

# *Ritual*

*—turning an act of habit  
into a pleasurable event.*

Make the Entrepreneur's Retreat an annual ritual.  
You'll end it with a Success Report for the last year and  
a Profit Plan for the coming year.

~

Keep this book, update it annually,  
refer to it frequently and **grow your business!**

*Where I am today is the result  
of all the choices I've made.*

# Suggested Retreat Format

Page:	Activity:	List:	Retreat Time:
4	Preparation/Packing	#1	
6	Two Elements/Arrival	#2	
10	Reflection Questions	#3	1-2 hrs. <input type="checkbox"/>
	<i>—take a break—</i>		
12	Vision	#4, 5	30 min. <input type="checkbox"/>
14	Major Life Areas	#6, 7, 8	30 min. <input type="checkbox"/>
18	Monthly Task Outline	#9	30 min. <input type="checkbox"/>
	<i>—take a break—</i>		
20	Weekly Task Outline	#10	45 min. <input type="checkbox"/>
22	Daily Task Outline	#11	15 min. <input type="checkbox"/>
24	Assess Yourself	#12	15 min. <input type="checkbox"/>
	<i>—take a break—</i>		
28	Success Report	#13	45 min. <input type="checkbox"/>
30	History	#14, 15	45 min. <input type="checkbox"/>
	<i>—take a break—</i>		
32	Income	#16, 17	30 min. <input type="checkbox"/>
34	Expenses	#18, 19	30 min. <input type="checkbox"/>
	<i>—take a break—</i>		
36	Owner	#20	20 min. <input type="checkbox"/>
38	Operating Plan	#21	15 min. <input type="checkbox"/>
40	Illustrations	#22	30 min. <input type="checkbox"/>
	<i>—take a break—</i>		
42	Profit Plan	#23, 24	20 min. <input type="checkbox"/>
44	Mission	#25	45 min. <input type="checkbox"/>
46	Goals	#26, 27	30 min. <input type="checkbox"/>
	<i>—take a break—</i>		
48	Customers	#28	30 min. <input type="checkbox"/>
50	Business Partnering	#29	30 min. <input type="checkbox"/>
	<i>—take a break—</i>		
52	Anticipate Income	#30	30 min. <input type="checkbox"/>
54	Anticipate Expenses	#31	30 min. <input type="checkbox"/>
56	Suggested Reading	#32	
60	Affirmations	#33	
63	Feedback		

Day #1 TIME

Day #2 MONEY

**Experience your retreat at your own pace.** Take as much time as you need, or conduct sections as you need them. The format shown here provides time *estimates* and breaks necessary to fit the retreat into two days.

Print blank forms prior to each year's retreat from the latest .pdf at [www.holders-ink.com](http://www.holders-ink.com)



## Preparation

**A**s one year closes a new year begins—It's a perfect time for the Entrepreneur's Retreat. I'll take you through my reflection process to inspire your Entrepreneur's Retreat.

### Location:

Determine a retreat location that nurtures your heart/soul/mind. For me, it's a room on the top floor of a certain water-front hotel, with a fireplace, great view and undisturbed tranquility.

#### *To help you decide your location:*

What location is attuned to your favorite time of year?

(winter ski lodge, spring planting season, summer ocean front, fall hiking trails...)

What is your favorite sound? (waves on beach, waterfalls, farm animals, city bustle, train whistles, crackling fire...)

Do you like the great outdoors (camping) or the comforts of five-star service (hotel)?

Do you prefer cooking for yourself? fasting? or staying near a favorite restaurant?

Choose a location that nurtures your soul and gives you the utmost pleasure and peace. Your location should treat as many of your senses as possible and inspire your creative side.

### When:

Determine the time of year that represents for you a new beginning. Your birthday? New Year's? A favorite season? Business anniversary? Beginning of fiscal year?

### Packing:

Once you make the Entrepreneur's Retreat an annual ritual, keep a list/file/box throughout the year of necessary items to bring:

- favorite coffee/tea & mug
- a motivating book
- pampering items: like pedicure supplies, lotions, bubble bath, candles, favorite candy, & reflective music
- clothes with comfortable fabrics and texture
- Think of all your senses and what items could indulge each one

---

*If the complete book is too much for a single retreat, break the tasks into two or three retreats—one every few months*

**Bring to Retreat:**

notebook paper / both pen & pencil    colored pencils or highlighters

last year's tax return/checkbook    calendars (last yr & upcoming yr)

notes of client/customer praise    photos of your business during year

An inspiring book: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



---

*Keep this list updated through the year so when you think of an item to bring, you note it on your list.*

# EXAMPLE

I formatted this book so my example pages are on even-numbered pages and the pages for you to complete are odd-numbered. That way, from year to year, you can simply print the odd-numbered pages of the .pdf at my web site [www.holders-ink.com](http://www.holders-ink.com) to create each year's workbook.

Let's focus on two important elements of business.

## Time:

We're all responsible for the same amount of time each day, our entire lives. I think of each day or week as a briefcase I carry wherever I go. In this retreat, you'll consider how to divide your "time briefcase" to make enough room for your most important goals.

I once told a friend, "I've got to learn to manage time better." She replied, "No; time is the constant. You have to learn to manage *yourself* better." So true!

## Money:

Money is our most common method of trading value today. It's simply a number that helps us measure (keep score of) our Return On Investment (ROI).

You invest so much of yourself into your business. Make sure you get the highest ROI possible. You have a fundamental right and responsibility to earn a living. No one (including yourself) has the right to sabotage that.

---

It is also fun to experience the annual retreat with a *group* of other business owners.

Group discussion and feedback can balance private times of contemplation. I suggest the number of participants be limited to five. Contact me about facilitating your group retreat, [louise@holders-ink.com](mailto:louise@holders-ink.com)

*Let's begin . . .*