on time or early for everything - meals, outings, workshops, sessions etc. You need to set the standard, and remember you are not on holidays you are running the retreat.
- Make sure you have time out, and get some sleep, don't stay up all night talking, you need to get some rest so you can last the distance.
- If people are breaking into different groups to do free time activities make sure you greet them when they get back, to find out about their day and experience.
- Sit with a different person at each meal so as everyone feels important.
- The participants will see you as the 'go to' person for the whole retreat. So you will either need to direct them to the hotel staff for things - and you will have to tell people numerous times that you do not know how to connect the Internet or fix the server or you need to know.
- It can be helpful to know about some logistical things like where to get SIM Cards, whether they can change money at the hotel, where they can get clean pool towels and how to get laundry done. You will be asked these questions lots of times so its just easier for you to know the answers.
- Special add on's during the retreat are nice and make them memorable - even little things like if you stop at a convenience store buying everyone an ice cream or drink.
- Be kind - participants will remember this more than almost anything.
- Do not ever, ever complain about another participant to another attendee - that is a very unprofessional thing to do and not good business practice. If you have a co facilitator there its ok to talk to them about your feelings - you should have daily 10 minutes catch ups to talk about the itinerary and how it is going.
- Make the final dinner special - an activity like a 'gift giving' exercise where participants give a gift that they have brought to the other person - a bit like a Secret Santa. They talk about why they have brought this particular gift and it is always an emotional time.
- You can have something like a candle ceremony where you light lots of tea light candles and then have one they pass around to talk about their feelings and what they have gained. This will always bring forth tears particularly if a participant has had huge emotional and life changing shifts.
- Remember you create the atmosphere of the whole retreat - you need



STEP 18 - NOW YOU ARE HOME!

Make sure you take a printed and professional looking evaluation to your retreat. I have not included one of these in the Proforma's as they need to be tailored specifically to what you have offered. It is always good to ask if the retreat has fulfilled the expectations that they thought it would.

Questions to ask yourself

Did you meet your objectives for the Retreat?

How did you feel about the facilities?

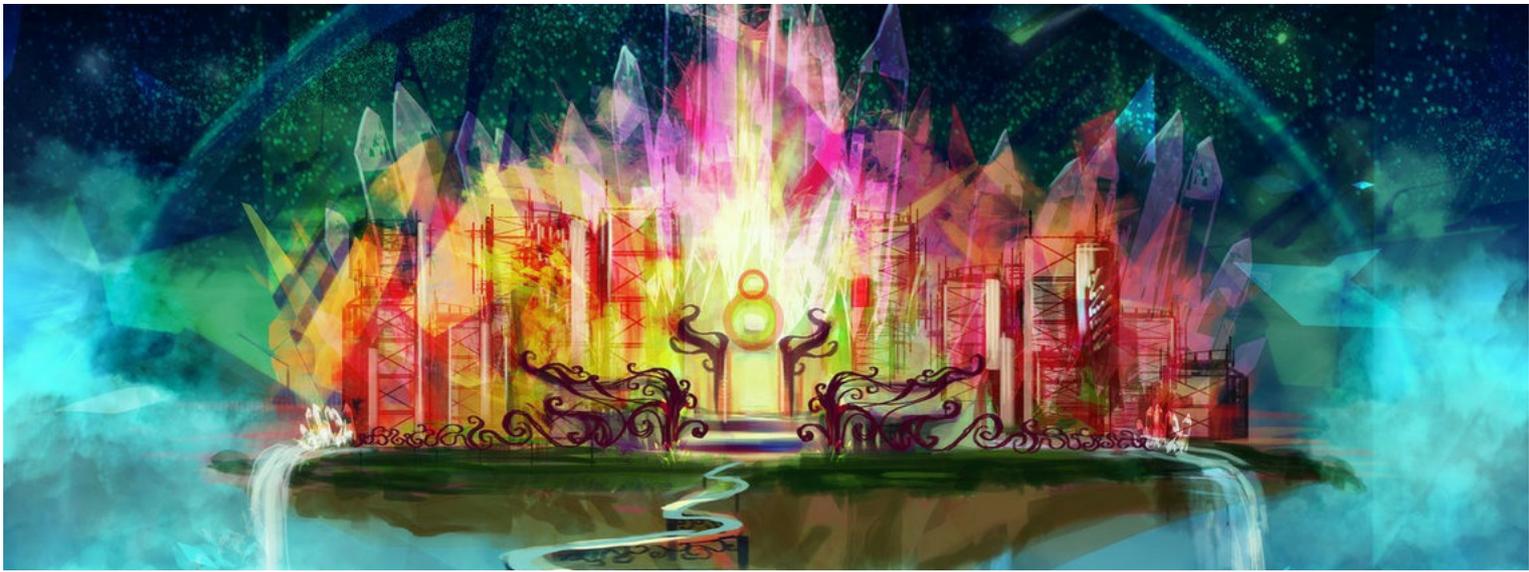
How did you feel about (specific activity)?

What did you like or not like about (specific activity)?

What parts of the Retreat do you think will be most useful to you in advancing the development of your business? Why? _____

What parts of the Retreat were least helpful to you? Why? _____

Was there a good balance between free and structured time? _____



Congratulations!

You have created an experience to change people's lives.

Remember what I wrote right at the beginning - Magic comes to peoples lives at the right time for the right reason.

It can come in the form of a word, a conversation, a sight, a sound or a smell. Magic comes so that people can be awakened and have their minds opened to a whole new world.

Retreats do this, your retreat has done this.

You have been the magician that has created magic.

You have created a scenario that takes them from the ordinary and gives them the extraordinary.

Like a magical illusion you have lightened up their space and changed their lives forever.

Welcome to this magical world and the privileged role you now have in it.