



Business Coaching

by Bliss Yoga



Course Prospectus

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How the Course Works

What you can expect on our intensive business development courses

The course is made up of interactive presentations on different elements of building your business and independent, supported work time where you will take what you have learned and apply it to your own business.

For example a workshop on branding followed by working on the branding on your own website. The interactive presentations will usually take place in the morning and the independent supported work time will take place in the afternoons. Please note that although we will be there to offer help and support whenever you need it the direct responsibility for completing the work on your website is the clients and not the course provider. In short we will not do the work for you!

The course also has a fun, recreational and sociable element. We don't want to be all work and no play. That's why we have family dinners, cooking classes, free island excursions and an island tour photo shoot day!

After the course we include 3 free follow up coaching sessions to be taken at a time of your choosing to keep track of your progress and help you over and hurdles you may face on your business journey.



Course Prospectus

What's included on the course?

7 nights accommodation in Tenerife at Cactus Coliving in a shared room

All meals fully inclusive

A completed WIX website with 1 year website subscription

Business knowledge presentations and workshops

Personal business roadmap to track your progress

Two free island excursions (hiking & sunset)

Daily morning yoga classes

Personalised Media Assets (photoshoot day)

Two Free Vegan Cookery Classes

3 Free online follow up coaching sessions

Villa contacts & valuable networking opportunities

First priority volunteering at one of our retreats

Airport transfers

Certificate in retreat business development



The course schedule

-DAY 1 - Arrival Day

- *12pm Check in
- *1pm Meet and greet drinks
- *2pm Welcome lunch
- *3pm Branding workshop
- *6pm Optional vegan cookery class
- *7.30pm Family dinner

-DAY 2

- *8am - 9am Morning Yoga Class
- *9am Breakfast
- *9.30am - 12.30pm Website design basics workshop
- *12.30 Lunch
- *1.30pm - 5.30pm Work on branding your website
- *6pm Optional vegan cookery class
- *7.30pm Family dinner

-DAY 3

- *8am - 9am Morning Yoga Class
- *9am Breakfast
- *9.30am - 12.30pm How to Create Defining Moments Workshop
- *12.30 Lunch
- *1.30pm - 5.30pm Supported work on your website
- *6pm Optional vegan cookery class
- *7.30pm Family dinner



The course schedule

-DAY 4 - Photo Shoot Day

*8am - 9am Morning Yoga Class

*9am Breakfast

*9.30am - 12.30pm Sales Workshop

*1pm - 7pm (photo shoot afternoon with professional photographer)

*7.30pm Family Dinner

DAY 5

*8am - 9am Morning Yoga Class

*9am Breakfast

*9.30am - 12.30pm Social Media Marketing Workshop

*12.30 Lunch

*1.30pm - 4.30pm Goal setting & the Power of Habits Workshop

*6pm Optional vegan cookery class

*7.30pm Family dinner

DAY 6

*8am - 9am Morning Yoga Class

*9am Breakfast

*9.30am - 12.30pm supported work on your website

*12.30 Lunch

*1.30pm - 4.30pm supported work on your website

*6pm Optional vegan cookery class

*7.30pm Family dinner



The course schedule

DAY 7

*9am Breakfast

*11am Group Hiking Excursion

*6pm Sunset in the Teide National Park with closing circle

*7.30pm restaurant meal

Day 8

*8am - 9am Morning Yoga Class

*9am Breakfast

*10.30am certificate presentation

*12pm Checkout and hugs goodbye

AFTER THE COURSE

*3 Free online coaching sessions to help support you in continuing to develop your business



About the accomodation

Our accommodation is one of the top rated co-living spaces in the Canaries. With daily morning yoga classes, two bright and airy office spaces, super fast WIFI, lounge, games room, presentation rooms, roof terrace with mountain views and courtyard garden with outdoor kitchen. Its the perfect space, surrounded by other entrepreneurs and young professionals to start building your own retreat business.

The Rooms

The standard rooms for the course are spacious shared rooms with shared bathrooms that sleep 4/5 people. For an additional cost private rooms may be available upon request.

The accommodation facilities include :

- *Shared rooms
- *Two bright, spacious offices
- *Super fast WIFI
- *Lounge
- *Games room
- *Presentation rooms
- *Roof terrace with mountain views
- *Courtyard garden for yoga & sunbathing
- *Outdoor kitchen ideal for cookery classes



About the Course Segments

Branding

In this course module we will work on defining your brand by looking at the 5 pillars of branding which are:
-Position, Promise, Values, Story and Associations.

We will look at examples of some successful companies and how they have used these principles in their own branding.

We will then apply these branding principles to your own business to make your own unique, personal brand for your retreats.



About the Course Segments

Website Design Basics

In this course module we will work on giving you the essential skills that you will need to personalise, edit and make updates to your website.

You will receive a pre completed yoga template website with all of the pages and features that I have found useful for my own retreat site. You will then learn how to personalise and customise this template to reflect your own personal brand.

We will watch some video tutorials to give you the basic web design essentials and then cover some website tips, tricks and keyboard shortcuts to be make the process of designing your website as quick, simple and easy as possible. We also cover the SEO basics to help your website rank higher on search engines.

