



# LAUNCHING *your first* YOGA RETREAT

and the steps you need to take to  
turn this into a reality





# HI, I'M LINA!

I'm a wellness entrepreneur, a yoga instructor, wellness retreat organiser, sound and reiki healer and in the past 5 years I've organised and co-hosted over 40 retreats in Europe.

When I started my yoga teacher journey 5 years ago, I felt quite alone.

Fresh out of 200h TT, moved to a new city & country, completely given up on my previous job in media, I truly didn't know where to start. I had a vision of building my retreats! But my hopes and dreams were swimming amongst plenty of doubts, uncertainty & confusion. I didn't have a clear plan nor structure and that's why I was feeling overwhelmed.

If you are here you clearly have a dream and a desire to create something truly transformational for your students, let me shine a light on how you can achieve that!

# THE STEPS

So you've made the choice to host a retreat and want to know what to do next. Organising your first yoga retreat is a BIG deal! It's an opportunity to share your passion for yoga with others and create a unique and transformative experience for your students. However, it can also be a daunting task, fear and doubts might kick in.. It's also important to remember that a retreat is not a training or a course. People want the experience to be rejuvenating, inspirational, not exhausting or too strenuous. Let's explore the steps to help you successfully launch your first yoga retreat while ensuring it aligns with your unique vision and feels authentic to you.

*A bird sitting on a tree is never afraid of the branch breaking, because its trust is not on the branch, but on its own wings.*

Charlie Wardle

## 1. DEFINE YOUR VISION AND GOALS

The first step in launching your first yoga retreat is to define your vision and goals. What kind of experience do you want to create for your students? What are your goals for the retreat, and how will you measure its success? Clarifying your vision and goals will help you make better decisions and ensure that your retreat aligns with your values and objectives. It's important to take the time to contemplate this, as organizing a yoga retreat has the potential to be a truly transformational experience for your guests.







## **2. ESTABLISH YOUR TARGET AUDIENCE**

This is crucial for any business to be successful and allows you to build a product which is exactly right for my audience through researching what their specific needs are. Determine your niche, do market research. Be as specific as you can. What group do you feel most passionate about working with and why?

## **3. SCOUT FOR A LOCATION**

While searching for that perfect place can be a fun part of the process, it's important to keep in mind that it may take some time to find the ideal location. The location you choose for your yoga retreat is crucial. It should be a place that inspires you and your students, and that is conducive to relaxation, reflection, and transformation. Consider factors such as accessibility, accommodation options, and the activities and attractions in the area. You need to ask as many questions as you can before you secure the property to make sure you avoid any hurdles or extra costs during your stay

## **4. PLAN YOUR SCHEDULE**

Your retreat schedule should be well thought out and balanced. You want to offer enough yoga and meditation classes, but also leave room for free time, socialising, and other workshops and activities. Make sure your schedule accommodates different levels of experience, and that you offer modifications and variations for students with different needs.



## **5. SET YOUR PRICING**

Pricing your retreat is a delicate balance. When determining the price of your yoga retreat, it's crucial to ask yourself two important questions: 'How much money do I need to make?' and 'How much money do I want to make?' Though these can be difficult questions to answer, it's essential to be honest and clear about your financial goals. To determine how much money you need to make, consider your current lifestyle and whether you have a full-time job that requires you to take time off. As you set the price for your retreat, honesty is key. You want to make it affordable enough to attract students, but also ensure that you cover your costs and make a profit. Consider factors such as the location, the accommodation options, catering and the activities and amenities you offer. Also, research what other yoga retreats are charging in your area, and make sure your pricing is competitive. Be fair but don't undervalue what you do.

## **6. PREPARE YOUR PROGRAM**

Your curriculum is the heart of your retreat. It should be well-planned, engaging, and tailored to your students' needs and interests. Consider themes or topics that you want to explore during your retreat, and create classes and workshops that align with them. Make sure your curriculum is flexible enough to accommodate unexpected changes or challenges. Be prepared to change things last minute, depending on the dynamics of the group.





