

Are You  
Ready to *Host*  
a Retreat?



ShayWHEAT

# EVENTS ARE *Powerful*

You know how powerful events are. You can change lives while also adding revenue to your bottom line. However, what I've found after producing POWERFUL events that have generated upwards to \$2MILLION dollars in a weekend, is that Leaders often spend all their time worrying about details and logistics. My clients tell me that there is this push and pull between a desire to show up powerfully, provide a valuable event and then this FEAR of sitting down to DO THE WORK to prepare for the Event.

That's where this check list comes in. Each section will assist you in those details that you don't know what you don't know when it comes to preparing for your event.

# Why *Host* a Retreat?

Retreats give tools and process but only gets the attendee started.

It gives them a opportunity to experience things they normally don't and opens their eyes to a world they may have thought was out of reach for them.

A Retreat is a great way to create transformation on a deep level and change lives in the process.

## *Proof of Concept*

**Have you sold anything in your business?**

This is the biggest tip!

If you are just starting out, you must have proof of concept that your trainings and transformational work helps people get results.

# Cash Flow

**Retreats have a lot of upfront costs, you must have money coming into your business to cover those costs while you fill the room.**

Retreats and Event cost MONEY UPFRONT.

If you don't have a system, a plan and proof of concept bringing money into your business, having a Retreat could end up COSTING you a LOT of money.

There is expertise you get when you start with 1:1 clients. Please Sell into your programs 1:1 before you move into a leveraged model such as a Retreat.

Get success and then build upon it!

# Budgets

## **Know Your Hard Cost**

If you plan on hosting a Retreat at a beautiful mansion (for example), you must know your up front costs.

The venue, the team, the contractors, the food, supplies...all need to be thought through and budgeted.

# What Type of Retreat or Event to Host

## Are you making an offer at the retreat or is it a Stand alone event?

This Helps determine the price of retreat.

If it is a stand alone event it will require a higher cost to the attendee upfront to sell into. Versus if you make an offer during the event to enroll into your higher ticket mastermind. In this situation, you can make the upfront cost closer to the rate that will just cover the “hard costs” of the Retreat, without any profit.

Thus, you make the profit on the sales into your program during and after the Retreat.

## About Shay

### **CERTIFIED INTERNATIONAL EVENT PRODUCER FOR ENTREPRENEURS WHO TRANSFORM LIVES**

My team and I assist you to plan, produce and host a powerful event with grace and ease.

Taking away all the pre-planning logistical stress so you can focus on being on stage, making an impact in your clients lives and ultimately doing the thing you were meant to do..