



Retreat PLANNING ROADMAP

**CREATE, PLAN, AND DELIVER A
RETREAT FOR YOUR BUSINESS**

MAKE AN *IMPACT*

*and create next-level transformation for your
customers through live event experiences.*



HAVE NO IDEA WHERE TO START?

I've got you covered. With over 20 years of experience designing and hosting live event experiences for my business and others, I know what it takes to create a successful event that brings your brand to life!







MEET AMBER HOUSLEY

Amber Housley is a marketing strategist and business coach who founded her first business in 2007 and started planning full-scale events when she was 19 years old.

In the corporate world, Amber was a marketing strategist and account executive, directing campaigns and events for influencers like Brene Brown, Ali Edwards, and the ladies at A Beautiful Mess; Las Vegas casinos and resorts; popular consumer goods you'd find in any grocery store, and Cultivate What Matters, the shop that created the ever-popular PowerSheets goal setting planners.

ABOUT AMBER

-  **21+ retreats and live events** hosted for the Amber Housley brand and business
-  **22+ years of event planning and design experience** — from rooftop casino resort bashes to luxury southern weddings to branded business conferences
-  **475 + attendees** of Amber's personal live retreat experiences
-  **\$2MM revenue generated**

“But the corporate world wasn’t where I was supposed to be, long-term. I’ve dabbled in entrepreneurship since I was 4, but I started my first real business in 2007, working in the fringe hours around my job. Over the years I’ve taken my various businesses (things like blogging, graphic design, photography, designing luxury weddings, event planning, coaching and consulting!) to high six figures and seven figures.”

All of that to say... Amber knows what works in business and marketing, both online and off, at every revenue level.

Amber empowers women business owners and online experts to create a life & business on their terms, fueled by strategy and sisterhood. Through her detail-rich coaching programs, courses, and live experiences, she helps female founders collaborate, uplevel, and scale their business. Her focus is on smart and simplified marketing strategy, alongside proven frameworks of success.

FEATURED ON

Southern Living

Better Homes
and Gardens

Martha
STEWART

THE Lively SHOW

Southern
Weddings

WEDDING CHICKS

A&E



Retreat

PLANNING ROADMAP

Outline Your Vision

Get clear on the vision for your experience. Who is the ideal attendee? What will they walk away with? Where will it take place? What is the length needed for the transformation?

Create Your Goals

How many attendees will you have? What do you want to have sold of this offer by specific key dates? What are other milestones you want to achieve on a personal level and as a host?

Set A Budget

Set a budget with allocations devoted to your most important priorities. Price your seats for profit so you can end up in the black — not red — for your event.

Create Your Attendee Onboarding Strategy

Create a strategy that gets your attendees excited and informed about the event they are about to experience with you — so they can go and tell all their friends about you, too!

Develop Your Marketing Plan

Map out all the key elements of your marketing campaign and what needs to happen at key times so you can fill your seats and adequately prepare for your event.

Plan & Prepare An Event Timeline

Create a timeline you can follow for each day of your experience that includes all the main details of your offer and adequate time for breaks and other activities and experiences.

Deliver An Amazing Experience

You've prepped and planned, now it's time to host an amazing experience that not only gets you raving testimonials but leaves you feeling fulfilled and satisfied — not drained and burnt out.

Outline Your Post-Retreat Marketing Strategy

Because post-retreat is a crucial time to cap an amazing experience with your attendees! What details do you need to communicate and what next step can they take with you?





MISTAKES TO AVOID

Not communicating with your attendees until they show up in person for the event.

Nobody wants to have to guess what they need to prep or pack for an event. Make your attendees feel at ease in advance by regularly communicating with them in advance in the weeks and months leading up to the event.

Not watching or tracking your budget

While all those special details you have in mind sound amazing — do they still keep you in the black so you turn a profit on your experience? Be certain you aren't spending too much in one budget category and leaving nothing for other important ones — or worse, ending up in the red.

Not providing a long enough runway to sell your retreat

With today's busy schedules and plans, it's important you give your customers enough time to make plans to attend. Do you have enough time to properly create, market and sell your retreat?

Not being specific enough with your outcome

I get it — you're hosting your event in an Instagram/drool-worthy destination so you think that should sell it alone? Wrong! Customers need practical outcomes and deliverables to walk away from your experience with. Make sure you are making that crystal clear for them.



Retreat

PLANNING CHECKLIST

✓ *Outline Your Vision*

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REMEMBER NOT TO MAKE THESE MISTAKES:

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✗ Not watching or tracking your budget

✗ Not providing a long enough runway to sell your retreat

✗ Not being specific enough with your outcome

READY
TO GO
DEEPER?

*Doors Opening
Soon*

INVITE & Delight

Join your coach Amber Housley as she shares everything you need to create, plan, and sell your retreat experience for your business!

→ JOIN THE WAIT LIST

SNEAK PEEK AT WHAT'S INCLUDED...

- **How to Create Your Vision** for your unique retreat experience including inspiration and style boards, and how to name your experience, and what content to include that creates real transformation for your attendees
- **How to Choose a Venue** and what type of location to host your experience in. Insider secrets to choosing a space that is best suited for your personal preferences and overall experience.
- **Budget Plans & Spreadsheets** with formulas for pricing your experience for profit, and what you can expect to invest in each line item.
- **Metrics & KPI Tracking Dashboards** to understand clearly how your marketing tactics to promote your retreat are working
- **Done for You Marketing Content Plan** so you confidently know exactly what you need to create and what to say to market your experience
- **Full Library of Swipeable Scripts & Templates** including email nurture sequences, presentation slide deck template, social selling scripts, customer service scripts (use these yourself or hand of team to implement for you)
- **Ticket Pricing Strategies & Tactics** including different type of registration options, discounts, value adds, and upgrades, and implementation strategies that bring in additional revenue and sales.
- **Swipeable Attendee Onboarding & Management Process** We'll hand over our plug and play system to help you track and organize your attendees, manage their experience to make it easy for you to run the retreat smoothly
- **Little Black Book** of my favorite swag and merchandise sources to save you time and money creating delightful details that make a big impact



*In the meantime, come join me
on my digital front porch*

JOIN MY
FACEBOOK GROUP

THE
FRONT PORCH
Club

CREATING THEMED EVENTS,
EXPERIENCES & RETREATS FOR
YOUR CUSTOMERS

REQUEST ACCESS AT
[AMBERHOUSLEY.COM/FRONTPORCH](https://www.amberhousley.com/frontporch)
—IT'S FREE!