



THE TOP 12 REASONS NOT TO HOST THAT RETREAT!

Greetings badass entrepreneur!

You lead with love and service in your work and you want your clients to get the most value possible from their work with you (whether you are currently offering coaching, consulting, healing, creative services, training, strategy, or some combination).

THIS IS LIKELY WHY YOU'VE GOTTEN THE CALL TO LEAD RETREATS.

In working with hundreds of retreat leaders and aspiring retreat leaders over the years, **I know that the idea of guiding people in TRANSFORMATIONAL live experiences comes in that way -- as a calling.**

For me I kept visualizing myself leading these groups for years. I'd write the ideas in my notebooks, and then I would stop myself from following through. Because I was afraid. FOR YEARS.

In fact, **the choice to lead transformational retreats just might be the single biggest decision you can make that drives up fear!** Whether you threw a party as a kid and no one came, or you are someone who tends to 'peacekeep' rather than ask someone to change their life, or maybe a part of you is terrified about the VULNERABILITY and VISIBILITY that your ego mind is fully aware will happen as you step in front of the room.

- **Am I really ready to hold space for this life-changing journey I imagine in my mind?** People think.
- **My business is working pretty well as is... maybe this retreat thing is just a distraction?** We wonder.
- **What if I do all this work, put myself out there in this new way, place deposits on a venue, get really vulnerable, and no one comes?** We pretend we don't care about this yet we really, really do!

However, the choice to lead transformational retreats as part of your business model just may be the single biggest decision you make to bring both POWER and PROFIT to you as business leader.

But, my dreamer and lover of all things possibility, it is simply not for everyone!

Not everyone has the courage and commitment to BECOME a RETREAT LEADER (and it is a 'becoming'!)

A RETREAT LEADER creates experiences that transform, and MAKES MONEY DOING IT.

(You will never show up as powerfully as your clients deserve if you're not receiving a highly supportive amount of money for you!)

My intention with this ebook, as someone who has hosted more the sixty retreats, created transformational experiences for hundreds and hundreds of people, and generated millions of dollars in revenue doing it, is twofold.

(By the way, you can learn all about me via my Retreat and Grow Rich Podcast over on iTunes):

1. To have some fun with the reasons people's retreats don't work out in the end! I've heard it all and I want you to be aware of the allure and the truth behind it.
2. To talk you out of hosting your retreat! Seriously. Being a retreat leader is not for the faint of heart. We get up every day to create a new way of being on the planet... it takes something!



Darla LeDoux
author of
Retreat and Grow Rich

If you've already led retreats and you grabbed this book, it is DEFINITELY for you as I know you can improve the power of your retreat, or the profitability, or you wouldn't have grabbed it!

When you're 'called' you know there is more to the calling than all the surface reasons to have a retreat... it's deeper and you can't not go for it! If you don't have the deep burning call to go deeper with your clients, or to immerse them a whole new energy field, because you've lived it, don't do it! I've seen too many retreats not fill or lose money for the very reasons outlined here.

I once lost a LOT of money on a retreat. A LOT. It took me close to a year to fully heal from that experience. Let's not go there!

Make the clear choice to go all in (or steer clear!) today!



The Top 12 Reasons NOT to Host that Retreat!

1

If you're looking for a great excuse to travel...

BOOK A VACATION INSTEAD!

Sure, hosting a retreat is a great way to get paid to travel, or at least have your travel be covered as a business expense. There is so much more to being an excellent retreat leader than just taking people to a fabulous location. Developing a solid BUSINESS in which your retreats fill easily and earn you a profit requires a big picture strategy. YES! You can travel all you want as a part of your retreat-based business. But if this is your main motivator, there are easier ways, like vacation! Or book a speaking gig in another city, guest teach at a colleague's retreat, or simply attend a retreat in a location you love!

2

If you don't want to make money, talk about money, and ask for and receive money for your gifts...

START A CHARITY INSTEAD!

