

HOW RETREAT LEADERS

Stand Out, Build Real Community & Create Premium Revenue

IN AN AI-SATURATED WORLD



Wanderlust
ENTREPRENEUR



The Moment We're In (And Why Retreats Win)

Artificial Intelligence (AI) can be a huge time-saver in our businesses – ***no question.***

But it's also creating an unexpected side effect: ***isolation.***

More people are working online, spending more time behind screens, and feeling less connected. And with fake profiles and AI-generated voices everywhere, **trust** is getting harder to come by.

But here's the hidden opportunity most people are missing:

As the world gets more automated, **people crave what's *real* more than ever.** They want to be with other humans. In the same room. With no filters.

They're not starving for more information...
They're overwhelmed by it.

What they're craving is something AI can't replicate:

real belonging.

real presence.

real human connection.

They want to be in spaces where they feel:

- **seen** (not scrolled past)
- **heard** (not optimized for)
- **held** (not "marketed to")

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This is why retreats are becoming the premium path.

I get it, you have so many options on what to offer in your business: workshops, online courses, live online events, summits, webinars, and more.

However, if you want to create **a 6- or 7-figure** business in this digital world, **you need an offer that builds trust fast.**

And retreats can do that for you. Why?

Because retreats create what other offers can't:

a true container for **intimacy, trust, community, belonging, and transformation.**

We know that our potential clients are wary these days, *and rightly so*. It's hard to know who to buy from.

But when someone spends time with you in person, **they feel your leadership, your care, your heart, and the culture you create**, which naturally impacts what they're ready to invest in next.



Their trust solidifies.

And once that trust is built, they want to continue their journey with you.

That's why trust is becoming one of ***the most valuable currencies*** in business today.

And why retreats are going to change everything for you financially.

So let's talk about the part most people don't understand until they experience it firsthand: why the invitation you make during or after a retreat feels so natural – and converts so well.

Why Retreat Invitations Convert So Well (When Done Right)

Here's what I've observed in my 25+ years of running and managing retreats:
A well-led retreat collapses time.

People don't just *hear* your work – they **live it, breathe it, and experience it.**

A well-led retreat becomes:

- **the room** they didn't know they needed
- **the experience** that changes what they believe is possible for themselves
- **the community** they don't want to leave
- **the moment they** stop consuming and start *becoming*

When someone is immersed in your retreat for a few days, they don't need months of content to decide if you're the real deal.

They experience:

- your integrity
- your leadership
- your ability to guide transformation
- the culture you've created
- the transformations that happen on your retreats

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And that's why retreats don't just build trust – they build *certainty*.

So when you offer a clear next step during or after a retreat, it can feel like:

- "I don't want to lose this momentum."
- "I've never felt this supported."
- "I'm ready for the next level."
- "This is exactly what I needed."

We know from the live-event world **that when folks attend an event in person, trust and buying intent blossom** – which helps explain why a thoughtful invitation made during or after a retreat can convert incredibly well.

And in my world, when a retreat is designed with an intentional post-retreat offer, it's not unusual to see **a meaningful portion** of attendees continue – sometimes **30% or more** – because trust and momentum are already in place.

Of course, it depends on your offer, your pricing, and how well the retreat experience sets the stage – **but the potential is real.**



The Loving Truth About Why Retreats Underperform

Here's what we know to be true: Most experienced, and even newbie retreat leaders, **have never been taught the *business architecture*** that turns a retreat into a true revenue (*and impact*) engine.

And that needs to change.

So let's go over the most common reasons that cause retreats to underperform financially so that we can create a stronger retreat business model together:

1) You built a beautiful trip... but not a client journey.

People had fun, but there wasn't a transformation throughline.

2) You marketed the location... but not the promise.

You talked about where you're going and what you'll do, but you didn't clearly name the transformation they'll walk away with – or why your retreat matters now.

3) You focused on logistics... but not enough experiential design.

Today's clients want experiences that will change their lives, not passive teaching.

4) You priced your retreat like a travel provider or trip guide... not like a transformation leader.

The room rate doesn't determine the value of your retreat. It's based on the outcome.





5) You had no intentional next step.

This is the big one.

6) You haven't upgraded your retreat for what people want today.

More connection. More integration and post-retreat support. More totally unforgettable moments.

And the good news?

These are all fixable – *quickly* – when you know what needs to change.

Let me show you what this looks like in real life – starting with someone who felt invisible online... until she built a retreat.

Meet “Jenna.”

Jenna’s a brilliant coach. Her clients adore her.

But online? She felt invisible.

She tried posting more.

Refining her messaging.

“Being consistent.”

And it still felt like she was whispering into a hurricane.



So she decided to lead her first retreat.

Not a giant one.

Not a complicated one.

Just a small group in a beautiful place – with one intention:

To create a space where people finally feel seen.

