



Personal Retreat Planner

By Brittany, Working Girl with a Side Hustle

What is your intention for your retreat?

Since starting my small party planning business, I've been mired down with the paperwork—taxes, business license registration, book keeping—and I haven't had time since inception, really, to think about my business development. I will use this retreat to revisit my business plan, set goals, finalize pricing for packages, develop media and website content, and plan for a website launch.

For what questions are you seeking answers?

How do I want my business to look and feel?

What can I realistically offer and perform at this point? What is a reachable goal? What do I need to do to get there?

Who is my ideal client? How do I reach them?

Are my prices accurate? What should I include, and what should be add-on? Do I list everything on the website?

How do I curate the best social media posts?

What is the best way to officially launch the website?

I need uninterrupted time to answer all these questions!

How will you spend your time?

In addition to seeking answers for my questions, I definitely will write some blog posts. I understand how successful these can be at attracting customers and how influential they are when shared over social media. This is a goal I have, but I've never had the focus to actually sit down and do it.

I will explore the world of free stock photos. I think this could be a good solution until I have enough in my own repertoire, but I need to find and save them, and create social media posts with them.

Finally complete all of those free planners and vision development worksheets I downloaded when I was just starting! I only saved the ones I thought could be really useful, but I've never finished them.

I'd like to make a list of all the themed parties I've thrown or participated in over the years. These have the potential for blog posts, but also just to keep these ideas handy.

What will you avoid while on your retreat?

While many people go through a digital detox on retreat, I need to focus on assessing and improving my company's social media presence. So instead, perhaps I will avoid my personal social media accounts and only engage on my business profiles.

What do you want to experience, explore or learn?

I've compiled a list of podcasts I'd like to listen to on my drive to and from Fayetteville and during my jogs/hikes: Health Fuels Hustle, Type A Creative and The Lively Show.

If the weather is nice, I'd like to explore a little. Taking a break mid-day for a brisk hike in the New River Gorge sounds invigorating, and I'm sure my eyes will need a break from the computer screen. I see that the Town Loop Trail is walking distance from the Flats. Sounds like the right one for me.

I'm also pretty excited and a little nervous about experiencing so much alone time. I'm hopeful this solitary retreat will build my confidence.

What kind of restorative practices will you plan?

I want to remind myself of why I started my side hustle. To restore this mindset, I'll read through old party plans, binders, and look at old pictures and Pinterest boards.

I'd like to start each day bright with yoga or a jog, and get to work fairly early. I'd like to do the same thing every day to keep me constant, so I'll probably make a schedule and block things out by task.

For personal rejuvenation, I'll drink juice! I think the Cathedral Café or Raw & Juicy Juice Bar would be a good place to visit to get juice, instead of having to make it myself. Since both are just down the street from Lafayette Flats, it should be an easy score.

I'd also like to make it a point to be present, savoring a delicious glass of wine in the gorgeous bathtub each evening.

What do you want to take home with you?

I want to leave my retreat with a crystal clear vision for the future of my party planning business and defined objects for the steps I need to take to get me there. By 2021, I'd like for my side hustle to turn into my full time occupation.

What do you need to bring?

My laptop & charger

Yoga mat

Business files

Hiking boots and thermal undies

Running shoes

128 GB flash drive (buy!)

Nice wine

Popcorn

A good attitude