OK, actually running a charity requires plenty of money as well. But there is nothing worse than accidentally running a charity, rather than a business, because you didn't want to learn about the financial side of your retreat business. Aside from wanting you to be able to earn a living doing your amazing work, there's another reason I don't want you to host a retreat without being able to truly **understand the value of your gifts and charge for them**. When you aren't receiving the value for the transformation you spark in people, they actually get less transformation. When your participants aren't invested at a level that represents 'all in' for them, they won't get the results they most need. And that does a disservice to all of us as retreat leaders around the world. So do me a favor, get cozied up to your money. There is nothing we like to talk about less than money (god, sex, and money are our three taboos). A powerful retreat leader "is willing to talk with people about something they may not want to talk about" (Dr. Albert Gray) and that starts with talking about money and investing in transformation.

3

If you LOVE the idea of a girls weekend away...

MAKE FRIENDS!

any retreat leaders invite their friends on retreat. They aren't charging enough to have it really feel transformational for them financially. So their commitment level is not where it needs to be. Plus it's not always the best plan to coach our friends! Go ahead and have a weekend away with friends... but keep your transformational retreat separate. And see #2 regarding pricing.



4 If you LOVE the idea of talking for three days, and sharing all of your hard-earned wisdom....

START A PODCAST!

OK, so I LOVE being in front of the room. It is truly one of my favorite things. Yet, it is not enough reason to add retreats to your menu of services. There are easier ways to disseminate knowledge. Create a course, start a podcast, do a speaking tour. Hosting a retreat is an experience with lots of space for your participants to co-create the content and experience their transformation. It is not the place for passing along all you know. One of the biggest mistakes I've seen retreat leaders make (I've talked to many who made this one in their first retreat and then lived to do it differently... including me!) is to have TOO MUCH CONTENT. Maybe you've spent years keeping quiet and storing up knowledge in that big, beautiful brain of yours! Choose one piece to craft your retreat around, and do not fire hose people with your brilliance. Really. They may be impressed by you, but they won't transform. And transformation is what changes your business forever.

5 If you want cool pictures for Instagram...

INVITE A PHOTOGRAPHER TO DINNER!

Rather than go through all the trouble to create a retreat, have a dinner of your closest friends and influencers at a beautiful restaurant and bring a photographer. Easy and delicious! You may even make some connections at dinner who will help you fill your retreat down the road when you're ready.

I love that I have beautiful photos I can use in my marketing because I've had so many retreats. A photo says so much energetically in an instant. And you never know what's behind the photo. Last year when I went to Greece on retreat, I spent two days in Athens before traveling to Santorini. In Athens I booked a food tour through AirBNB. On tour I met another woman from California (of course!) and we got this selfie for instagram:



A week later I was sitting on my balcony in Santorini and I hear in the wind "One, Two Threeeee" in a way that catches my attention. I look up to see a photo shoot in action that looks like this:

I also took a video. I posted the scene on Instagram and my new 'follower' from California chimes in and says, "Hey, that's me!!!"

I knew she wasn't an entrepreneur or creating a website. I asked what it was for and she said, "Just for me."

Watching the scene unfold from my balcony, I immediately assumed that this a very important photo shoot! Yet it was 'just for me.' (Which I'm sure was transformational by the way).

Many things can look cool on Instagram. Hosting a retreat is a whole other endeavor. Don't let instagram fool you into thinking you NEED this path to look awesome. You already are!



If you only want positive light energy...

BUY A HAPPY LIGHT!

(Have you heard of the happy light for seasonal affective disorder? I had one in my office once, it made me jittery!)

OK so here's a deep conversation we're about to enter.

Transformation is about creating the opportunity for your retreat participants to step into a whole new energetic alignment. To BECOME AWARE of a whole new possibility for themselves and their lives in some area, and to actually HAVE AN EXPERIENCE of being in that new energy.

That's the type of retreat I want to lead and propagate in the world.

This can absolutely mean that your retreat can be all about holding space for people to step into the light!

