

2019 RETREATS IN PARADISE

BROUGHT TO YOU BY

The Retreat Specialists™ & 180° Wellness



HEALING YOUR BUSINESS RETREAT With Samantha Gemmell

15th to 22nd June 2019

Absolute Twin Sands Resort & Spa, Phuket, Thailand

WHAT IF YOU COULD ESCAPE TO A TROPICAL PARADISE?

AND WALK AWAY WITH A SOLID PLAN FOR MARKETING YOUR HEALTH AND HEALING BUSINESS?

If the answer is yes then this is the retreat for you.

This retreat is calling you to open up to a brand new marketing approach to your business.

What if you could escape to a tropical paradise for a week, and walk away with a plan for marketing your business? If your answer to this is a solid yes then this is your next business investment - and because it is all about business it is also a beautiful tax deduction!

This Retreat isn't yet another thing that you go to and walk away feeling confused, overwhelmed or upsold to get the final piece of the puzzle - you will have it all mapped out and go home confident that you have a plan to move forward and grow your business in the direction that you want.

What can I expect?

Are you a qualified professional (or final year student) in the health and wellness space?

Is it time to take your business and marketing to the next level?

Let's be honest. Marketing a practitioner business in 2019 is no easy feat. You might be confused about which social media platform to use, or who your ideal client really is. Perhaps you're writing the occasional blog and sharing posts every now and then because you've never been in the rhythm of regular marketing. Or maybe you're producing content consistently, but no one is engaging with it.

You know that you've got value to offer clients - you've spent years training in your field to support their wellbeing. But there seems to be a piece missing.

No matter what stage you are at in your business journey, we'll make sure that you bring of the pieces of your marketing and content creation together. Over the 7 days, we'll work on planning, creating and sharing your content and offers.

You get a chance to write content and offers on the spot and get 1:1 feedback from me. We'll also work on the mindset and strategy needed to consistently produce content for your ideal clients.

When you combine all of this with the inspiration of being around other enthusiastic and passionate practitioners, it's a recipe for revelations and pivotal moments in your business!

We start with an introduction to my favourite way of marketing a business for free – content marketing. With my approach to content marketing, there are no sleazy tactics or tricks. You won't be pushing or bullying people into paying for your services. Instead, we focus on genuine connection, educating people and making offers to those who need your support. During the first workshop, we'll create a crystal-clear picture of your ideal client so we can focus on creating content that appeals to that person.

In the second session, we will jump straight into the process of planning out your content and marketing strategies for the rest of 2019. You'll be supported through the process of content brainstorming, as we'll look for the topics that get you excited and inspired to share. Together, we will plan out 6+ months of content and promotions that are targeted towards your ideal client.

Next, we dive into the nitty-gritty of how to actually write content for your website and social media channels. This will include plenty of strategic how-tos, including the basics of SEO, readability, social media algorithms and how to

structure content to catch a reader's eye. We'll also cover how to repurpose the content you create, so you extract 5, 10 or even 20 forms of content from one good blog or video!

Finally, we'll take a closer look at the mindset issues that can come up when marketing your business. Whether you're held back by perfectionism, afraid of putting your work out there or feeling like an imposter, we will work through it together. By addressing anything holding you back, not only will you be able to market consistently, but your ideal clients will be attracted to your enthusiasm and passion!

But don't worry, this retreat isn't all about work! The workshops will be run amongst a daily routine of yoga, tea ceremonies, spa treatments and delicious food. There is even time to

head out and explore the beauty of Phuket. So you'll be nourishing your business while you tend to your mind, body and soul.

You'll walk away with 6 months of content and marketing ideas to support your business, along with written articles and other content that is ready to publish. You'll also have the skills to repurpose that content for years to come. Most importantly, you will gain confidence in your ability to share your knowledge and expertise with the people who need you.



Who Is Samantha Gemmell

Samantha Gemmell is based in Melbourne, Australia and is a qualified nutritionist, health writer and wellness with a Bachelor of Health Science (Nutritional Medicine).

A regular speaker, she loves guiding people to find their personalised state of wellness through food and lifestyle and acting as a megaphone for practitioners in the world of wellness.

As a nutritionist, her core belief and message is that there is no one perfect diet. Every one of us needs different food

and a different lifestyle to feel like our most powerful and awesome selves.

Factors like age, genetics, lifestyle choices and health goals can change what is right for you compared to the person next to you. Instead of getting caught up in the latest headlines about what's good and what's toxic, she wants you to understand what makes you feel your best, and have the power to act on that.

As a health writer, she wants to help spread the word of wellness from

qualified practitioners across the globe.

There is no need to feel icky about sharing knowledge and educating people about health. Instead, we work from a space of offering support to those who need you on their team. She also believes that making content creation easy is the way to go – the more efficient the process, the more consistently you can create it, and the more you can benefit from it.

The Program

DAY	TIME	OUR DAYS
1 Saturday		Arrival and check in / transfer from the airport Samantha will be there to greet you during the check in process
2 Sunday	9.00am 1.30am 7.00pm	Breakfast together Lunch – at your leisure Welcome workshop – Introduction to Content Marketing – The Journey Begins You will be welcomed by the 180° Wellness Team who will introduce you to the Bliss Spa Cleanse and answer all your questions. Dinner at resort – pre organised Thai Banquet
3 Monday	7.00am 10.00am 12.30pm 1-3pm 7.00pm	Yoga - Thai Tea Ceremony - Cultivating the inner self - Breakfast Content Planning Lunch 2 hour spa treatments Dinner
4 Tuesday	7.00am 10.00am 12.30am 1-3pm 7.00pm	Yoga - Thai Tea Ceremony -Breakfast Content Writing for Your Website and Social Media Lunch 2 hour spa treatments Dinner
5 Wednesday	7.00am 10.00am 12.30pm 1- 6.00pm 7.00pm	Yoga - Thai Tea Ceremony -Breakfast 2 hour spa treatments Lunch An adventure out Dinner – Values Discussion
6 Thursday	7.00am 10.00am 12.30am 1-3pm 7.00pm	Yoga - Thai Tea Ceremony -Breakfast Content Writing Workshop Lunch 2 hour spa treatments Dinner
7 Friday	7.00am 10.00am 12.30am 1-3pm 7.00pm	Yoga - Thai Tea Ceremony - Meditation: Remember You are Soul encoded to be Joyful. Breakfast Practitioner Mindset Workshop Lunch 2 hour spa treatments – 2 groups Celebration Dinner - Closing Ceremony
8 Saturday	9.30am	Breakfast and Departures

