



The Retreat Starter Pack

The Foundations of Retreat Building

By

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The Retreat Specialist

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Welcome to the magical world of Retreats.

Everyone has unique offerings within their lives and what a perfect way to introduce them into the world than through a Retreat.

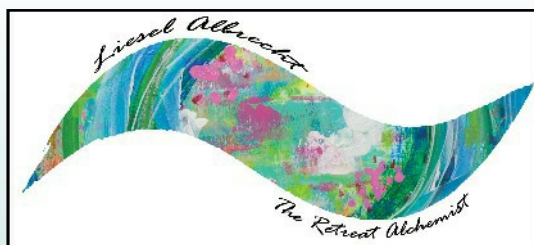
You might be a long time practitioner, entrepreneur, well established in your business or fairly new on the scene - which ever way Retreats give You an extraordinary platform that intensifies learning and knowledge and also provides a deep connection to self.

Retreats come in many shapes and forms and can be anything from craft, to food, to business planning, to self development, health, fitness - the list is endless.

So whatever your zone of genius is there is space for you here.

This Starter Pack covers the basics to get the ball rolling and start creating magic.





The 18 Steps to Retreat Success Are

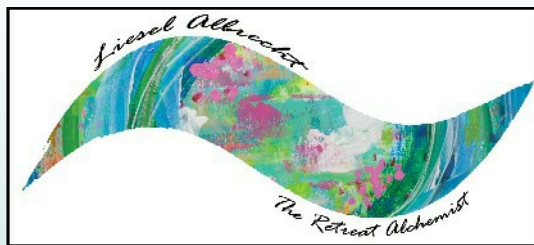
Step 1	The Why	Why do you want to run a retreat
Step 2	Your Story	Why this is important
Step 3	Your Ideal Client	What does this mean and look like for you
Step 4	Your Retreat Name and Theme	This draws people in
Step 5	Your Promise & the Scene You Set	What are you delivering and the space you hold
Step 6	The When	Why does this matter
Step 7	The Where	Where do your people want to go?
Step 8	Your Itinerary	You need to know exactly what you are doing so budgeting can take place
Step 9	Your Budget	You need to include everything and make a great profit.
Step 10	Co Facilitation	Working with others
Step 11	Booking The Retreat -	Where and how to book
Step 12	Marketing Your Retreat	What is your plan? Do you even have one?
Step 13 -	Setting a System	You can't be too organised
Step 14	Risk Management	What you need to have in place
Step 15	Legalities	How to cover yourself and what you need
Step 16	The Retreat Is Here	What this means and looks like
Step 17 -	Counselling Retreat Style	How to handle those OMG moments
Step 18	Now You Are Home	What that feels like



Included in this kit



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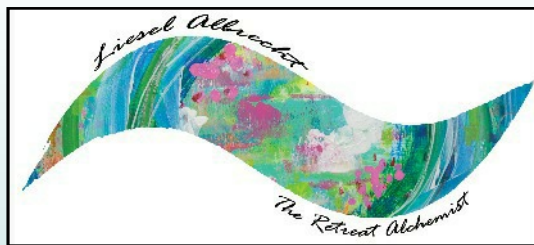
Who Is Liesel Albrecht - The Retreat Specialist

So let me tell you about me and how I became the Retreat Specialist. This dream 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 initially decided on the name Sawah Luas Adventures which means wild rice in Balinese, Bali is a special place for me as 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..... I changed the name to the Retreat Specialists a short time ago as it fitted what I was creating.

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 The Retreat Specialists was Born.

From the age of about 16 I was involved in youth groups, student councils and youth organisations where I learnt how to organise events, and weekends for up to 300 people. I thrived on the energy this gave me. Then in 1996 I began organising Leadership Retreats consistently for 10 years then tours overseas for friends and family. Now I organise transformational Retreats to many locations around the world.

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. 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.