The results?

By day two, something had shifted.

People were opening up.
Supporting each other.
Having breakthroughs that weren't *happening* on Zoom.

And then Jenna realized:

**The retreat wasn't just an event.
It was a trust accelerator.**

When she invited the group into a next-step container after the retreat, it didn't feel pushy. It felt natural – because they had already experienced **her leadership** and the power of her leadership in person.

Her business didn't grow because she shouted louder online.

It grew because she created a space where her **people felt deeply connected and appreciated**.

Jenna's story is what can happen when retreats become your differentiator.

But what if you've already been leading retreats – and you're still not seeing the revenue you expected? That's where the next piece matters most.



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Experiential & Transformational Travel are HOT!

Here's what's happening in the travel world right now:
Experiential travel has become the new luxury market.

Because luxury isn't just a 5-star hotel room anymore.
Luxury is having access to something real. Immersive. Meaningful.
It's the privilege of experiencing a place and its culture... not just *looking at it*.

This matters for you as a retreat leader, because **today's participants aren't just buying a destination**. And keep in mind that the wellness tourism business is expected to rise from nearly \$950 billion in 2024 to \$1.7 trillion within THREE years. *So what are you waiting for?*

Folks are buying:

- **the feeling** of being fully alive in a new environment

- **the intimacy of shared experiences**
- **and the kind of memories** that actually *change* them

That's why the retreats people rave about (*and happily invest in*) **aren't built around an itinerary.**

They're built around experiences that change lives, and this is exactly how you are going to design your retreats...

The 5 Elements of "Luxury-Level" Experiential Retreat Design:

1) Immersion

Create moments that pull your group out of "tourist mode" and into *presence*.

Think: sensory experiences, local rituals, daily rhythms, nature, stillness, and space to truly arrive.

2) Connection (curated, not accidental)

True luxury is feeling like you belong. Design intentional ways for guests to bond – partner exercises, micro-groups, shared meals with purpose, guided conversations, and simple rituals that make people feel seen.

3) Guided Breakthroughs

In luxury experiential travel, the magic is in what opens up *inside* someone. You don't need to "teach more." You guide experiences that create insight, clarity, healing, or courage – so the destination becomes a mirror for transformation.





4) Signature Memories

People don't remember every detail of a trip... they remember the moments that made them feel something. Create a few *"only-on-this-retreat"* experiences that become the emotional highlights: a sunrise ceremony, a private cultural experience, a meaningful group tradition, a powerful closing celebration.

5) Integration (the experience doesn't end at checkout)

The highest-level retreats don't just create a high – they create a lasting shift. Build in reflection time, a simple integration plan, and post-retreat support so guests bring the transformation home and actually live it.

If your retreat has these five elements, it stops feeling like "a workshop in a pretty place."

It becomes a full body, kinesthetic, luxury-level experience people are craving right now – and the kind they're proud to invest in.

Because people don't invest at a premium price point just for information – *they invest for identity change.*

And once you design your retreat with this in mind, the next step becomes simple: you build it as a complete client journey – before, during, and after – so transformation (and premium revenue isn't left to chance.

The Retreat Revenue Ladder

When your retreat is built like **experiential luxury travel**, your participants don't just "enjoy the trip."

They *feel* changed by it.



And that level of immersion naturally creates loyalty, trust, and a desire to continue the journey with you.

So here's the structure I want you to see:

Your retreat isn't the finish line – it's the centerpiece of a premium client pathway.



Most retreat leaders run a retreat... wrap it up... and everyone goes back to real life hoping the magic lasts. But today's clients want more than a high moment — ***they want supported transformation.***

Here's what that can look like...

Before the Retreat: Build anticipation + connection

- Pre-retreat preparation / intention setting call
- Light pre-work to set the tone
- Optional upgrades (VIP sessions, add-on experiences)

During the Retreat: Deliver immersive transformation

- Breakthrough experiences
- Signature “only-on-this-retreat” moments
- A calm invitation for those who want deeper support

After the Retreat: Integrate + continue

- Integration call + next-step invitation
- Coaching / mastermind / implementation program
- Membership / certification
- Next-level retreat

Key Takeaway:

Don't let your retreat be a one-and-done experience.

When you build the pathway, you support your people and you increase what's possible for your revenue.

And if you're wondering, “***Okay Sheri... what would that look like in real numbers?***”

Let's map it out...

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The \$100K Retreat Pathway

Ready to make this real with *actual* numbers? Excellent!

As I mentioned, our goal isn't just "a sold-out retreat." Our goal is a retreat that becomes a **profit center** and a **business growth engine**. So here we go...