Package Prices & Inclusions

The package price is outlined as follows

	Thai Baht	AUD	USD	Euro
Participant Single Room – Studio	฿98,800	\$4240	\$3197	€2697
Participant Shared 1 bedroom	฿90,897	\$3899	\$2797	€2497

Includes:

- All accommodation in a single share Studio Apartment at Absolute Twin Sands Resort & Spa
- Transfers to and from Phuket Airport
- Complimentary transport to Patong Beach
- 7 Breakfasts, 5 Midday Meals, 1 Thai Banquet and 5 Evening Meals
- The Retreat Specialists™ Welcome Gift
- All workshops with Samantha Gemmell throughout the retreat
- Participation in the 180 Wellness Bliss Spa Package as outlined on the 180° Wellness website www.180wellness.asia – valued at \$3393 AUD
- Five x 2 hour spa treatment at 180° Wellness
- Daily detox (gentle) yoga
- Thai Tea ceremonies
- Daily energising juices and wheat grass shots along with Thai basil seed drinks
- Full use of infra-red sauna and gym
- A 1:1 consult with the Spa Manager to consult about Body Metrics
- All workshops
- Pre and post retreat contact
- A 180° Wellness Spa Welcome Pack
- Free shuttle bus to and from Patong Beach

Excludes:

- Flights and any additional accommodation outside of the retreat dates
- International Travel Insurance
- Tips to staff
- Extra spa treatments

To book please scan the QR code here to be taken to our booking page or visit www.180wellness.asia/retreats/join2019retreats/



About The Retreat Specialists™

The Retreat Specialists™ are formed of 26 years of experience in the retreat industry and brings together a range of Resorts with a wide roster of Retreat Facilitators curated by the Retreat Specialist Liesel Albrecht.

All Retreat Facilitators are experts in their field and bring together a unique program of expertly crafted retreats in a wonderful range of worldwide resort settings, providing those on holiday with a wide choice of wellbeing experiences, tailored to their needs.

The Retreat Specialists™ work in close collaboration with the resorts so that, together, we can provide guests with an unforgettable experience.



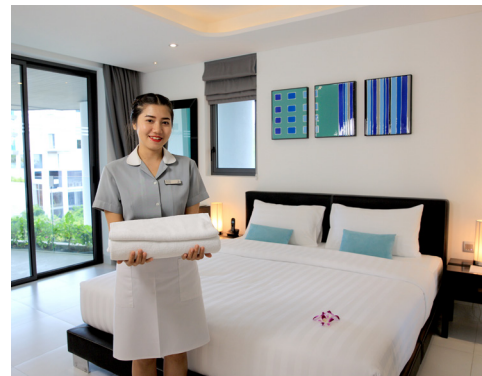
About Absolute Twin Sands Resort & Spa, Phuket, Thailand

Absolute Twin Sands Resort & Spa is a stunning resort with panoramic ocean views, contemporary apartments, outstanding dining and wellbeing opportunities and five-star service, all in a spectacular peninsula setting minutes from Patong on the stunning island of Phuket. Nestled between two perfect white sand beaches, every one of the 185 apartments and penthouses, available as studio, one and two bedroom, combine the best of contemporary design, architecture and furnishings to create a comfortably chic holiday retreat for couples and families alike.



About 180° Wellness

180° Wellness welcomes guests from all over the world who benefit from our nurturing, fun, educational and effective 180° Wellness programs. On a program with us, you will reap the benefits of a range of health, wellbeing and detox programs, the delicious nutritionally balanced cuisine consciously prepared by our in-house Nutritionist, our relaxing spa services, our carefully curated Yoga and Meditation programs, inspiring conversations and discussions on the principles of wellbeing, all in the comfort of our home, the stunning Absolute Twin Sands Resort & Spa, positioned between two fabulous secret beaches on the west coast of Phuket island.



Frequently Asked Questions

We are often asked a few standard things when people come to Thailand.

1. Will there only be Thai food to eat?

No, each program has a consciously curated menu under expert Nutritionist supervision. We offer a great fusion of foods at the resort restaurant and can cater for any dietary or allergy requirements.

2. How will I get from the airport to Absolute Twin Sands Resort & Spa?

When you book the resort will request your arrival and departure times and they will organise transfers. You will be informed of how to find your driver when you come out of the airport closer to the booking.

3. I won't know anyone so I am a bit nervous

The beauty of these retreats are that you don't have to share a room and the group will bond really quickly - we guarantee it - you will have 9 or more new friends within the first hour!

4. The program looks pretty full will there be any free time?

We will make sure of it. There are shuttle buses to Patong Beach that leave regularly and there will be plenty of time to lie by the pool. There will be lots of time for napping, chatting and shopping!

5. Can I stay longer?

Yes of course when you are booking let the resort know and they will book you accordingly and if you want to travel anywhere else in Thailand The Retreat Specialists™ can help with this.