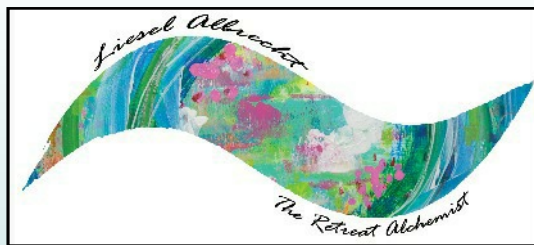


This was an amazing and cleansing experience for us all, and it gave me time to consolidate what I knew in my heart, and the direction that I wanted to take. I came back with the need to do something different, and a colleague Kelly (she wanted to be noted for her input) suggested I become a travel agent. 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 then opened my very own retreat centre that gave 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.



I love that I get to do the thing I am meant to be here to do. Through Retreats, I get to support women to walk the path of their destiny. To step them from the ordinary to the extraordinary where, just for a moment, they get to totally reconnect with who they are and who they want to be and once that connection is made the ripple effects are long-lasting.



Let's talk about money.....

Never in a million year would I be writing about potentially adding 6 figures through your business by running retreats and having an upsell from them.

Back in the early days I was happy to break even and know I have run an amazing event that has changed lives - I still love that stuff but recognise that I need to make money and being financially rewarded from my hard work is not a bad thing.

So don't let money blocks get in the way of earning a great profit, one that you deserve for the hours of work you have put in planning and promoting your Retreat.

If you know your audience and are offering value then they will pay for it - right now people pay up to \$2000 or a weekend t - 4 years ago this would never have happened unless you were a high flier or a celebrity. So do not underestimate your ability to add substantial income to your business.



A Retreat can be for a week, 10 days or a weekend - its up to you, but it's 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.

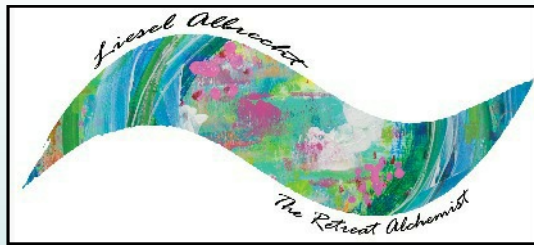
What do you want your itinerary to look like? Do you want it all structured or lots of free time or a combination of both?

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!**



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.

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

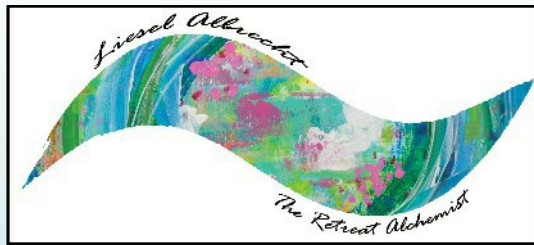
You will be situating yourself as the expert in your field that offers life changing experiences.

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

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

Retreats can be useful for your team members, volunteers and clients. Some of the benefits of Retreats are:

- Eliminate distractions of your usual lives so that you can focus on you
- Build enthusiasm and commitment among your people
- Cultivate an unceremonious, casual, unpressured mood
- 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)



There are 18 Steps to Retreat Success

There are 18 Steps in the retreat planning process, and this will cover the first three.

Step One - First ask yourself WHY - why is it you are organising a Retreat? What is it that is driving you?

When you build a house, an event, organise a party or even go to the supermarket to buy ingredients for dinner you know why you are doing it - so Retreats are no Different.

Let's start to examine all those reasons and motives for you wanting to organise your DELICIOUS, life changing or business transforming experience.

One that is totally exclusive to you and what you have to offer your people.

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 wishywashy - it needs to be solid from the word go. This is why the why IS SO VERY IMPORTANT important.

Question

List 5 Reasons Why you want to add Retreats to your business.

- 1.
- 2.
- 3.
- 4.
- 5.

How do these reasons make you feel - do you feel like this is a huge undertaking or are you excited about the prospects?



Step Two - Your Story

Your Story

Think about your retreat has it been something that you have wanted for awhile.....or is it something new.

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. What is it that has brought you to where you are now, why do you do what you do?

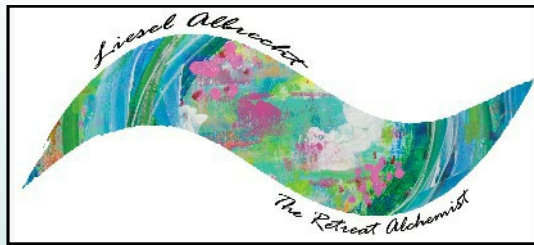
Curiosity will have them wanting to know, and this why you need to be clear on what it is that you want to tell them.