Three Realistic Retreat Revenue Models

Model A: Mid-ticket retreat + strong continuation

- 16 guests netting \$3,500 in profit per person = \$56,000
 - 6 continue into a \$7,500 profit per person offer = \$45,000
- Total: \$101,000**

Model B: Premium boutique retreat + smaller continuation

- 12 guests netting \$5,000 in profit
per person = \$60,000
 - 4 continue into \$12,000 profit
per person offer = \$48,000
- Total: \$108,000**

Model C: Retreat + layered upgrades + continuation

- 18 guests netting \$3,250 in profit
per person = \$58,500
 - 8 VIP upgrades at \$750 profit
per person = \$6,000
 - 5 continue into \$8,500 profit
per person offer = \$42,500
- Total: \$107,000**

The purpose of these examples is to show you what's possible when you build **a real pathway** – not just a one-time retreat event.

And if you're feeling like this is a ridiculous amount of money to profit on a retreat, I can tell you **it is NOT!**

I know it can be scary, but taking the time to **go deep into your self-worth issues** is going to move your business from being an expensive hobby to a true, sustainable business.



Quick Upgrade Checklist

Okay, before you move on, **I'd like you to take 60 seconds** and run your retreat through this checklist.

It will immediately show you where your next-level upgrade is if you've already run at least one retreat.

And if you're thinking about running your first retreat, use these questions to guide you through your planning process:



Experiential Design

- ☐ Do we create experiential participation every day (not just teaching)?
- ☐ Do guests bond intentionally (not accidentally)?
- ☐ Do we have signature moments people remember for years?

Positioning + Value

- ☐ Are we selling "where are we going on this trip" or "who can I become"?
- ☐ Are we pricing like a logistics provider... or a transformation leader?



Monetization

- ☐ Is there a next step for those who want continued support?
- ☐ Is the offer the next logical step based on the promise of the retreat?
- ☐ Is it offered calmly and clearly (as a path, not pressure)?

Client Journey

- ☐ Are we warming people up before the retreat?
- ☐ Are we integrating them after they go home?

When you start tightening these pieces – **experiential design, positioning, and pathway** – your retreat stops being perceived as “a vacation” and becomes a business asset rather than a time-sucking and financially draining liability.



What this means for your business

I strongly believe that if you want to stand out in this digital world, you need to be running retreats.

To review, they're going to:

1. **Elevate your authority** (because people experience you in real life)
2. **Build true community** (which creates retention, referrals, and repeat clients)
3. **Create a natural post-retreat offer** (which increases revenue without chasing new people every month)

I promise you, in a world full of noisy social media and AI voices where you can't tell if you're being told the truth or lied to, the leaders who win won't be the ones who post the most!

They'll be the ones creating retreats where people can shine and feel alive in, be seen and heard, and feel like they belong.

So, if you find yourself thinking...

"Sheri, I'd love to know more about designing, pricing, marketing, filling, and monetizing retreats that can bring in a 6-figure income and create life-changing transformation...."

...that's **exactly** what we map out for you inside our 6th annual **Rock Your Profitable, Sold-Out Retreat** training event.

There'll be over **5000 newbie and experienced retreat leaders**, retreat planners, travel professionals, and retreat venue owners attending this event happening April 21-23rd!

And best of all, this event is **by-donation** so that everyone can afford to attend, learn, and join our community.

So, if what I shared today sparked something in you...

...and if you want help designing them well and profitably, **by all means join us!**



Rock Your Profitable, Sold-Out Retreat April 21–23, 2026

Event
Details
& Register
Here

Inside, you'll learn how to:

- Design retreats people can't stop talking about
- Create true experiential transformation
- Price with confidence instead of scarcity
- Fill your retreat with aligned participants
- Build a post-retreat offer so your retreat becomes a profit center

My mission is simple: to help you create retreats that change lives – and to support you financially in a big, sustainable way.





Event Love & Appreciation!

*Oh. My. God!!! This event was absolutely transformational! My perspective on retreats has forever changed. **I believe what they offered and overdelivered is priceless!** Thank you for sharing all the wisdom you could compile within this time frame in this fantabulous retreat, Sheri :)*

