

THE PROFITABLE FIRST RETREAT LAB WORKSHEET

How to Choose the Right First Retreat, Sidestep Costly Mistakes, and Start Planning It the Smart Way

By the end of our time together, my goal is to help you get clearer on the right first retreat for you, the biggest mistakes to avoid, and what it actually takes to create a retreat that's not just exciting but also sells out and is profitable.

There are no right or wrong answers. Let yourself explore honestly.

1. Your Retreat Intention

Why do I feel called to host a retreat? And why does leading a retreat matter to me?

(What's pulling at you? What feels meaningful about this work?)

2. Why So Many First Retreats Go Wrong Before They Even Launch

Circle the top two that feel most true for you right now:

- I don't know who my ideal client is yet
- I'm not sure what kind of retreat I should lead first
- I'm afraid I'll price it wrong
- I'm worried I'll make a legal or logistical mistake
- I tend to overcomplicate things, or I'm a perfectionist
- I don't know if I should go in-country or international
- I'm afraid I'll pour my heart into it, and nobody will come

3. The Mistakes Retreat Leaders Make

Part One: What would make your retreat feel like a true retreat experience instead of being a workshop in a pretty place?

What is one thing that would make your retreat more experiential?

Part Two: One of the fastest ways to create problems and stress is by choosing a retreat format that doesn't match where YOU are right now.

Would a local or in-country retreat make more sense than going international first?

Would a shorter retreat make more sense than a longer one?

Would a smaller, more intimate group feel easier to manage than a larger one?

Would a simpler venue or itinerary support me better than a more complex one?

Am I choosing a retreat that grows naturally out of the work I already do?

Am I creating something my audience would immediately understand and want?

4. Guided Exercise: Your Best First Retreat

Let's take a minute to write down the answers to these prompts.

This specific client I want on my first retreat is...

The problem they most want solved is...

The kind of experience they would most love is...

The simplest retreat I could lead well would be...

The format that fits my current season of life and business is...

5. Why So Many First Retreats Are Underpriced

What's the total amount you want to walk away with at the end of your retreat?

What is one thing you now realize affects retreat pricing more than you first thought?

6. The Legal and Business Basics You Cannot Ignore

What part of the business or legal side of retreats have I been avoiding?

7. Integration Reflection

- What feels clearer now about the retreat I should lead first?

- What have I been overcomplicating?

- What mistake do I want to avoid most?

- What support do I know I need if I'm going to do this well?

If retreats are in your heart – I'd love to invite you to join us in the Retreat Made Easy Online Training Program. Retreats Made Easy is the perfect program for any FIRST-TIME retreat leader who is creating an in-country retreat (not international), to get the confidence and tools to plan, price, and promote your sold-out transformational retreat!

It is a beginner-friendly, step-by-step program that shows you how to plan, price, promote, and protect your first retreat so you can do this with more confidence and a lot less guesswork.

www.join-rme.com