Some examples of previous websites we have designed and own include :

www.blissyogaretreats.co.uk

www.breatheyogaretreats.com

www.tribeyogaretreats.com



About the Course Segments

How to create defining moments workshop

When we recall and review an experience our brains don't take an average of everything that happened to decide on the quality of the experience. Research has shown that what we remember are the peaks and the end of a an experience. Its their for vital in creating a positive customer experience to think about how you are going to design these powerful peak and end experiences.

In this course module we look at the behavioural research of Chip and Dan Heath to learn : what features make up a defining moment, we look at other companies as well as our own examples of how to deliberately curate these moments in the customer experience.

Finally using what we have learned we apply these principles to your own business and think of some of the ways you can enhance the guest experience at your own retreats.



About the Course Segments

Seven principles of sales workshop

Many people don't appreciate that every time you get an enquiry from a potential customer this is an opportunity to make a sale and the way in which you choose to reply and whether you use any principles of sales or not can vastly increase or decrease the likelihood of you making a sale.

In this course module we look at the seven principles of sales as outlined by Robert Chialdini in his best selling sales book Influence. These principles include : **scarcity, authority, social proof, sympathy, reciprocity, consistency and unity**

We then look at how each of these principles and how they relate to the way we reply to enquiries to improve our sales conversion rate.



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About the Course Segments

Vegan Cookery Classes

Many people don't feel confident enough to cater for their own retreats and so decide to hire a catering company. This can often be fairly costly and in my opinion also makes the retreat lose its personal touch.

We offer some optional cookery classes before dinner each night to show that catering for so many people is not as difficult as you think with a little bit of practice and the right recipes.

Obviously we can't train you to be an expert chef in just a week, but the main objective of our cookery classes is to show you that cooking for a lot of people is not as difficult as you might think and to make the idea of catering for your own retreats seem like a much more feasible option.



About the Course Segments

Personalised Media Assets - Photo Shoot Day

Everyone's favourite part of the course is photo shoot day. We drive you around the beautiful island of Tenerife to amazing scenic locations with a local professional photographer who is well known for their work in the wellness sector.

These valuable media assets will give you high quality content essential for designing a professional looking website and your social media channels.



About the Course Segments

Social Media Marketing Workshop

Social media is a powerful tool to grow and establish your retreat brand, but many people struggle with growing their following organically and reaching their target market.

With each social media channel constantly changing their algorithm to prevent people from hacking the system and each channel working differently and prioritising different types of content.

Our social media expert gives a workshop on the best practices when it comes to different social media channels and answers any questions you may have about how to make your posts more effective and reach a larger audience.



About the Course Segments

Goal Setting & The Power of Habbits

Many people set goals which they never achieve. In this section we will cover how to set the right goals for you and how to pursue your goals in a way that ensures that you massively improve your chances of success!

We also look at some techniques to form small positive habits that compound to create big results over a long time using the methods pioneered by James Clear in his best selling book 'Atomic Habits'.

We know that you won't be able to achieve and complete all of your business goals in 1 week with us. But with the right habits, organisational strategies and progress tracking in place we will help you achieve your goals.

With our comprehensive business roadmap to track your progress, follow up coaching sessions and a supportive network of fellow yoga teachers setting out on their own business journey, all that's left is for you to consistently put the work hours in.



About the Course Segments

Hiking Around the Volcano Mount Teide

We couldn't let you come to Tenerife without experiencing some of the beautiful and dramatic landscapes that it has to offer. In this free weekend excursion we take you high up into the Teide national park passing through pine covered forests to Canada Blanca which sits in the original crater of the volcano which formed the island. Here the volcano rises before you in all its majesty.

From here we set off on a circular hike which goes around Roques del Garcia. These strange rock formations are the remains of the lava conduit of the original super volcano which formed the island!

After the hike we go to the visitors centre where you can enjoy a coffee in front of the dramatic backdrop or check out the free museum to learn some interesting history about the volcano and the native Guanche people.



About the Course Segments

Sunset in the Teide National Park

We end the week with a very special sunset, high up in the Teide national park. We hike up to the top of a ridge where we look down on a sprawling valley of pine trees, the island of La Gomera and the glittering ocean in the distance.

On a lucky day we are so high up that we look down upon a fluffy white sea of clouds, which disperse the colours of the sun in to a thousand beautiful hues of orange and purple when the sun sinks slowly below their surface.

We sit for a guided meditation and soak in the beautiful nature before us, followed by a closing circle where we share something about our experience. This is followed by a delicious picnic, live music and singing. It's the perfect way to end a perfect week!



About the Course Segments

After the Course

The course will give you valuable, industry specific business knowledge and you will leave with vital business assets such as your branded personal yoga retreat website and personalised media assets.

But we know that you can't build a business in a week and that the journey will take time. That's why we include 5 online follow up coaching sessions free of charge, so that we can help you with any challenges that you might face and keep you accountable by tracking your progress with our business roadmap.

We have also found that the group of attendees on the course provide a supportive, helpful network of friends who are all aspiring towards the same goal and are all happy to offer each other help, advice and support.