

Spiritual entrepreneurs,  
learn to create, market  
and lead transformational  
groups online.  
transform your webinars  
and tele-seminars into  
retreats.



## Virtual Retreat Leader Training Experience

**eBook version 3.0**



Karen McMillan, ACC, BCC  
Master Retreat Coach & YINpreneur™

# Virtual RetreatU

## *Create, Market and Lead Transformational Retreats*

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[www.kdmcmillan.com](http://www.kdmcmillan.com).

# Welcome!

Come in, get comfy, breathe, and begin to imagine the circle of beautiful, powerful women coming together.

I have created this ebook to introduce you to the six modules in the Virtual Retreat Leader Training Experience.

While here, you may also take away some valuable tips to help you create your own virtual retreats or group programs.

Mostly, I want to introduce you to the essence of this learning experience which is all about bringing retreat into your daily practice, and modeling it for those you touch in work or life.



Gratitude hugs for taking the time to be with these pages.

Handwritten signature of Karen McMillan.

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# Gratitude Moment

Congrats on giving yourself, and others, the gift of retreat – breathe with this and celebrate You!



# Create Space

Breathe

Come into this present moment

## Imagine

...you are in your favorite retreat space. Be here with all of your senses.



# 5 paths to success for entrepreneurs

These media have become the success path for entrepreneurs looking to grow 5-6 figure businesses:

- \* videos
- \* tele-summits
- \* webinars
- \* hangouts
- \* livestream

The challenge for many is creating these internet gatherings while still holding spiritual, heart- space





We've got the  
answer at Virtual  
RetreatU

let's get started



*Retreat is not about getting away to a  
place.*

*Retreat is about going to that place  
inside*

*to find peace amidst the noise.*

# The Foundation

# What Is a Virtual Retreat



A land retreat  
in a virtual space

# In essence

A virtual retreat is a live retreat, blended with the benefit of Internet or telephone media.

The key elements of retreat, renewal, transformation and community, are very much **present** and key to the experience.

## Let go of the virtual element and realize that

inner peace is not restricted to a building, you carry it inside you.

A virtual retreat is NOT a tele-seminar or webinar



# How does our retreat differ from a tele-seminar, webinar or workshop?

With our retreats, the intention is **transformation over information**.

This happens when you, the retreat leader, creates an environment that invites, allows, and encourages your attendees to be fully present, authentic and open to change.

When you, the retreat leader creates the path to transformation.

- Focus is on information.
- Pace is usually ramped up.
- Focus is on sales.
- Doesn't necessarily engage the audience - talk at vs to or with.



# What is Your Why

# what does retreat mean to you (your why)

Allow your pen to translate what you see and feel into words or pictures. Let the true meaning of retreat come to you. Not simply as the definition of the word “retreat” but as the deeper meaning of the experience - for you and your retreat participants.

Others may refer to this practice as getting in touch with the benefits of retreat. Be with both of these meanings.

Share your response in words, drawings, or bring your inner artist to this practice. Add color if you are so moved. Have fun with this.

# what is your retreat why?



*Retreats are an important part of our spiritual journey. They give us time to turn our attention away from mundane concerns so we can attend to that “still small voice inside us.”*

~Rachel Harris, 20-Minute Retreats

Read the Rachel Harris quote slowly. As you read, feel into it with all your senses.

Then, consider what shows up and what retreat means for you.



**How does retreat inform your life and work?**

# Intention for your retreat

- \* Connect with **existing** members of your circle.
- \* **Grow** your circle (new members).
- \* **Educate/Enlighten** audience.
- \* Share/promo a **new** product or program.

# Benefits of virtual retreat

# Who Appreciates Virtual Retreat

- \* People seeking a **more affordable** means of going on retreat
- \* People in **remote** locations  
People seeking **easy**, travel-free retreat
- \* experience
- \* People who wish to attend a retreat yet prefer the **anonymity** a virtual retreat offers
- \* People with **less time** than money

# Key Benefits

- \* **Ease**: of planning, setup, breakdown and leadership  
No schlepping or travel **hassles**
- \* Higher **R.O.I.** - costs are lower and returns are higher in \$\$ and energy
- \* **Green** alternative - little to no fuel used to and 'fro
- \* You can **accommodate** small or large groups with little change or hassle
- \* Spread message around **globe**

# Create Vision

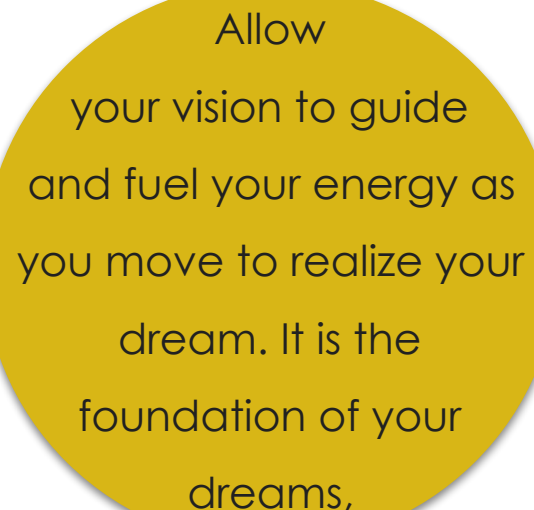


# Your Big Vision

Creating a vision is not only about what you see, it also about what and how you **feel**.

