



RETREAT SUCCESS CHECKLIST

From Dream to
Launch in 15 Steps

RETREAT
LEADERS SOCIETY



Dear Retreat Visionary,

First and foremost, a heartfelt welcome to our retreat planning community! I'm Brockell Briddle, founder of Retreat Leaders Society and Wanderlust Women. As you embark on this transformative journey of planning, launching, and succeeding with your retreat, I want you to know that I've been where you are and I understand the challenges that lie ahead. But with the right guide, you'll be equipped to turn your dreams into reality.

A little about me: I've been teaching yoga for over 11 years, with my heart and soul deeply rooted in its practice since 2006. My dual passions for yoga and travel always beckoned me to blend them into a fulfilling career. And in 2014, when I assisted my first yoga retreat in the lush locales of Costa Rica, my life shifted in the most beautiful ways.

Over the next 5 years, I was blessed to travel the world, mentored in the intricate art of retreat facilitation. By 2019, my dream took shape with the birth of Wanderlust women, a women's retreat and travel company, allowing me to lead empowering retreats on a global scale.

Today, my mission has evolved further. I am driven to help incredible women like you overcome hurdles, realize their innate potential, and create lasting impact. I'm a firm believer in the magic of retreats as potent containers for healing and transformation. My journey from a passionate teacher to a retreat leader and now, a mentor for others, has been filled with challenges, learnings, and immense fulfillment. I want you to embrace this path with fewer bumps and more triumphs.

This Retreat Success Blueprint encapsulates my years of experience and insights, designed to offer you tangible results:

- ★ A clear vision of your retreat, resonating with your ideal audience.
- ★ Effective strategies to fill retreat spots and maximize profitability.
- ★ An enriched understanding of retreat logistics for an unforgettable attendee experience.

If you feel the calling to take this even further, I invite you to book a call and discover more about my 1:1 and group coaching programs inside of the Profitable Retreat Leader's Society. Dive deep, get personalized mentorship, and truly bring your retreat dreams to fruition.

I would be deeply honored to accompany you on this transformative journey. After all, the world needs your unique light and offering, and there's no better time than now to shine.

With warmth and gratitude,
Brockell Briddle
RYT500, YACEP, LMT

[BOOK YOUR FREE
BREAKTHROUGH CALL HERE](#)



15 STEPS TO RETREAT SUCCESS

1. Dream + Vision

- Define WHO the event is for (Ideal Client Avatar)
- WHAT you will do at the event
- WHY you will host the event



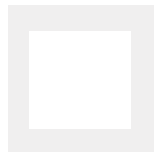
2. Set Goals + Assess Risk

- Consider your readiness
- Consider your risk - personal + professional
 - Set measurable goals - participants, profit, etc.



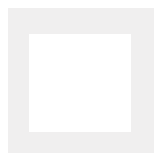
3. Create Your Retreat Offer

- Create a retreat offer that provides massive value and provides the desired outcome for your ICA
- Decide on duration of offer
- Strategize on best location to align with the outcome your audience wants



4. Conduct Research + Validate Your Idea

- Poll and survey your audience
- Research venues and possible locations
- Research dates, etc.





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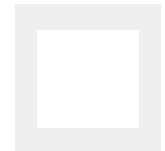
5. Develop Your Budget + Profit Plan

- Run the numbers + understand ACTUAL costs
- Create a Per-Person Profit Margin for pricing your event



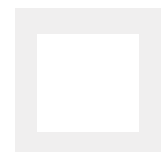
6. Choose Location, Venue + Caterer

- Set dates + times
- Keep in mind your ICA and your retreat goals
- Consider accessibility, facility, cost, vibe - exclusive use, etc.
- Contract, cancellation, and pay your deposit



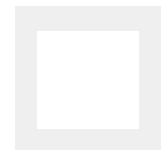
7. Create Your Schedule and Itinerary

- Alchemy includes engagement and rest
- All that you need is an outline - keep it simple
 - Set launch is dates, main details, times, overview, etc.



8. Create a Waiting List Landing Page

- Start a VIP list for pre-sale incentives
- Create enthusiasm + excitement before the launch is official
- Do a 'soft launch' and build interest before it's time
 - offer incentives and timeline to buy
- Soft promo launch to your wait-list and VIP's

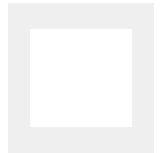




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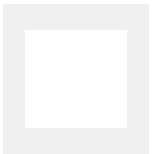
9. Create Registration + Onboarding Workflow

- Use Registration System or Event Management platform
 - Build your website / registration page
- Recommend using a CRM system to track clients + follow-up
- Prepare contracts
- Call link for booking calls
- Set-up automatic deposit payments, etc.



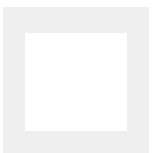
10. Create a Step-by-Step Marketing Plan

- Set Your Marketing Goals
- Set short-term, mid-term, + long term benchmarks + incentives
- Incentivize with 3 price points - VIP, Early Bird, Regular Registration Prices
- Promote to Newsletter / warm leads first
 - Commission sites second
 - Paid ads third



11. Announce Your Event!

- Officially open registration
- Drive all traffic to your launch location (fb group, email list, social channels, etc.)
- Leverage and incentivize action EARLY to recoup the deposit costs
- Promote, promote, promote - all the way until the end!
 - Keep promoting until it's full!
- Don't lose faith! Keep mindset and vibes high all the way
- Enroll your clients and onboard - collect deposit & contracts





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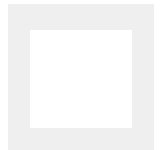
12. Finalize Details

- Confirm guest presenters
- Arrival logistics + shuttles
- Final schedule + details
- Nurturing client preparation - prepare client presentation packets, gifts, materials, maps, logistics, etc.
- Develop a Crisis Management Plan



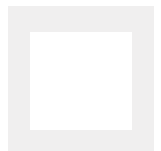
13. Execute an AMAZING + transformative retreat!

- Create a Conscious and Inclusive container
- Manage client expectations
- Provide excellent customer support
- Document the behind-the-scenes on reels, social, & newsletter during retreat week
- Navigate challenges with grace
- Practice facilitator self care (set boundaries and rest)
- Collect testimonials and client feedback



14. Practice Post Retreat Integration

- Host follow-up nurture and integration zoom events and emails
- Upsell (or downsell) into coaching program, course, or program for further integration and transformation
- Review testimonials and feedback
- Conduct End-of Event review and analyst
- Post and promote on social media





15 STEPS TO RETREAT SUCCESS

15. Produce Your Next Event

- Choose your dates, Re-book the venue, and put down your deposit
- Start a waiting list with cold - leads and new audience members
- Offer a VIP discount to your returning clients and incentivize early action
- Continue to promote on social media, newsletter marketing, and all channels about the success of your last event with the CTA - doors are opening soon for next year!
- Update website, contracts, onboarding workflow
- Review budget and set new goals





Want Even More Retreat Planning Gems?

Join our FREE support community for current and aspiring female retreat leaders! We offer access to weekly free trainings, tips, tricks and challenges to help keep you accountable [+profitable].

PLAN + FILL YOUR
FIVE FIGURE RETREAT

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