

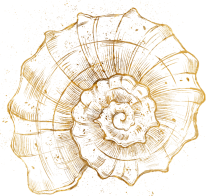
# BRAND WORKBOOK



A strong brand isn't just about a logo or a catchy slogan; it is the essence of your retreat's vision, the energy you radiate, and the story you share with the world. It's about creating a resonance that aligns with the values and desires of those who seek healing, peace, and transformation.

What feelings do you want to inspire in your guests?

What brands inspire you?



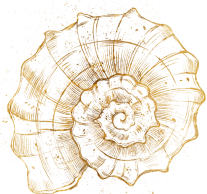


# BRAND PURPOSE

This is your WHY. Your Brand purpose is your guiding light. It is your brand's deeper purpose for existing above sales and profit.

*Ex We know the profound transformational power of retreats because our own experiences at wellness retreat centers have changed our lives. We have found our purpose in facilitating life changing transformations for our clients.*

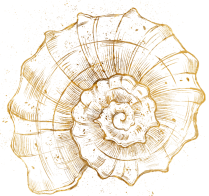
WHY do you do what you do? Define your Brand Purpose.



# MISSION STATEMENT

A mission statement is a brief description of an organization's purpose and how it serves audiences through the types of products or services it provides. It outlines your actions in simple, clear language that's specific to your brand.

*Ex Soul Star Retreats: Providing people in the Middle East with wellness retreats and conscious experiences to elevate their mental, physical, emotional and spiritual state of peacefulness and balance; all through body movement, meditation, healthy lifestyle, alternative healing, fun, adventure and exploration.*



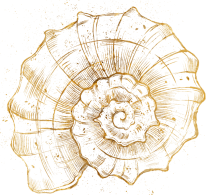
# MISSION STATEMENT

1. What do you do? In three sentences, sum up your solutions (ie. What specific 3 problems do you solve for your guests?)

2. How do you do it? In 3 sentences, sum up the specific ways you help your guests.

# MISSION STATEMENT

Define your Mission Statement.

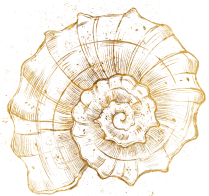






# BRAND VISION

Define your Brand Vision.

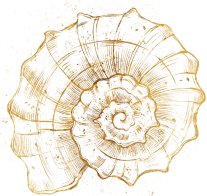


# CORE VALUES

Core values are the guiding principles that shape our actions and decisions. These values embody how we operate, interact with others, and cultivate a nurturing space where healing and transformation can thrive.

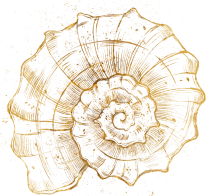
Ex. Empowered to Exhale Wellness Retreats

*Authenticity*  
*Mindfulness*  
*Sustainability*  
*Purpose*



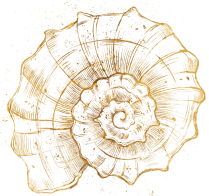
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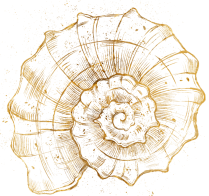


# BRAND PROMISE

What you promise your customers you will provide.

A mission statement is designed for your company. A brand promise is designed for your customers.

What do you promise your guests?

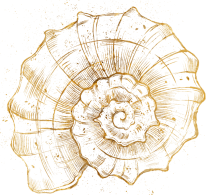




A decorative sunburst graphic with thin, light brown lines radiating from the top center, framing the title text.

# BRAND STORY

Outline your unique story.

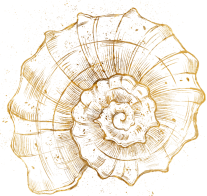


# BRAND PERSONA

A Brand Persona is the personality of your Brand. Like a person, it has traits and quirks and passions that make it unique. It has a voice; a way of talking and relating to people.

*Ex. Ava, The Nurturer, is a compassionate and grounded wellness guide who empowers individuals to reconnect with their true selves through holistic healing and spiritual practices. With a soothing and uplifting presence, she creates a safe space for personal growth, fostering inner peace and transformation.*

If your brand was a person, what would they be like. List 5 qualities that will drive your messaging.





# BRAND PERSONA

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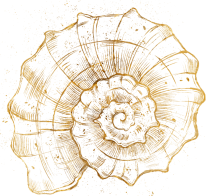
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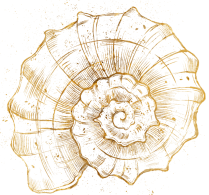
# BRAND ELEMENTS

These are the tangible elements that reflect your brand identity, meet your brand promise, shape perceptions and represent your Brand Persona.

Colors (HEX Codes or general description):

Fonts:

Notes:





# BRAND WORKBOOK

Phewf! That was a lot of work. But it will be SO worth it as you navigate the future of your business.

A holistic approach to branding and marketing not only attracts your target audience but also fosters long-term growth and success for your retreat business. By investing in a strong, cohesive brand and strategically integrating it into your marketing mix, you'll create lasting connections, expand your reach, and leave a meaningful impact on those who come to you for healing.

*Whenever you're lost, return to your brand board to re connect with your original intention.*

THE RETREAT  
MARKETER