



# Mind Body Education

## Holistic Success Hub - Resources

### Holistic Event and Retreat Promotion Guide

*Specialised Content for Holistic Therapists – Promote, Attract, Fill with Ease*


Organising a beautiful holistic event or retreat is only half the journey — the other half is learning how to share it in a way that resonates with your ideal participants. This guide will help you craft and implement a magnetic promotional strategy that speaks directly to the people who are seeking what you offer.

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#### Step 1: Clarify the Offer

Before promoting, be crystal clear on:

- **Who it's for:** Ideal client profile (age, interests, challenges, goals)
- **What they'll walk away with:** Key outcomes or transformations
- **When & where it's happening:** Date, time, location (online or in-person)
- **What's included:** Workshops, meals, accommodation, activities, bonuses
- **Cost & payment plans:** Be transparent and offer simple booking steps

 *Tip:* People invest in outcomes, not features. Focus on how they will feel after the experience.

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#### Step 2: Create a Captivating Description

Use this outline to write your event/retreat description:

##### **Title:**

- "Awaken Your Inner Light: A Weekend of Rest, Creativity & Connection"

##### **Intro Hook:**

Are you craving time to recharge, reconnect, and return to your true self?

## What It Is:

This nurturing 3-day retreat combines guided meditation, gentle movement, creative expression, and nature connection to help you relax, reflect, and realign with what matters most.

## What's Included:

- ✓ Daily yoga and meditation
- ✓ Creative workshops (art, journaling, sound healing)
- ✓ Nourishing plant-based meals
- ✓ Time to rest, journal, walk on the beach
- ✓ Welcome gift and personal support

## Outcomes:

- Leave feeling rested, inspired, and deeply connected to yourself.

## Logistics:

📍 Location: Byron Bay Hinterland

📅 Dates: October 18–20, 2025

💰 Investment: \$890 (payment plans available)

## CTA:

Spaces are limited. Book now to reserve your spot: [Insert link]

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## 📣 Step 3: Promote with Heart and Strategy

🌸 Promotion Channels:

- **Social Media:** Reels, stories, countdowns, testimonials
- **Email Marketing:** Announce to your list with a personal story
- **Website:** Create a landing page or featured blog post
- **Local Promotion:** Posters, flyers, wellness spaces, yoga studios
- **Partnerships:** Ask aligned practitioners to share it with their audience

💬 Suggested Weekly Post Schedule (6 Weeks Out)

Week	Post Type	Example Caption Snippet
6	Save the Date	“Big news! A soulful retreat is coming soon...”
5	What's Included	“Here's what your weekend will look like...”
4	Behind the Scenes	“Creating the gift packs today – sneak peek!”
3	Early Bird / Limited Spots Reminder	“Only 4 spots left at the early bird rate!”
2	Transformation Testimonials / Client Stories	“Last year's guests said this...”

## Week Post Type






## Example Caption Snippet

1 Countdown / FAQ / Last Chance

“We start in just 7 days – your invitation awaits.”

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### Bonus Content Ideas to Share

-  A personal story about why you created this event
  -  Short video walking through the retreat space or day plan
  -  Testimonials from past participants
  -  A free mini experience (e.g., guided meditation) as a lead magnet
  -  A Q&A post or live session to answer hesitations
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### Final Checklist Before Launching Promotions

- Landing page is live with all key info and booking link
  - Graphics made for social media, stories, and cover images
  - Email sequence scheduled (announcement + reminders)
  - Payment system tested and functioning
  - FAQ section created for common objections
  - Collaboration requests sent (to partners, venues, networks)
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