One does not have to use their eyes to see. Visioning can happen with your **imagination** and **intuition**.

Your big vision is the **foundation** for your dream, and your planning. You will build from it and on it to create your virtual retreat programs, and you as a virtual retreat leader.



Allow  
your vision to guide  
and fuel your energy as  
you move to realize your  
dream. It is the  
foundation of your  
dreams,

# Your Gifts

One of the first steps on this journey is to get in touch with what you want to bring to the world as a **gift**.

You will share the gift of retreat. You will also share the gift of you.



***What gift do you want to bring to the world?***

**What transformation are you seeking to inspire in you, and your attendees?**

# Know Thyself

Knowing your strengths allows you to lead from these strengths.

Being aware of what challenges you, and what you may consider as “weaknesses,” is also powerful. Bringing neutral judgment to this observation provides an opportunity to learn and grow.



**What challenges do you wish to be more aware of and strengthen to master your leadership?**



Before moving on, take a moment to breathe in what you wrote. Be with it with all of your senses ...

# Structure and Flow

# How does a virtual retreat flow

## **Example - Half-Day Retreat (4 hours)**

**11:00 am** - Call in, connect, create the space, and clarify the intention for 1st break

Break 90-minutes

**12:30 pm** - Call in, connect, participants share what showed up, lead a practice to clear space, set intention for next break

Break 90-minutes

**2:00 pm** - Call in, connect, participants share what showed up, lead celebration and closing ritual

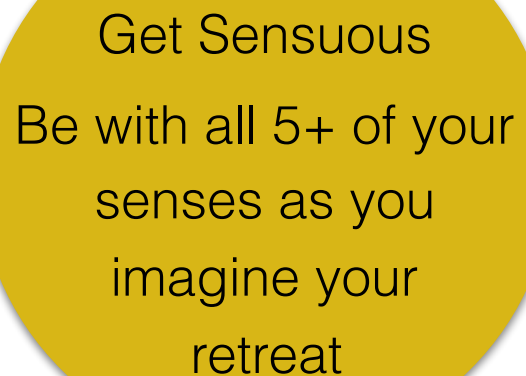
# Create Content

# Imagine

Create the flow and feeling of your retreat.

Let go of the concept of an agenda, and simply *be* with the transformation you wish to manifest for you and those who attend your retreat.

Set your intention and imagine you are attending the retreat you wish to create and lead. This will help you get in touch with what you wish to share, and what you wish those who attend to receive.



Get Sensuous  
Be with all 5+ of your  
senses as you  
imagine your  
retreat



# Structure and Flow



## **Do you have a working title for your retreat?**

There is time to hone your title and tagline. For now, let your working title capture the intention of your retreat and guide you as you create.

## **How long do you want to be on retreat?**

An hour or so, a few hours, a weekend, or for a series of retreats?

# Your Community



**Who do you see attending your retreat?**

**Is it a VIP day, small or large group?**

# Transformation



**What is the transformation you want for your retreat attendees?**

**What activities will you share to help them experience this transformation?**



*As you progress, move at a pace  
that renews energy. Take a breath as  
you take in what we've already  
covered ...*

# Retreat Delivery & Media Options

# Some of the ways one delivers a virtual retreat?

- \* Phone (audio only)
- \* Computer (audio only)
- \* Computer (visual)
- \* Video - presenter-only
- \* Video - audience too



# Phases and Pacing

K.I.S.S. = Keep It Simple and Sacred

## Phase I:

- Simple. First Retreats.
- Minimum media options (phone, email)
- Paid or free

## Phase II:

- Offering more or longer retreats.
- Enhanced media options (possible visual, recording, etc)
- Email, blog, social media
- Payment process

## Phase III:

- Offering more or longer retreats.
- Enhanced media options (possible visual, recording, etc)
- Email, blog, social media
- Payment process
- Community options/possible forum

# Create Package, Price, Value



# Define R.O.I.

R.O.I. typically translates into **R**eturn **O**n **I**nvestment.

It speaks to the relation of income over expenses. The more detailed you are with your plans and budget, the greater the opportunity for you to realize a greater return on your investment.