~Diana Elena

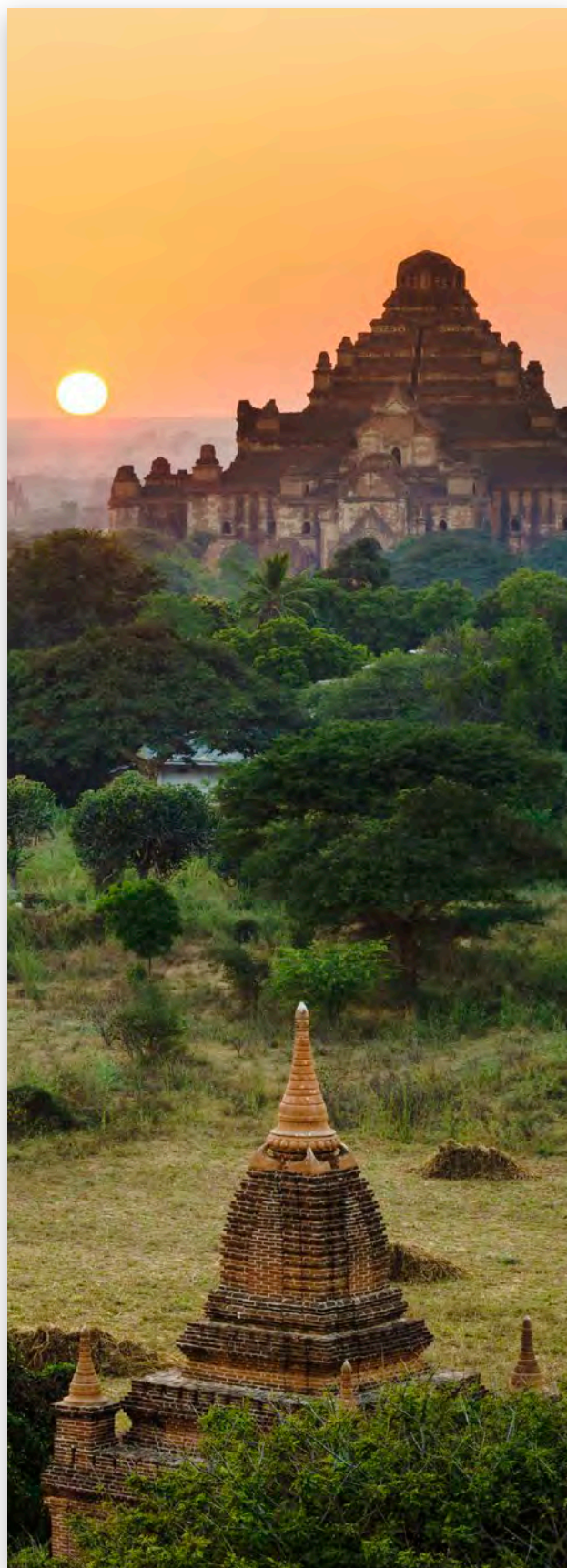
*I just finished participating in the multi-day Rock Your Profitable Sold-Out Retreat event, and **I am still shocked by how much I learned in this pay-what-you-want event.** As a coach, healer, entrepreneur, and trainer, I participated extensively in online events and training. **This was a jam-packed 20 hours of content that is vital to anyone considering leading retreats.** So much of it also applies to general business operations and education, even if a retreat isn't in the cards for you. Sheri so masterfully demonstrated how generosity, care, passion, and genuine desire to help people will create raving fans, and she's got a new one in me!*

~Sherrill

Rock Your Profitable, Sold-Out Retreat
 - was a wonderful experience, highly professional, very much recommended. This program is a must-have. Sheri, her team, and their guests shared so much wisdom on how to create sold-out retreats that it is truly a game-changer for most of us. **If you want to create transformational retreats and learn how to market them, they are your people.** Your search is over!
 ~Suzsanna

This was so insightful and helpful. As someone completely new to the retreat world, hosting my first retreat in a couple of months, I learnt so much I need to amend on. **The program was informative, well-structured, insightful, direct, and easy to understand.** Really grateful for this program. It also motivated me to properly start my retreat business instead of just co-facilitating. Thank you for providing so much value. I appreciate it!
 ~Natalia

Just finished Sheri's "Rock Your Profitable, Sold-Out Retreat Event" and am so appreciative of all the information given. **This was a well-thought-out program with every detail carefully designed to give what was advertised!** In a world with so much out there, I'm glad I came across this one, and **Sheri is the real deal!** Much gratitude for all I was given.
 ~Diane



About Sheri

Dr. Sheri Rosenthal is the CEO of Wanderlust Entrepreneur® and Journeys of the Spirit®, her travel company. And quite frankly – she's one of the most experienced retreat business strategists in the industry.

Sheri's been designing, leading, and managing transformational retreats since the year 2000, when she had the incredible honor of managing retreats for don Miguel Ruiz, author of "The Four Agreements."

Since then, **she's planned over 1,000 retreats** across the globe **and trained over 25,000** coaches, healers, and heart-centered entrepreneurs to craft transformational, profitable, soul-aligned retreats that actually sell out.

Sheri's not just another speaker with a few retreats under her belt – **she's a strategist, mentor, and retreat business architect with 25 years of experience** helping leaders turn their passion into a well-oiled, income-generating, life-changing, transformational retreat brand that makes a lasting impact.

She's here to make sure your retreat doesn't just change lives – it fills AND pays the bills!

And truly, if trust is the currency... **retreats are the fastest way to build it** – and a business that lasts.

