

# The Retreat Specialists

## Web Page Design PDF

For a Retreat webpage there are two formats

1. A web page that they scroll down to get all of the information with links to either contact you for a chat or sign up directly.
2. OR have a web page that links to different pages - ie click here for more information on the accommodation, itinerary etc.

### First

Have an eye catching banner, with a gorgeous photo, this needs to have the name and dates of your retreat and really needs to jump out at them with pizzazz.

### 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?
- do you need some time out from your everyday life?
- Do you need to learn to magnetise your business?

Phrases that spark interest and have them thinking 'that's me'

### Next

**Then insert an imaginative setting**

Can you imagine what it would be like to be with 14 other women...'

**Here are some examples (which are of course adjusted to suit your theme and the setting)**

Can you hear the soul of Morocco calling?

The whispers of the desert – the calls of the Ancient Berber Warrior Kahlia – the powerful North African Royal Prophetess and Priestess; exotic, spirited and wild.

Can you hear her calling your name?

Marrakesh whispers to you - the desert and the mysterious Medina invites you in - to explore their inspirational energy.

The colours of the land entice you and fill your soul with life.

What is this gift you could give yourself, a gift of curiosity and deep connection to where you are in your journey.

## Next

Talk about some of the details of the retreat - our days will be spent lounging by the pool... visiting the ancient sites, discussing... exploring etc... etc

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

This is where you list your promises - what is it that you are giving them - this needs to be clear so they can see what they are investing in and going to feel when they go home. Your promises should state - how they will feel, what they will learn and what they will know when they get home.

**Then list all the rest of the information** - Venue, Cuisine, Workshops, Activities and Itinerary - clearly labeled so your readers don't get confused. Our Goddess Venue... our retreat home... Retreat Cuisine...

**It is always good to list any of those 'other questions'** how will I get there, who will be there, do I need to share a room, I have never travelled before... I have food allergies... what do I do if I don't want to do something... all those types of questions.

**Then comes your list of what's included and what is not and the cost...** be creative with this... 7 delicious lunches... relaxing massages... bulk it up

\*\*\*\*You should also list your cancellation policy here as well \*\*\*\*

**Then your bio**, please make sure you have a good photo of yourself to include.

## Photos

Use photos that are legally yours, or from a site that the photos are free like Pixabay. Include some from other retreats or events that you have had, or even pictures with friends.

In your bibliography make sure you have good quality photos of your self - no selfies in the car!!!

