

Getting People to Your Retreats

Individual Outreach Template #1

Subject headings:

private from me!
I was thinking about you!
this make me think about you...

Dear Jenny –

Hi! How are you doing? How was your vacation in the Bahamas? I was thinking about you over the new year so much.

I wanted to reach out because I'm really excited about a retreat I'll be offering in May. It's for busy yet soulful single people who are done with feeling like their aligned partner isn't out there, or that they don't know how to find him.

It is also for people who know that a big part of manifesting the right partner is about doing deep inner work.

As I prepare to share the retreat with the world, you keep on coming to mind because I know you are SO ready to bring love into your life, I know that you are so ready to be adored by a beloved, I know that you have so much to give to the right person, and I know that you are willing to do the deep personal work to get there.

That's why I wanted to let you know about the retreat privately before I let the rest of my community know about it! (And of course, I'm happy to extend a super special rate to you as well.)

Would it make sense for us to hop on the phone about it?

It would be awesome to hear your voice, to share about the retreat, and also to hear what's been happening with you!

If yes, let me know some times that would work for you, and I'll match one.

With love,
Joanna

Individual Outreach Template #2

Subject headings:

hi!
personal from Joanna
something I wanted to ask you...

Dear Rita –

Hi! How ARE you? It's been too long since we spoke last, and I hope you're doing really, really well.

I wanted to reach out because I'm really excited about a retreat I'll be offering in May. It's for mothers of children 10 and under who have lost connection with their essential selves, with their energy, and their own dream & desires...and know it's time to reclaim it all.

As I prepare to share the retreat with the world, you keep on coming to mind because I know that even after Noah stopped breastfeeding, it has still been so hard for you to claim space for yourself and return to your creative writing. I feel like this retreat would be a magical pattern break for you to not only carve out sacred space, but to re-program how you want motherhood to look like.

That's why I'm letting you know about the retreat privately FIRST, before I let the rest of my community know about it! (And of course, I'm happy to extend a super special rate to you as well.)

Would it make sense for us to hop on the phone about it?

It would be awesome to hear your voice, to share about the retreat, and also to hear what's been happening with you!

If yes, let me know some times that would work for you, and I'll match one.

With love,
Joanna