You have the option of creating the entire retreat with no-\$-cost options, i.e. free services.

For our work together, I offer the *YINpreneur* translation of R.O.I. as

**R**eturn **O**n **I**ntention



Own Your  
Value

# Elements Affecting Value

Many will simply tag this module “*pricing your offer.*” As feminine, yin-inspired retreat leaders we appreciate that the price is only one element in communicating our message, and sharing our gift(s).

There are many elements affecting the price-value of your event. Some are:

- \* The **size** of your retreat, e.g., is it a one- person private VIP day, a small, intimate or large group event
- \* The **length** of your retreat, e.g., is it a 90-minute, half-day, full-day or multi-day retreat
- \* The value of **transformation** to your retreat participants

# When Pricing Your Retreat Consider

- \* The **details** of all the elements you will employ to create, market and lead your retreat.
- \* Consider what you will **share** before, during and after/ between your retreats.
- \* Will you offer additional **elements**, e.g., recordings, bonuses and more?

# Communication, Community, Marketing

## **com·mu·ni·ty**

feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals

## **com·mu·ni·ca·tion**

means of connection between people or places, in particular.

# Communication and Marketing

In most programs folks will speak of this section as “marketing” and they are not wrong.

Here, we wish to grow that reality and add our retreat perspective to the element of marketing - creating a bigger intention for what you bring to each word, email, or web page.

Each piece you share will help create one or all three of these elements. There are similarities and overlap, but it helps to also know their unique qualities:

1. Communication
2. Community
3. Marketing

# You Are A Gift

This module speaks to the value of your program.

It also speaks to your value as the leader of this experience, and the value of the message you wish to gift your participants.



Continue to call on your intuition and your imagination as you create your retreat and infuse it with your voice and transformational value.

# Opportunities for Communication

There are three opportunities to communicate about you and your vision for virtual retreats:

- \* Before your retreat event
- \* During your retreat event
- \* After/Between retreat events

Consider ways you can use your communicate to:

- \* Educate
- \* Engage
- \* Communicate value
- \* Keep retreat alive



# When to Begin Communicating

The **higher the price**, the longer the retreat, or the more people you want to attend usually translates into a longer lead time for when to begin.

Ideally, communication and marketing will begin no less than eight (8) weeks before the event.

This will allow time if you wish to grow your audience with interviews, joint ventures, or other promotional elements, e.g., receiving support from/collaborating with others.

# Authentic Voice

Much of this communication will be about you being comfortable as your authentic self so your voice shines through.

Use your voice to create a safe and enjoyable space for your retreat attendees.

# Community

Communication and marketing are key, but the most important element is the community you create and lead. The connections between you and your community, and among the community members.

# Closure and Celebration

Remember, your **passion** for the value of retreat is what you communicate with each word and communicate.

Let your focus be **transformation** over information.

You are not simply leading retreats, you are practicing retreat in your daily life, then sharing and **modeling** it for all who attend your retreats.

Make retreat an intentional element of your **daily practice**.

Light a candle and imagine yourself as a masterful virtual retreat leader.

**Celebrate you!**



*Remember to breathe!*

# Creating Masterful, Heart-centered Leaders

# The Virtual Retreat Leader Training Experience

is a journey to transform you, and guide you to create heart-centered virtual group experiences.

The steps on this journey include:

Module 1- Foundation

Module 2 - Create Vision

Module 3 - Create Content: Structure & Flow

Module 4 - Media Delivery & Timing

Module 4 - Package, Pricing, Value

Module 5 - Community, Communication, Marketing

Module 6 - Closure & Celebration

Together, we will craft and share your message, your gifts, with more people, and attract more profit and ease.

[VirtualRetreatU Leadership Experience](#)

# Recommended resources

\*It is never too early to begin to build your community. I love Nathalie Lussier's FREE **30-Day List Building Challenge**.

\*Want help with copy, check out Michele PW's new book, ***Love - Based Copywriting***

# Let's Connect

I am passionate about retreat, and your whole-life success.

I invite you to connect with me as you feel the need, by email, text or phone.



From the light in me to the light in you.

Namaste,

A handwritten signature in black ink, appearing to read "Karen". The signature is stylized with a heart shape at the end of the last word.



# About your retreat guide

Karen McMillan, ACC, BCC



Mom of a creative daughter; LOVER of art, chocolate, nature & multicultural music. Transformational leadership coach to savvy professional women & future virtual retreat leaders.

Namaste

I am dedicated to women who want to

***share their message with***

***more people, and attract more profit and ease***

Visit [Virtual RetreatU Leadership Experience](#) to learn more about our program options, i.e., private mentoring, self-paced and 8 week groups