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.

As a Retreat Facilitator you are the one that the participants will turn to about everything and if you build a setting of trust and inclusion then you will find them sharing their deepest fears, traumas and dreams. In turn this may trigger past incidences for you which is why you need to have dealt or have strong strategies to deal with any of your own demons that may jump into view when you least expect it or least want it.

Question

DO you know your story and have you dealt with your trigger points?:



Step Three ~ Your Ideal Client

Who is your ideal client? Is it the same as in your everyday business or are they a little different for retreats?

A while back I would not have even been able to specifically say who my ideal client is and in reality I didn't know what this meant in terms of marketing retreats. If you are a bit unsure of who yours is then let's see if we can clarify it a little. But first an **Ideal Client** is someone who knows that your retreat and services will be the answer to something in their lives that they need support with.

Let me show you my Ideal Client. This is Shael and this picture was at the airport on her way to Europe on her third retreat with me, and she has booked in for her fourth. She first came to Bali with me 3 years ago and she came because she felt I could support her to not feel so sad, and I did and each Retreat she comes on she connects with herself on a deeper level.



Let's explore this a little more and look a little deeper into Shael and how she fits my proforma. Shael is a 57 year old woman, divorced, single, has a steady income, and while it is a middle of the range she has the ability to save money. Being single she does not need to consult with anyone about whether she can come away, all she has to do is put in leave,

She loves her two daughters who both are in their 30's and live in their own places. She worries about her future and for a long time felt really sad and could see herself getting angrier at life and those around her. A turning point for her was when her sister said to her - 'you are getting so crabby just like Nana was' and for her she knew at that point she had to change - she just didn't know how. Then she began to look - counselling didn't work, a short course on happiness was ok for awhile but she knew she needed something long term and when her daughter suggested a retreat she sought me out as she had seen a Facebook post a friend of hers had liked and made contact.

The question I have for you is can you describe your Ideal Client?



Step Ten - Co-Facilitation

Working with someone to run a retreat can be fantastic, if so that is great...but there are times when it is not and this is what this section is all about.

Picture this - you are chatting with another like minded professional and suddenly you come up with the idea to run a retreat - this will be awesome you both think, we get along well, we think alike, we want to share what we know with the world - let's do it. AND it is fabulous...until it is not....this is usually because you both have not been clear on roles and responsibilities - who is doing what, where, when and how. I have seen the best friendships disappear when organising a retreat together...which is really, really sad and can be avoided with better planning and boundaries.

This is what we recommend:

Have a contract that clearly outlines everything - who is doing what, everything you can think of list and put a name next to.

Who is handling money and insurance - do you need a joint bank account for this?

Who and how are you managing promotions - ie social media posts.

What about mail outs to each of your mailing list.

Will their clients be likely to want to come or be able to afford to come on a retreat?

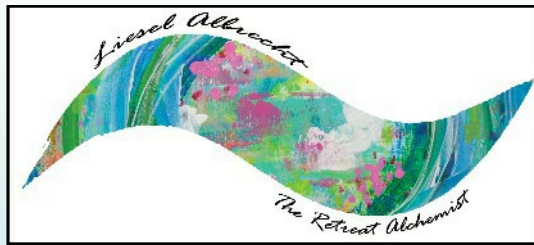
What can they bring as far as workshops, skills and abilities to the retreat?

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?

These are just some of the things we think about when working with someone.....working with them at the retreat is a whole different discussion.



Now you are ready to fly...well almost

You are on your way to creating an experience that will change lives.

There are of course many other steps but this is just the beginning.

Magic comes to people's lives at the right time for the right reason, change can happen with a whisper, a smell, a sight, sound or conversation.

Magic happens so that people can be awakened to a different way of thinking or doing - awakened to a whole new world.

As Retreat Facilitators we can do this and we do do this with a thought and a dream that turns into a reality. So take your Retreat and turn it into something magical whatever the theme and location, create the space for you to walk along side others.

I can not wait to see this dream that you will create.....

