



# Retreat Planning 101

How to Plan Your First Retreat



## Step One: Visualize your Retreat

The first step in the process is to get clear on what you envision for your retreat experience. This will support you when diving deeper in your research and staying true to what is most important to you, your brand and your audience.

\* **Circle the ideas that speak to your first retreat experience:**  
local domestic international beach mountains water luxurious intimate  
rustic adventurous relaxing educational silent fun organic simple party

\* **Where would you like to go? What spots interest you?**

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\* **How many guests will you have for your first retreat?**

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\* **Describe the experience that you want them to have:**

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\* **What part of the retreat experience are you excited about? What part will you need support? (i.e. teaching, marketing, budget, specialty workshops, audience, etc.)**

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### Step Two: Research

Get curious. Start your online search for spots that match your retreat vision.

#### Need help planning?

[We Travel](#)

#### Want to have a teaching vacation?

[Fit bodies, Inc Teaching Vacations](#)

#### Want to teach abroad for a living?

[Yoga Trade](#)

#### Local Retreats

Contact local boutique hotels and connect with their events team. Share your idea for hosting a local retreat. Create a unique package for your guest (i.e. daily class, discounted spa services, meals, etc.)

TIP: Consider low season at local hotels where you have more room for nightly rate negotiation. Work with their marketing team to see if they can market your retreat as well.

#### Vacation Rentals

Consider [Airbnb](#) + [VRBO](#) to customize your retreat experience. These are great options for smaller groups and a great way to create an intimate + customized experience.



## **Fit Bodies, Inc. Retreat Opportunities**

- You will be the creator of the retreat experience will use the backdrop of a beautiful all-inclusive resort to help you achieve your retreat vision.
- A Fit Bodies' travel agent will be there to work with you hand-in-hand to achieve your retreat and can make many recommendations.
- You will be the main contact planning all aspects of the retreat, and will likely be the main contact your guests come to at the resort.
- We recommend a minimum 6-8 months of planning time when creating a retreat at a Fit Bodies resort.
- Depending on the season of travel, the minimum amount of rooms you will likely need to reserve is between 6-10 to receive a group rate.
- If you are doing a retreat in conjunction with your 7-day teaching vacation, we recommend that your retreat be no more than 5 nights. This will give you a bit of time on your vacation that you don't need to be "on" and overseeing details for the other guests.

## **Budget**

- When reserving a group of rooms with Fit Bodies, a \$500 deposit is due regardless of the size of the group. You will work directly with the Fit Bodies travel agent on all of the monetary details.
- Your final rooming list is due a minimum of 75 days before departure.
- You will have the option to cancel and get your deposit back outside of 80 days for the retreat or group if needed.
- Single occupancy should be no more than 10% of room reservations.
- If your group has more than 10% than that are single occupancy, the complimentary room given to the retreat organizer for the group reservation is waived and no longer applicable.
- When you are planning an event, you may want to make money/revenue. To avoid any conflicts around the payment, here are our recommended payment options.
  - Option 1: When you decide how much you would like to make per guest OVER the amount the resort is charging per person or per room, charge that amount as a "deposit" and have your guests pay you directly to secure their spot. The final amount for room could then be paid directly with the Fit Bodies travel agent.
  - Option 2: The retreat lead collects all the money from guests, and you pay the final amount due at 75 days prior to the retreat to Fit Bodies travel agent directly. Anything above the amount due for the rooms would be your revenue earned.

Contact [agent@fitbodiesinc.com](mailto:agent@fitbodiesinc.com) to explore retreat planning with the Fit Bodies team.



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### Step Three: Budget

Once you have pinpointed your ideal retreat location, create your budget so that you are clear on expenses. In addition, understand your financial **WHY** behind this retreat:

- Have a fun adventure and cover your expenses
- Create an additional revenue stream for my teaching business

Determining this will help you set a price point for your ideal retreat guest as well as ensure you generate the profit you desire.

Use the [Retreat Budget Template](#) to map out your plan to create a financially successful retreat.

### Step Three: Take Action

Once you have done the research and created a budget, it is time to take action and bring your first retreat to life.

- Make your guest list. Who do you want on this retreat? Who will make it memorable? Who did you create it for? Personally invite these people to your retreat. Include your compelling WHY.
- Create an engaging email and send to your email distribution list.
- Utilize your social media channels to educate your audience on the reasons to retreat.
- Post on your website. Ensure registration is as easy as 1-2-3.
- Write a blog post with a retreat theme: reflection, community, deepening your practice, etc.

**\* What is on your action list?**

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***Inspired Retreat Lead: Want more ideas + support? Head over to the shop to download your "Retreat Organization Guide" at a discounted webinar price.***



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**Need more support creating your dream retreat?**  
Schedule a 1-1 Coaching Call to receive customized guidance.

Sheri Colosimo has been leading memorable retreat experiences since 2009 with her company Más Bliss Retreats. These customized mini-getaways for women offer an opportunity to pull back and connect back to self in beautiful settings across the country and beyond.

### **About the Lead:**

Sheri is a respected leader and trusted confidante for small businesses. Her 20+ years of hands on experience gives her expert knowledge on how to effectively create achievable business strategies that inspire action. She is able to capture the “bigger picture” while finding balance in both vision and strategy – a gift unparalleled in the industry. Her coaching style blends compassion and intuition with her incredible experience of developing confident heart-based leaders interested in deepening human to human connection.

**[www.shericolosimo.com](http://www.shericolosimo.com)**