venture within

Clarifying Your Target Market for Your Retreat

How to Use This Template

1. Fill it out quickly (don't overthink first draft)
2. Refine based on real conversations with potential guests
3. Use it to guide:
    - Your retreat theme
    - Pricing
    - Sales page messaging
    - Social media content

1. Core Identity: Who Are They?

Define the *person*, not just the category.

- Age range:
- Gender (if relevant):
- Location (local, international, digital nomads, etc.):
- Occupation or lifestyle:
- Income level (approximate):
- Relationship status (optional):

Example:
Remote-working women (28–45), mid-to-high income, based in North America, seeking lifestyle flexibility.

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2. Psychographics: How Do They Think?

This is where most people get lazy. Don't.

- Values (freedom, health, creativity, success, spirituality, etc.):
- Interests (yoga, surfing, writing, entrepreneurship, etc.):
- Personality traits (ambitious, overwhelmed, curious, burned out):
- What they *aspire* to become:

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3. Pain Points: What's Not Working?

Your retreat exists to solve something.

- What are they struggling with daily?
- What feels stuck or frustrating?
- What are they tired of tolerating?
- What have they already tried that didn't work?

Example prompts:

- "I feel stuck in my 9–5"
- "I've lost my creativity"
- "I'm successful, but not fulfilled"

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4. Desired Transformation: What Do They Want Instead?

This is the emotional hook.

- How do they want to feel?
- What change are they seeking?
- What would "success" look like after your retreat?

Example:
From burned out → energized and clear
From scattered → focused with a plan

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5. Retreat Fit: Why *This* Retreat?

Tie your offering directly to their needs.

- What makes your retreat uniquely valuable to them?
- Why would they choose this over a vacation or another retreat?
- What specific elements match their desires?

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6. Buying Behavior: Will They Actually Pay?

A dream client who won't buy is just a daydream.

- Have they invested in retreats/coaching before?
- What price range feels realistic for them?
- What objections might they have? (time, cost, fear, logistics)

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7. Emotional Triggers: What Makes Them Say YES?

This is your marketing gold.

- What language resonates with them?
- What imagery pulls them in? (luxury, nature, simplicity, transformation)
- What fears push them to act? (burnout, wasted time, missed potential)

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8. One-Sentence Avatar (Make It Sharp)

Combine everything into one clear statement:

Template:
"I help [specific person] who struggles with [pain point] to achieve [desired transformation] through [type of retreat]."

Example:
"I help overwhelmed female entrepreneurs reconnect with their creativity and build a clear next chapter through immersive writing retreats in inspiring natural settings."

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9. Reality Check (Do This. Seriously)

Before finalizing:

- Is this group easy to reach online?
- Do they already spend money on similar experiences?
- Can you clearly speak their language?
- Would *you* be excited to spend a week with them?

If any answer is “no,” refine.

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10. Optional: Niche It Further (High-Converting Move)

General retreats struggle. Specific ones sell.

Instead of:

- “Wellness retreat”

Try:

- “Burnout recovery retreat for remote-working women”
- “Creative writing retreat for aspiring authors stuck on their first book”
- “Life reset retreat for professionals leaving corporate careers”

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