I even had a whole retreat called "Diving for the Light" which I then refocused to be about claiming your light because the group gathered kept bringing heaviness / darkness with them in ways they totally didn't need to.

(Did you know you can choose to focus on the light!?)

Here's the issue with not wanting to be with the darkness (the energies that limit us and keep us stagnant).

We all have them!

Fear or anger are just as valid as joy and peace.

To be aware of the light we will also be aware of the dark.

This doesn't mean you have to live here OR invite heavy people to your retreat --- that's a whole different conversation about your STAR Client (the first thing to know when you begin to market).

But to create a space for transformation, you are creating a space for SAFETY. If you're afraid of people's 'dark' or the shadows they've not yet healed, they will be afraid to bring them forward and they won't feel safe.

"As a human being, we cannot accept a part of ourselves we have not shared with another human being and had validated rather than violated."

-- Kurt Wright

If you're afraid of the heavy or darker energy, it is only because there is a relationship to that energy within you that needs to heal. We don't have to stay there, but we want to allow for truth in all forms to come forward. (If this is an area of concern for you, check out the Transforming Out Loud podcast series on the Retreat and Grow Rich podcast over on iTunes).

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If you want to stand in front of the room and have people look up to you...

JOIN TOASTMASTERS!

There are many ways to get in front of the room.

What I personally LOVE about retreats and why I get so excited when my clients are about to lead theirs is that I know that the people in their room (because they've marketed properly) are a curated audience that has come to experience THEM! This means they can feel truly free to be themselves in a way that is less easy in front of someone else's audience.

Where else can you get that without all the steps of becoming fully aligned with your message, securing a venue, having sales conversations to fill your room, and moving through the inevitable growth bumps that happen when you step up to lead a retreat? Toastmasters!

You get to know people over time so the audience is 'known' (though you are being 'graded' lol).

You can practice different messages to see what sticks (which is also true with your retreat).

And... you can impress people with your brilliance! (And maybe even get pictures for Instagram! Though my Toastmasters room was pretty darn ugly!)

8

If you don't want to heal yourself as part of the process...

HIDE BEHIND YOUR LAPTOP INSTEAD!

Every new retreat brings a new level of healing. I'm at more than sixty retreats now and it happens for me too... every... single... time.

In fact part of my process I teach my retreat leader clients as the initiation of the container is setting your three intentions. Each person on the team sets a personal intention as well to start the momentum toward transformation in the room.

If you are waiting until you are perfect to lead your retreat -- you don't need to be! In fact that is the opposite attitude of a transformational leader. Your willingness to grow opens up new levels for your clients.

When you create the container you Unlock the Soul of Your Retreat! Spirit goes to work on using you to call together the exact people for the journey, and inviting you to align all the pieces of you to be the ideal conduit for the work. (This is healing! Being paid to grow in this way is the best gig around if you are ready for it!)



9

If you want to be in total control...

GRAB YOUR REMOTE AND PULL UP NETFLIX!

Thousands of viewing options right there at your fingertips!

But if you want to be a powerful retreat leader, be prepared to play with your edges when it comes to surrender, acceptance, and holding the vision when things don't go as planned!

You are working with and through humans... it will never go entirely as planned!

Whether the exact people you created this retreat program for ALL SAY NO or have a date conflict and you're starting fresh, or your onsite chef ends up in the hospital and you're suddenly taking your whole group out to eat, or the city you're hosting your money retreat in has a downtown riot just before you arrive to do an experience on the downtown streets, something unexpected will come up along the way. And inherent in that something is your transformational gift... one that will make you lots of money, if you recognize it!

If you hold that control too tightly, spirit won't get in to do her work!

10

If you want everyone to like you and agree with you...

GET A PUPPY!

I am a dog lover through and through. My Monty wags his tail dramatically and hops like a kangaroo when I return from being absent from him. It's the BEST!

(Let's not talk about him getting older).

It's an interesting journey to become a powerful retreat leader.

We neither want to have thin skin, or thick skin, to truly lead the room.

