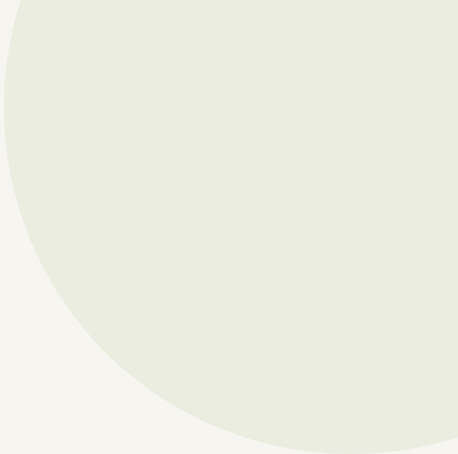




SUSTAINABLE GROWTH CONSULTING & COACHING, LLC

# The 90-Day Retreat Launch Calendar

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A week-by-week roadmap from retreat idea to open registration, so you always know what this week's job is.

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## HOW THIS WORKS

# Three phases, one job per week

Ninety days is a realistic runway to take a retreat from validated idea to open, filling registration. The order matters: validate before you build, build before you launch, launch before you optimize. Most retreat launches that stall skipped a phase.

DAYS 1-30  
**Validate & Build**

DAYS 31-60  
**Prepare & Launch**

DAYS 61-90  
**Fill & Adjust**

Each week has one focus and a short list of tasks. Check them off as you go. If a week's work is not done, finish it before moving on. A skipped validation week costs far more later than a delayed launch date does.

**Before day 1:** this calendar assumes your concept and numbers already passed a first sanity check. If not, start with our free Retreat Starter Plan and Profit Calculator at [sustainablegrowthconsultingcoaching.com/resources](https://sustainablegrowthconsultingcoaching.com/resources), then come back.

## Validate & Build

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Make sure the foundation makes sense. Better to find a problem with the concept or the numbers now than after signing an expensive contract.

### Week 1: Concept & participant

GOAL: KNOW EXACTLY WHO THIS IS FOR

- ☐ Write your one-sentence retreat outcome (who, from what, to what)
- ☐ Define your ideal participant specifically, not "anyone who needs rest"
- ☐ Talk to 5+ real people who fit the profile, note their words

### Week 2: Demand & positioning

GOAL: EVIDENCE, NOT HOPE

- ☐ Ask your list/network directly: would you pay X for this?
- ☐ Note what similar retreats offer, and where yours is different
- ☐ Decide: green light, adjust, or park the idea

### Week 3: Venue, dates & capacity

GOAL: REAL QUOTES, NOT WEBSITE ESTIMATES

- ☐ Request written quotes from 2-3 venues (rooms, meals, spaces, fees)
- ☐ Confirm capacity, room types, deposit and cancellation terms
- ☐ Set target dates with enough marketing runway

### Week 4: Budget, pricing & break-even

GOAL: NUMBERS YOU WOULD SIGN YOUR NAME TO

- ☐ Build the full cost list, including the invisible costs, plus 10-15% buffer
- ☐ Set your price from costs and profit goal, then sanity-check the market
- ☐ Know your break-even enrollment, decide deposit and payment plan

## Prepare & Launch

The numbers make sense. Now get the retreat into the market.

### Week 5: Messaging

GOAL: WORDS THAT MAKE THE RIGHT PERSON SAY "THIS IS FOR ME"

- ☐ Write the core message: outcome, who it is for, what is included, price
- ☐ Draft the retreat story you will tell everywhere (page, emails, posts)
- ☐ Collect any past testimonials or credibility pieces

### Week 6: Landing page & registration

GOAL: A PAGE THAT CAN TAKE A REGISTRATION TODAY

- ☐ Build one focused landing page (not a full site redesign)
- ☐ Set up registration and payment, test the whole flow yourself
- ☐ Basic SEO: title, description, mobile check

### Week 7: Launch runway

GOAL: AN AUDIENCE THAT IS WARM BEFORE YOU ANNOUNCE

- ☐ Plan the announcement email sequence (tease, announce, details)
- ☐ Prepare 2 weeks of social posts about the retreat's story
- ☐ List partners and referral sources, reach out personally

### Week 8: Launch

GOAL: REGISTRATION IS OPEN AND PEOPLE KNOW IT

- ☐ Send the announcement to your full list
- ☐ Publish launch posts, ask partners to share
- ☐ Personally invite the 10 people most likely to say yes

## Fill & Adjust

The retreat is live. Now watch what is actually happening: are people visiting, asking, registering? Where do they get stuck?

### Weeks 9-10: Watch the funnel

#### GOAL: KNOW YOUR NUMBERS WEEKLY

- ☐ Track weekly: page visits, inquiries, registrations, deposits
- ☐ Answer every inquiry within 24 hours, note common questions
- ☐ Keep posting: participant stories, venue details, behind the scenes

### Weeks 11-12: Adjust what the data says

#### GOAL: FIX THE STUCK POINT, NOT EVERYTHING

- ☐ Visits but no registrations? Revisit the page and the price story
- ☐ Questions but no commitments? Address the common objection openly
- ☐ Quiet? Go direct: personal outreach and partner pushes beat waiting
- ☐ Follow up with every interested-but-undecided person

### Week 13: Checkpoint

#### GOAL: AN HONEST READ ON PACE

- ☐ Compare registrations to your break-even and your goal
- ☐ On pace? Keep the rhythm. Behind? Pick one lever: outreach, offer, or timeline
- ☐ Decide the plan for the remaining runway to the retreat date

**Remember:** sometimes the original plan needs to change once you have real information. That is not failure. That is the process working.

# Want us alongside you for all 90 days?

This calendar is the map. The 90-Day Retreat Creation & Launch package is the two of us working through it with you: six consulting sessions, the full planning toolkit, your retreat landing page built for you, and support between sessions.

[See the 90-Day package](#)

[sustainablegrowthconsultingcoaching.com/retreat-consulting](https://sustainablegrowthconsultingcoaching.com/retreat-consulting)