## 7. PROMOTE YOUR RETREAT

Promoting your retreat is essential to attract students and fill your spaces. I like to joke sometimes that this is like another full time job! Use social media, email newsletters, and other marketing channels, get on podcasts to spread the word. It's important to strike a balance between providing enough information for people to make an informed decision and not overwhelming them with too much detail. Focusing on the benefits of the retreat and what it can offer to the individual is a great way to create excitement and interest in the experience.

Instead of just listing the features of the retreat, highlighting the outcomes and personal growth that can be achieved can be much more impactful. For example, emphasizing the potential for increased mental clarity, reduced stress, and enhanced physical wellness can help potential attendees connect with the value of the retreat.

In addition, highlighting any unique or transformative experiences that are included in the retreat, such as specialized workshops or opportunities for self-reflection, can also help build interest and excitement. Ultimately, connecting with the emotional and personal benefits of the retreat can be a powerful motivator for students to make the decision to attend.



## **8. TAKE CARE OF LOGISTICS**

Logistics can make or break your retreat. Make sure you have a detailed plan for transportation, meals, accommodations, and other logistics. Keep an organised spreadsheet to log in every single student, their payments, T&C signatures etc.. If your budget allows, consider hiring a professional retreat coordinator or partnering with another teacher who's already hosted a retreat or has knowledge in events to help you manage the logistics. Also, consider offering a volunteering position (karma yoga) during the retreat, a pair of extra hands is always useful.

## **9. LISTEN AND TAKE FEEDBACK**

By taking the time to listen and build trust, you are also establishing a relationship with your students that can lead to long-term loyalty and referrals. Even if a particular retreat may not be the right fit for a customer at the moment, by providing helpful guidance and recommendations, you are still demonstrating your expertise and commitment to their well-being. In addition, taking a long-term perspective and focusing on building relationships rather than just making a quick sale can pay off in many ways. It can lead to repeat business, positive reviews and referrals, and an overall stronger reputation within the industry.

These steps can only be effective when your mindset is in sync with your step by step action plan. Grab a journal, a pen and lets see what we can find.

# WORKBOOK

## MY VISION

What kind of experience do I want to create for my students? What is the underlying intention behind launching my first retreat?

## MY LIMITING BELIEFS

Try to identify any limiting beliefs that may be hindering you from taking action (example: "I don't feel experienced enough").

## THE REASONS WHY I'M WORTHY OF MY DREAMS ARE...

How will I feel when I finally launch my first retreat? List anything that comes to your mind.



# YOU CAN DO THIS

I want to remind you that it is possible to do this, even if you have 0 experience in event organising. The experience comes as you begin the work. As you invest many hours by scouting for that perfect location, talking to the owners, searching for catering options and brainstorming your wonderful ideas for the program. I am living and walking proof that if you put your mind to it, you can create whatever you dream of.

And don't forget - we are talking here about truly meaningful work.

So if you have the desire to share your knowledge and skill with the world you'll grow exponentially as a person and a retreat facilitator. Your unique message will reach your ideal students one way or another.

While your 200-hour YTT may not have covered this topic, there's a good reason for it. Developing your own skills, finding your unique voice as a teacher, and gaining experience running multiple weekly classes are crucial steps towards becoming a leader in your community. However, if you're reading this, it's a sign that you're ready to take action and create something truly wonderful.





# IT'S TIME!

Let me help you launch your very first retreat, one that you and your students will absolutely love! Having access to support and guidance can make all the difference in achieving your goals.

With the right strategies and a step-by-step framework, you can build your dream retreat business that provides you with more income, freedom and a loyal community. Most importantly - you'll feel like you are making a much bigger impact.

Are you ready to continue learning, developing, and finally taking those steps to launch your first yoga retreat?

*Enroll in my 12-week 1-2-1 mentoring program*, where we'll work together to explore your strategy, identify areas for improvement, and optimize your approach for success.

**LEARN MORE ABOUT THE PROGRAM**