ESPECIALLY IN THE BEGINNING, retreat leaders move through all sorts of initiations, one of which is having RESISTANCE up in the room and learning how to handle it. You may even have a "Dark Gift" as I like to call it. Someone who shows up in your retreat who brings an oppositional or heavy energy that presents itself in stark contrast to the outcome you wish to create. (I.e. They may question your teaching, or insist on sharing stories about why it 'won't work' for them... whatever 'it' is.)

This can derail someone who is more committed to being liked than being effective.

If you are willing to stand firm in your knowing and play with the energy, this person may be the best gift for the whole group's transformation. Whether you're able to help them see themselves in a new way, or they are simply there to provide contrast and embolden the others in the room, the gift is there. Are you ready to shake things up rather than keep the peace? You might be ready to lead your retreat in a whole new way!



11

If you want to be a travel agent...

BECOME A TRAVEL AGENT!

If your greatest joy is in planning the experience... you know, researching venues, finding local service providers, and planning the trip you would like to take, perhaps you could do just that!

There's no need to create a whole business around retreats to do this work. In fact, I've got plenty of retreat leaders who would probably be happy to hire you to do this part!

So before you go all in on the transformational journey of a lifetime, get crystal clear about the part of the vision you love. Could you do JUST THAT? Perhaps!

If you want to be a caretaker and give people an all-inclusive luxe experience that totally nurtures them in ways they are unwilling to do for themselves, all at an 'affordable' price...

VISIT ALANON!

OK, my fellow Adult Children of Alcoholics will understand this reference, and I attended Alanon or similar at various points in my life so I am not joking about the value of that work. (Alanon is a support program for people who's lives have been affected by someone else's drinking and focused on codependency.)

And in fact this is an extremely important conversation.

I see this more often than you can imagine.

A well-intentioned service provider who gets 'the call' to retreats begins to dream of what amazingness they can create.

They see themselves taking clients to a DEEEELUXE location and providing all manner of great things - five star rooms, top-notch guest speakers, private massages and morning yoga, fabulous gifts and local immersion experiences.

They think, WOW, my clients would never take time to give this to themselves in their day to day life. They are SO AMAZING and they deserve it... I'm going to do it for them!

My fellow recovering codependents out there... does this sound like anything else you know?

Don't become codependent in your business!

Sure, it may be completely appropriate for you to provide this kind of experience for your STAR Client. It may be just the transformation they need to stretch their abundance mindset, or it may simply be the level of experience they are accustomed to.

But if you're going to go this route (I call this type of retreat "Destination Transformation"), you want to be sure that you charge for it! Prepare yourself to START the investment around a cold 10 G's. Per person. Really.

Have no fear, however, another option is to scale back on the 'luxury in a box' vibe and instead call forward your client's inner hero to invest and participate full out. See them as whole, complete, empowered, and living in a world of abundance JUST LIKE YOU! Allow them to be full party to their own transformation.

MOST of my clients who understand the THREE TYPES OF RETREATS and the cash flow component of their business, have their participants book and pay for their own rooms and even some or all of their meals. (There are many factors that go into these decisions which I cover in depth in my signature program at RetreatandGrowRich.com/Retreat.)

One of the topics in our programs is Healthy Compassion™, my way of speaking about the boundaries we need as leaders of consciousness work. It means be able to be present with all people with a heart of compassion, while maintaining the healthiest boundaries to support ourselves.

If you're ready to practice this as you honor the call to transformation in the form of retreats, I invite you to join us at our transformational retreat today!

GET THE APPLICATION

RetreatandGrowRich.com/Retreat

May this information bless you and those you support.

There is no better adventure in Truth and Transformation than leading retreats.

And there's no worse feeling than stepping protectively, half-way, into the call to lead and having it not work out as planned.

If you're ready...

Let's bring back all the parts of you into alignment with the call together!

Love,
Darla

Was this of value to you? Spread the word and help me stop the madness of retreats that don't work by sharing this link on social:

RetreatandGrowRich.com/STOP

Mwah!

